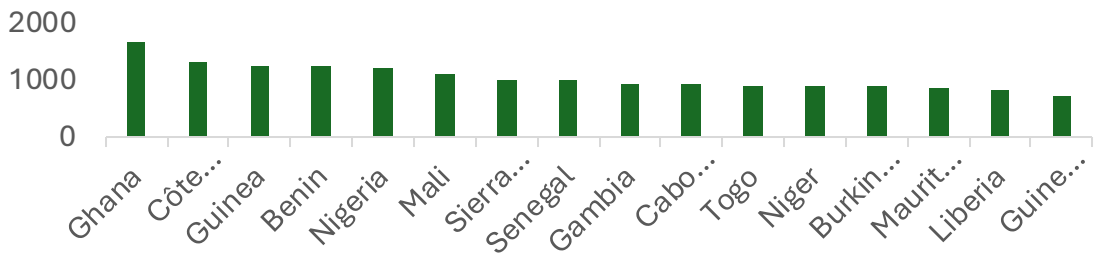


The Rise of Veganism in West Africa



West Africa a region rich in diverse culinary traditions, has a low number of vegans due to cultural, economic, and accessibility factors. However, as awareness grows and health and environmental concerns take center stage, a growing number of individuals are embracing the benefits of plant-based lifestyle, fostering a promising shift towards veganism in the region.

Quantity of Vegan products Consumed per Country in 2022
(Kg/capita/yr)



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Factors Limiting Veganism

Socio-Cultural factors

In West Africa, there is a prevalent cultural belief that animal products are vital for maintaining good health. People often say things like "you need meat to be strong" or "you can't get enough protein without meat" in countries like Nigeria.

Economic Factors

Plant-based foods can be more expensive than animal products in West Africa especially in rural areas. For instance, in Ghana, tofu which is a popular plant-based protein source, can be up to twice as expensive as chicken.

Lack of Vegan-friendly Options:

There are a limited number of vegan friendly restaurants and the stores in West Africa. This can make it difficult for people to follow a vegan diet especially if they are travelling or eating out.

The average meat consumption in Africa between 2021 and 2023 was **9.6KG** per person per year.

Chicken meat was the most consumed, at **3.8KG** per capita yearly.

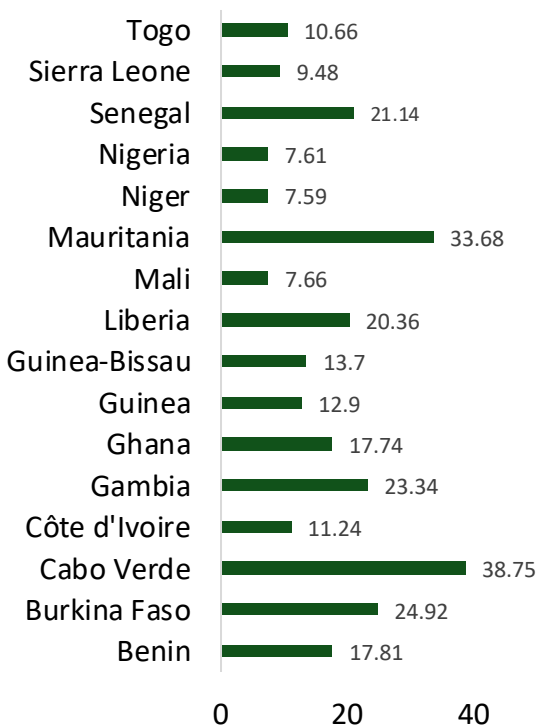
By 2033, the demand is expected to reach around **9.8KG** kilograms per capita



Some major players in the West African plant-based product market includes;

- Nestle S.A
- Danone S.A
- Unilever PLC
- Coca-Cola Company

Quantity of Meat Consumed per Country in 2022
(Kg/capita/yr)



Veganism is gaining popularity in West Africa, WHICH has been due to increasing awareness of its ethical, environmental, and health benefits.

People are beginning to discover that products like salad, cheese, Akara, and peanut butter sandwiches taste as good as non-vegan options.

In an attempt to reduce environmental impact, improve health, and align with ethical values, vegan-friendly places and products continue to grow, Africa is expected to embrace veganism more widely, with more options and establishments catering to plant-based lifestyles.

Contact Us



spurt.solutions

+2348161130265

projects@spurt.group