

FLEXI TARIANS



TGI Definition: Flexitarians

TGI definition of Flexitarians: Use vegan/vegetarian products at least once a week OR often make/eat vegetarian dishes.

Our flexitarians are mostly young adults, aged 18-39, with a significant majority being women. While they're not top earners, they have a comfortable disposable income, partly because many don't have kids or own homes. They love spending time on food - whether it's shopping, cooking, or even growing it.

They're active people, enjoying regular walks and weekly outdoor activities like running or biking. When they're indoors, they enjoy cooking and reading, and they're also big fans of social media platforms like Instagram and Facebook. Dining out to explore new plant-based options is a favorite pastime, and they're deeply committed to animal welfare.



Attitude & Lifestyle

FOOD AWARENESS

Unsurprisingly, they are very interested in what they eat (37%) and how it's made. Environmental protection is intertwined with their daily food choices (30%) along with conscious energy consumption (26%) to pollute less. 48% often eats or cooks vegan dishes.

ELEMENTS OF CULTURE

They listen to music as much as the average person but 33% favor pop- and rock music and 17% are also very interested in classical music. They see theater plays 2-3 times a year (22%) and 30% visit art exhibitions at least once a year. 9% of flexitarians also visit museums almost twice as often as the general population.

CAREER & EDUCATION

22% are very focused on education and knowledge, presumably aligned with their love of reading books and listening to e-books. 20% of flexitarians are equally very involved in their job & careers and 19% prefer to work in teams, not alone.

Passions

PHYSICAL ACTIVITY

They are health conscious and 26% are very dedicated to working out with 27% hitting the gym at least once a week. 18% are running weekly and a full 53% do other types of physical activity every week. 11% of our flexitarians bicycle daily for both transport & exercise.

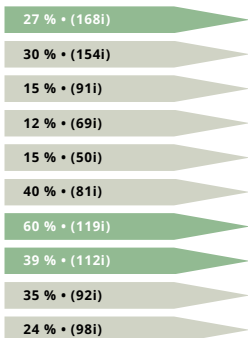
ANIMAL WELFARE

Flexitarians are not 100% vegans or vegetarians since they do occasionally eat meat and fish. Typically, they are not into hunting or fishing though 7% do show interest in hunting as the meat is not from farm animals. 64% always buy food products where animal welfare has been taken into account.

OUTDOORSY

28% of our flexitarians go for a walk five or more times a week and almost 33% go hiking in mountains, forests, or fields once a week. Being outside is life-affirming to them and 30% support nature conservation to a degree that 5% never drive a private car.

Socio-Demographics



- 18-29 YO
- 30-39 YO
- 40-49 YO
- 50-59 YO
- 60+ YO
- Male
- Female
- Income <400K
- 400-600K
- Income >600K

HEAVY use



MEDIUM use



LIGHT use



Media

- Cinema
- Streaming
- Internet

- Print
- Digital News

- Radio

Daily Coverage



Twitter (X)
18 %



YouTube
47 %



Instagram
60 %



Facebook
73 %



Snap
63 %



TikTok
19 %