

Label survey

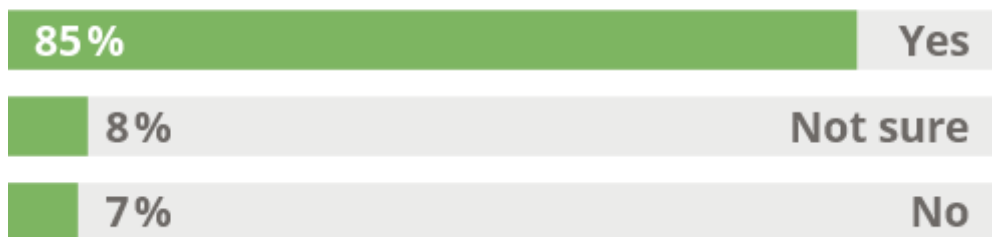


[1]

The V-Label is well-known and trustworthy

The V-Label, which is controlled by Swissveg in Switzerland, is very well-known among vegetarians with 81% and extremely well-known among vegans with 97%. More than 80% of the respondents trust the label. Only 3% state that they do not trust the label at all. The V-Label is known by half of the total population making it the most popular among the labels for vegan or vegetarian products. In comparison, only 15% of respondents knew the vegan flower. Even among vegans only 80% and among vegetarians 34% knew it.

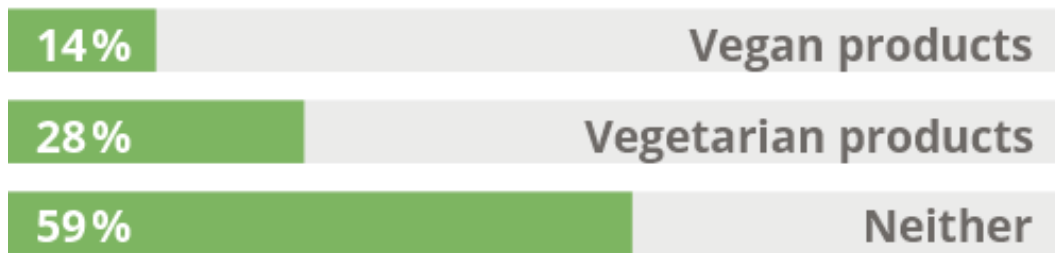
Do you know the V-Label? (vegetarians and vegans)



Customer demand - over a quarter want more vegetarian products

The demand for more veg. products, although the selection of products has already increased considerably in the recent years, is unbroken. 28% of the interviewees want a wider range of vegetarian products and 14% want more vegan products. Apparently also some meat eaters ask for a bigger selection of vegetarian products. 90% of the respondents buy the veg. food in the supermarket, followed by 67% who shop in specialized stores (multiple answers possible).

What kind of products do you want more of in commercial trade?



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Fussnoten:

All figures mentioned were determined by the market research company [DemoSCOPE](#) [2] in a representative survey in January/February 2017 on behalf of Swissveg.

Weitere Infos:

The first [great survey](#) [3] which includes vegans.

Source URL (modified on 04/20/2017 - 16:33): <https://www.swissveg.ch/node/2227?language=en>

Links

[1] <https://www.swissveg.ch/node/2227?language=en>

[2] <http://www.demoscope.ch/ueber-uns/medienspiegel/>

[3] <https://www.swissveg.ch/node/2210>