# Research shows men's growing interest in veganism. But is it 'manly'?



In a newly published report by The Vegan Society, a significant portion of men, 41 percent, are either planning to adopt a vegan lifestyle or are expressing interest in doing so. This research unveils more men considering veganism than previously anticipated, but also highlights the social and psychological hurdles they face.

The study, titled "Veganism and Masculinity: Challenging Stereotypes and Embracing Change," seeks to understand the gender imbalance within the vegan community, where women currently outnumber men. It includes insights from both vegan and non-vegan men to address the specific issues deterring them from adopting a vegan diet.

One of the prominent barriers identified by the research is the concern about perceptions of masculinity. Many men worry that choosing a vegan lifestyle may negatively affect how they are perceived in traditional masculine roles. Additionally, health concerns and reactions from peers and family members also play a significant role in their hesitation. Nearly half of the men surveyed voiced their fear of encountering unsupportive responses from friends and family if they were to turn vegan.

Alexander Huntley, Research and Policy Officer at The Vegan Society, emphasized the environmental and ethical imperatives for adopting a vegan diet. He highlighted that with over 80 billion land animals killed annually for food, and evidence suggesting that a global shift to veganism could reduce climate emissions by 70 percent, breaking down these barriers is critical.

"It is imperative to try and break down the barriers that stop people trying a vegan diet and to tackle the misconceptions around taste and nutrition," he stated.

The study's findings show that although some deterrents to veganism are shared by both men and women—such as concerns over taste and nutrition—there are unique challenges faced by men. A significant portion of men, 47 percent, feared negative reactions from their social circles, which can be a significant roadblock.

The Vegan Society highlighted the need for providing more information, support, and resources specifically targeted at men, including nutritional guidance, recipes, and evidence supporting the benefits of a vegan lifestyle. A supportive community environment is also deemed crucial. The report found that men were more successful in transitioning to veganism when they had the backing of a vegan partner or supportive friends.

“Our findings underline the need for accessible resources and a strong support network for men considering veganism,” said Huntley. “We encourage any men who are interested in veganism to visit our Vegan and Thriving pages, which are filled with information, advice, and testimonials from vegan men about their journeys and how their veganism relates to their masculinity.”