

Czech <University of Life Sciences Prague

Faculty of Economics and Management

Department of Economics



Bachelor Thesis

**Economic Analysis of Vegan Restaurant Market in the
Czech Republic**

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

BACHELOR THESIS ASSIGNMENT

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Economics and Management

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Economic analysis of vegan restaurant market in the Czech Republic

Objectives of thesis

The goal of the thesis is an analysis of the vegan market in hospitality together with the prognosis of the trend in the Czech Republic. The aim is to analyze the demand, who are the customers of the vegan restaurants and therefore how to target them. Also to articulate what the supply is, find any holes in the market, and find out whether there is a space for new business for new vegan restaurants in the Czech market.

Methodology

The thesis will start with a collection of primary and secondary information readily available from external sources – scientific literature and due to the fact that this is a very current topic especially internet sources. It will explain the concept of veganism, vegan beliefs, history and reasons why a person decides to be vegan. The following section will characterize the expansion of veganism in the world. In the analytic part of the thesis there will be conducted quantitative research of the selected target groups and interviews with the owners or managers of vegan restaurants. Also there will be an analysis of the supply and the demand for vegan restaurants and conducted a SWOT analysis. Finally the paper will discuss the potential of the vegan market in the Czech Republic.

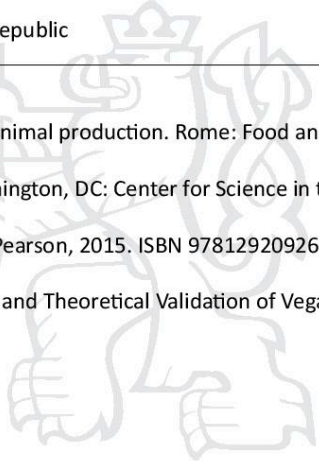
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Declaration

I declare that I have worked on my bachelor thesis titled "Economic Analysis of Vegan Restaurant Market in the Czech Republic" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break copyrights of any other person.

In Prague on 15 March 2017

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Ekonomická analýza trhu veganských restaurací v České republice

Economic Analysis of Vegan Restaurant Market in the Czech Republic

Ekonomická analýza trhu veganských restaurací v České republice

Abstrakt

Tato práce se primárně zabývá vymezením veganů jakožto spotřebitelů služeb některých podnikatelů v České Republice. Nejprve jsou popsáni vegani, jejich postoje, názory a důvody k veganství. Součástí této práce je také popis historie veganství a porovnání trhů v evropských i jiných státech a nabídka veganských restaurací. V praktické části práce je provedena analýza trhu v České republice a popsána nabídka a poptávka po službách a produktech ze strany veganů. Cílem této bakalářské práce je analyzovat díru na trhu a potenciál v České republice co se týče veganství. K tomu jsem využila kvantitativního výzkumu poptávky specifické skupiny a analyzovala jsem aktuální situaci na straně nabídky. Abych došla k závěru, použila jsem takzvanou SWOT analýzu, která se používá ke zhodnocení vnitřních i vnějších faktorů ovlivňujících úspěšnost trhu či organizace. Popisuje silné a slabé stránky, příležitosti a hrozby.

Klíčová slova: Veganství, vegetariánství, analýza, trh, poptávka, nabídka, životní styl, zdraví

Economic Analysis of Vegan Restaurant Market in the Czech Republic

Abstract

This work is primarily engaged in the definition of vegans as consumers of services and the potential of this market for some entrepreneurs in the Czech Republic. First, who vegans are is explained, their attitudes, opinions and reasons for veganism. Part of this work is a description of the history of veganism and comparison of markets in Europe and other countries. The practical part consists of an analysis of the market in the Czech Republic and discusses supply and demand for products and services for vegans. The aim of this work is to find out whether there is a hole in the market and what is the potential in the Czech Republic in terms of veganism. For this, I used quantitative research of demand of specific group and I analyzed the current situation on the supply side. I used the so-called SWOT analysis to evaluate internal and external factors affecting the success of the market or different organization. The analysis describes the various strengths, weaknesses, opportunities and threats.

Keywords: Vegan, vegetarian, restaurant, analysis, market, demand, supply, life style, health

Table of Contents

1. Introduction	12
2. Objectives and Methodology	13
2.1. Objectives	13
2.2. Methodology	13
3. Theoretical Part.....	15
3.1. Veganism.....	15
3.1.1 History of Veganism	16
3.1.2 Changes in the Perception of Veganism.....	18
3.1.3 Reasons for Veganism.....	18
3.1.4 Non-vegan Products & Services	24
3.1.5 Veganism and Vegetarianism in the World.....	28
3.1.6 Veganism and Vegetarianism in the Czech Republic	31
3.1.7 Supply of the Vegan Restaurants in the Capital Cities around the Europe.....	32
3.1.8 Types of Vegan Products	32
4. Practical Part	35
4.1. Vegan Demographics	35
4.2. Demand	38
4.3. Supply of Vegan Restaurants in the Czech Republic	40
4.4. Vegan products in the Czech Republic	41
4.5. Swot analysis	42
5. Results and Discussion	45
5.1. Business opportunities	45
6. Conclusion.....	46
7. References	47
7.1. Literature.....	47
7.2. Articles.....	47
7.3. Internet.....	47
8. Appendix	51

List of figures

Figure 1: Cover of The Hygeian Home Cookbook.....	17
Figure 2: Ban on fur industry.....	27
Figure 3: Number of vegetarians, vegans and raw-foodists	31
Figure 4: Number of vegan restaurants in the capital cities around Europe.....	32
Figure 5: Age of respondents.....	35
Figure 6: Gender	36
Figure 7: Education.....	36
Figure 8: Where do you spend your time the most often?.....	37
Figure 9: Would you like to have more vegan restaurants in your neighborhood?.....	38
Figure 10: Number of vegan restaurants in the Czech Republic	40
Figure 11: From which food do you get your protein?.....	41
Figure 12: Where do you do grocery shopping?.....	42
Figure 13: SWOT analysis.....	43

List of tables

Table 1: Types of vegetarians	15
Table 2: Level and type of threat	23
Table 3: Nuber of vegans and vegetarians in the World.....	28
Table 4: Would you like to have more vegan restaurants in your neighborhood?	39

1. Introduction

Veganism is a lifestyle people choose if they want to avoid eating, wearing or using in another way products, which are made from or by animals. It is both a lifestyle and the philosophy of many people around the world. The effort of vegans is to bring awareness about veganism among other people and show that vegan food can be tasty and according to modern scientific studies, healthy. In many scientists' opinions, veganism with guarding all the necessary vitamins, minerals and nutrients can be a balanced and healthy diet.

Lately we can follow the growing trend in the field of healthy eating. Many books and articles were written about new diets, detoxes or changing the whole lifestyle. Recent studies, which discuss veganism as a healthy balanced diet, concern for the environment, compassion for the animals are the reasons, nowadays the interest in veganism is also increasing.

The goal is to analyze veganism from the perspective of the Czech market, find out, what is the situation in the hospitality industry, what is the demand for vegan restaurants and therefore the potential for businesses in the Czech Republic. The main objective of this work is to define vegans as a new specific market and evaluate business opportunities in hospitality for this segment. I will explain the vegan lifestyle, history and reasons for veganism. Next, I will identify this specific segment of the market and from demographic perspective. Consequently, it is also necessary to analyze supply and demand of services and products on the Czech market. The goal is to analyze any gaps and potential of the market with vegan restaurants in the Czech Republic.

2. Objectives and Methodology

2.1. Objectives

The goal of the thesis is an analysis of the vegan market in hospitality together with the prognosis of the trend in the Czech Republic. The aim is to analyze the demand, who are the customers of the vegan restaurants and therefore how to target them. Also to articulate what the supply is, find any holes in the market, and find out whether there is a space for new business for new vegan restaurants in the Czech market.

2.2. Methodology

First, I collect and analyze primary and secondary information readily available from external sources - scientific literature and due to the fact that this is a very current topic especially internet sources. Even though my work is focused only on the vegan market, I also draw from sources, which discuss vegetarianism since vegetarianism is considered as a more general term for different kinds of meat-free diets. In the analytic part of my thesis, I conduct quantitative research of the selected target groups. I placed the questionnaire to vegan forums and vegan groups on social media. Also, to approach people who do not use social media, I visited some vegan restaurants and handed out leaflets to customers. 419 people answered, out of which 352 were vegans. The rest of the asked people were non-vegans and people considering becoming vegan. The goal of this work is analysis of vegan market in hospitality together with the prognosis of the trend in the Czech Republic.

The first chapter describes the general characteristics of veganism. I explain the concept of veganism, history and reasons people change to a vegan way of life. I characterize the expansion of veganism around the world, especially European states. I also focus on attitudes of vegans towards other topics connected with animals rather than food. I describe the meaning and types of vegetarianism and veganism so the reader better understands the work, since I use these terms. Also I describe alternatives to meat and dairy products for the same reason. The second chapter analyses the offer of vegan restaurants and demand from consumers. This chapter also deals with the situation of the market in the Czech Republic, specifically the supply side.

To summarize the issue I use SWOT analysis, which aims to summarize all previous aspects of the potential of vegan restaurants in the country. For a summary of all analyzed aspects of veganism as the trend was elected SWOT analysis, which clearly categorizes the partial results in the following categories: Strengths, Weaknesses, Opportunities and Threats.

In the last chapter I mention some of my suggestions for business opportunities in the vegan sector.

3. Theoretical Part

3.1. Veganism

Veganism, or so called ‘strict vegetarianism’ (Mosby, 2009) is a diet, philosophy and a way of life in which a person cares about the life and welfare of all living creatures. It is not only a way of eating, but a lifestyle when people avoid product and services in which were animals killed or abused. Who else should define veganism better then the founder of the word itself Donald Watson: ‘Veganism is a philosophy and way of living which seeks to exclude — as far as is possible and practicable — all forms of exploitation of, and cruelty to, animals for food, clothing or any other purpose; and by extension, promotes the development and use of animal-free alternatives for the benefit of humans, animals and the environment. In dietary terms it denotes the practice of dispensing with all products derived wholly or partly from animals’. (The Vegan Society, 2017)

Table 1: Types of vegetarians

Type of diet	excludes
Vegetarians	meat, fish and poultry
Lacto-vegetarian	meat, fish, and poultry, as well as eggs and any foods containing eggs
Ovo-vegetarian	meat, fish, poultry and dairy products
Macrobiotics	meat, poultry, eggs, dairy, processed foods, refined sugar, alcohol
Vegans	meat, fish, poultry, eggs, dairy products, honey and other animal products
Raw-foodists	meat, fish, poultry, eggs, dairy, food cooked to a temperature of more then 46 °C
Frutarian	meat, fish, poultry, eggs, dairy products, honey, grains, vegetable
Flexitarian	avoid meat, fish, poultry, but eats it occasionally

Source: Own processing, (Insel et al., 2016)

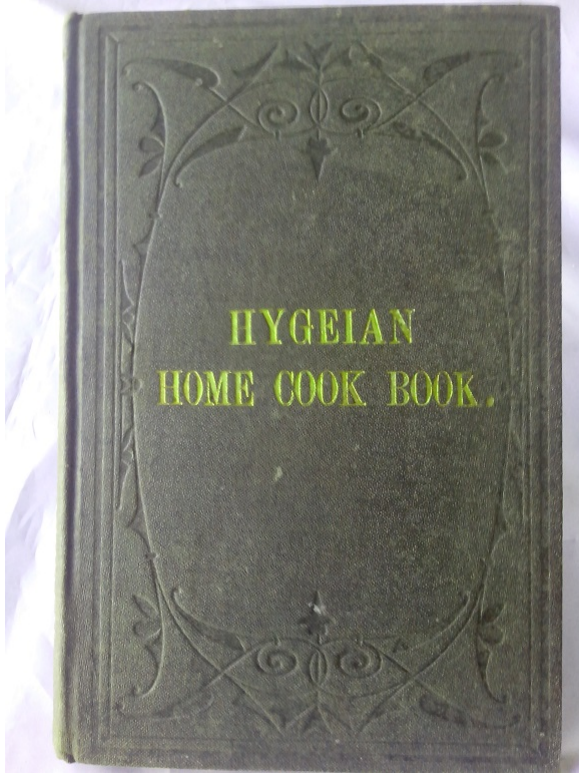
3.1.1 History of Veganism

The origin of vegetarianism and veganism can be tracked back over 2000 years. It is known that Pythagoras, Greek mathematician and philosopher followed a diet, which could be described as vegetarian. In the same time, according to Mahayana school of Buddhism Buddha was vegetarian himself and also discussed vegetarian diet with his followers. The Theravadins, other school of Buddhist has no dietary restrictions however it is not uncommon to find Theravadin monks who are strict vegetarians (Nirvana Sutra, 2017).

Some Christian groups say even Jesus Christ was vegetarian. Oriental Orthodox, East Orthodox and East Catholic Church does not eat meat all year long and many members are also vegans. For example, The Seventh-day Adventist Church belongs to the vegetarians, which was established in United States of America in nineteenth century. Throughout history, it was actually England, where vegetarian ideas were more welcomed than in other European countries. It was greatly advocated by many, also by the poet Percy Bysshe Shelley. Vegetarianism came to England from India, which was colonized by the English people (Vegetarian Society, 2009)

In 1809, England, Reverend William Cowherd founded the Bible Christian Church. Cowherd promoted vegetarianism as a form of temperance and was one of the philosophical forerunners of The Vegetarian Society. The Vegetarian Society was established in 1847 by 140 participants and by the end of the century the group had four thousands members. The following year the magazine The Vegetarian Messenger was launched and continued for more than hundred years. A few years later, actually in 1850, American Vegetarian Society was founded by members of Christian Bible Church living in America. In 1874 first vegan cookbook was introduced in New York by Dr. Russel Thacher Trall called 'The Hygeian Home Cookbook' (Davis, 2012).

Figure 1: Cover of The Hygeian Home Cookbook



Source: (Edmundson, 2013)

In 1944 Donald Watson coined the word ‘vegan’ using the first three and last two letters of ‘vegetarian’. The same year Watson established The Vegan Society together with five other non-dairy vegetarians. They did not want to separate from The Vegetarian Society, they just wanted a distinct section within it (Davis, 2015). Most retained their memberships of both societies, as many do today. This trend started by these British citizens was followed by other countries: in 1957 India with The Indian Vegan Society, USA with The American Vegan Society in 1960. Between sixties and nineties many new vegan organizations were established worldwide and they now promote the vegan or vegetarian lifestyle as the ideal (Davis, 2015). The Vegan Society exists until now and their goal is to promote vegan lifestyles for the benefit of people, other animals and the environment (The Vegan Society, 2015).

3.1.2 Changes in the Perception of Veganism

Publicity of veganism is shared by many big international, but also small local organizations, which are usually presenting veganism on the internet. The biggest organization, which operates on a long-term basis is PETA (People for the Ethical Treatment of Animals). The biggest issues of PETA are animals' rights.

Some organizations are interested in animal rights and ecological issues and try to convince others that their point of view is the best. PETA is exactly this kind of activist organization, who organizes many protests. In the Czech Republic the same opinion is shared by the website soucitne.cz, which calls itself as a 'portal of ethical consumerism, healthy lifestyle, veganism and activism for the animal rights'. The website also features e-shop and they are active even on social media. Another website concerning such topics is www.veganfighter.com, where athletes of different kinds of sports, especially of martial arts, present themselves. They show that people can have big muscles even on plant-based diet. One of the founders of this website is a former world champion in Thai box Jan Müller. Müller says that the image of vegans is that they are unhealthy-looking people. He and the Vegan Fighter site want to show that the reality might be different. Also, plant based diet starts to be very popular among athletes, because it has a great effect on health and performance. Well known vegan is for example Mike Tyson — American boxer or Russian bobsledder and professional armwrestler Alexey Voyevoda, who was said to be the strongest man on the Olympic games in Sochi (Nevělík, 2014).

There is lots of vegan websites and blogs, but also e-shops, such as Bioobchod, e-Obchůdek, Veganz, Veganstore, Country life etc. Most of those e-shops are connected to regular shops, restaurants or seminars.

3.1.3 Reasons for Veganism

For the analysis of the market it is important to know why people act in different than standard way — in this case why some people prefer vegan products. I would divide vegans into two groups — first group became vegans because of themselves — healthier diet and healthy lifestyle, as mentioned in previous chapter. Second group consists of

people who became vegans because of ethical issues such as welfare of animals, the use of antibiotics and growth stimulants for the animal production, and better environment.

Veganism as a Healthy Lifestyle

Someone might confuse veganism with the trend of healthy lifestyle, which carries the popularity of organic food, or with conscious consumption, thanks to growing sales of local products. These trends are related to veganism, but cannot be equated. Vegan and vegetarian food is considered naturally healthy and balanced. While earlier efforts in healthy eating manifested most frequently as ‘light’ versions of classic foods, whereas nowadays people consider high quality food more important. This brings the notions of consumer responsibility and the concept of positioning, ‘good for you — good for the planet’.

Whether meat is healthy or not is a huge subject and scientists’ and nutritionists’ opinions divide. However, as I mentioned in the previous chapter, more and more of international health organizations consider vegan diet as a healthy and balanced and also mention that if someone wants to eat plant-based diet, it is important to have the diet diverse and to be informed about what to replace in order to have enough of all nutrients, vitamins and minerals. Especially it is important to know how to get the vitamin B12, because this is only obtained in the meat and other animal products. (the Academy of Nutrition and Dietetics, 2016) The following organizations approve veganism as a balanced diet: The United States Department of Agriculture, Dietitians of Canada, the British National Health Service or The Dietitians Association of Australia and others. Due to the newest statements of the specialized organizations, the fear of the vegan diet is not necessary and it is really important to be informed as much as possible (especially for children, pregnant women, older people and sick people). However, there are several opinions on veganism. There are specialists who consider veganism as risky way of eating (Společnost pro výživu, 2009). Even though many studies deal with this topic, whether vegans are healthier or not, the results are usually not demonstrable. Better results of vegans are most of the time not caused only by avoidance of meat and replacing it with substitutes. Vegans generally eat

healthier, smoke less, drink less alcohol and do more sports. But even vegan food can be unhealthy — when it contains excessive amounts of fats, sugar or salt (European Food Information Council, 2013).

People change their diet because of the health reasons, as follows:

- **Cardiovascular disease.** Dairy products and meats contain a large amount of saturated fats. By reducing the amount of saturated fats, people reduce the risk for heart disease and Type 2 diabetes (Wilbert, 2008);
- **Cholesterol.** Eliminating any food that comes from an animal will lower dietary cholesterol;
- **Blood pressure.** A diet rich in whole grains is beneficial to the health in many ways, including lowering high blood pressure (<http://www.veghealthguide.com/whole-grains/>);
- **Prostate cancer.** A major study showed that men in the early stages of prostate cancer who switched to a vegan diet either stopped the progress of the cancer or may have even reversed the illness (Hyman, 2005);
- **Osteoporosis.** In order to prevent osteoporosis and have healthy bones, it is important to have balanced intake of protein (neither too little or too much), adequate calcium intake, high potassium, and low sodium. With a healthy vegan diet, the risk of osteoporosis is low (Palmer, 2016);
- Also: Vegan diets are usually higher in dietary fiber, magnesium, folic acid, vitamins C and E, iron, and phytochemicals, and they tend to be lower in calories, saturated fat and cholesterol (Davey GK, Spencer EA, Appleby PN, Allen NE, Knox KH, Key TJ, 2003).

Ethical and Moral Aspects

One of the biggest topics for vegans is factory farming. The livestock sector is socially and politically very significant. It accounts for 40 percent of agricultural gross domestic product (GDP). It employs 1.3 billion people and creates livelihoods for one billion of the world's poor. Livestock products provide one-third of humanity's protein intake, and are a

contributing cause of obesity and a potential remedy for undernourishment (Steinfeld, 2003).

Until around 1950, farm animals in industrialized countries were raised by fairly traditional methods, generally keeping the animals outdoor. After the second world war, there emerged a new generation of ‘confinement’ systems that generally kept animals in specialized indoor environments and used hardware and automation instead of labor for many routine tasks (Fraser, 2005). Factory farming is focused on maximizing profit and minimizing costs. That is the reason why animals in the slaughterhouses are given so little space they cannot even turn around or lie down comfortably. Egg-laying hens are kept in small cages, chickens and pigs are kept in jam-packed sheds, and cows are kept on crowded, filthy feedlots (PETA, 2017). Most factory-farmed animals have been genetically manipulated to grow larger or to produce more milk or eggs than they naturally would. Also such farmers use antibiotics so animals grow faster and to keep them alive.

Ecological Aspects

Another reason why vegans disagree with factory farming or even the extensive breeding are the ecological aspects.

Animal production has a big impact on the environment. There are several reasons, for example water consumption. Production of meat and animal products has a significant impact on water resources, both in terms of quantity and in terms of contamination. Compared with crop production the animal production needs much more water. Also the reason why vegans do not support even extensive farming is not only as I mentioned before, the abuse and death of animals, but also a huge need of land for animals and the food for them. According to the FAO (United Nations Food and Agriculture Organization) the agriculture land occupy approximately 39% of the earth's land area (49,116,227 square kilometers). One third of the total area of arable land is intended for further cultivation of animal feed. Overall, livestock production occupies more than 2/3 of the total agricultural area and about 30% of the earth's land mass. In developing countries, it is used due to the relatively favorable conditions mainly extensive breeding (pastures), which is in terms of

animal welfare is better, but more demanding on space and also there occurs a large effort for intensive farming. This is more economical and profitable.

This topic is very comprehensive, which is why I focus mainly on air pollution. Deteriorating air quality on the planet and global warming are current topics. The average temperature on the planet compared to the previous century increased by 0.8° C. Three main gases that cause global warming are methane, carbon dioxide and nitrogen oxides. CO₂ levels in the atmosphere are the highest in the last 650,000 years. Over the past 200 years, the level in the atmosphere has increased by 40%, from 270 ppm to 382 ppm. The amount of methane in the atmosphere has doubled since the industrial revolution.

There are many theories about the causes of global warming, various entities also show the different causes of the increase in carbon dioxide and methane in the atmosphere. A major impact on air quality has livestock production - according to OSN it has a larger share of greenhouse gas emissions than the global transportation. Livestock worldwide produce about 80 million tons of methane per year, one cow a day creates around 500 liters of methane. One molecule of methane has 25 times stronger impact on greenhouse effect than carbon dioxide molecule.

Globally, livestock emissions of methane cause for about 30% and about 65% of nitrogen oxide and ammonia emissions, which contribute significantly to acid rain and acidification of ecosystems.

The greenhouse emissions from deforestation and pasture degradation can be reduced by intensification of livestock production and feedcrop agriculture. Methane emissions can be reduced through improved diets to reduce enteric fermentation, improved manure management and biogas – which also provide renewable energy. Nitrogen emissions can be reduced through improved diets and manure management (Livestocks' long shadow, 2014).

Table 2: Level and type of threat

Mechanism of livestock sector induced biodiversity loss	Type of livestock production system	
	Extensive production	Intensive production
Forest fragmentation	↗	↑
Land use intensification	↗	↑
Desertification	→	
Forest transition [reversion of former pastures]	↗	
Climate change	↗	↑
Invasive livestock	↘	
Plant invasions	↘	→
Competition with wildlife	↘	↑
Overfishing		↗
Livestock diversity erosion		↑
Toxicity		↑
Habitat pollution	→	↑

Red shading indicates the level of past impact
 ■ very strong
 ■ strong
 ■ moderate
 ■ weak
 white: no effect
 Arrows indicate the direction of current trends
 ↘ decreasing
 → stable
 ↗ increasing
 ↑ rapidly increasing

Source: (Steinfeld, 2006)

Relative level and type of threat to biodiversity resulting from the different mechanisms. “Extensive” and “intensive” refer to the importance of the contributions from both sides of the continuum of livestock production systems.

3.1.4 Non-vegan Products & Services

For vegans it is forbidden to eat meat, dairy products, eggs, honey etc. Honey is not part of vegan diet because when farmers remove honey from a hive, they replace it with a sugar substitute, which is worse for the bees' health since it lacks the essential nutrients and vitamins of honey. The bees then exhaust themselves by working to replace the missing honey. Also, during the removal of honey, the bees can die after stinging the farmers (Vegan Society, 2017).

Also most wines, which are available on the market, are not vegan or even vegetarian-friendly. The wine is clarified with the process called 'fining'. All young wines are hazy and contain tiny molecules such as proteins, tartrates, tannins and phenolics. To have the wine clear, the producers use casein (a milk protein), albumin (egg whites), gelatin (animal protein) and isinglass (fish bladder protein) and those products are not acceptable for vegans because tiny traces of the fining agent may be absorbed into the wine during the fining process.

Veganism is not related only to food. Vegans consider also these activities as negative and unacceptable:

- **Circuses**

Living conditions of circus animals are perceived as unethical, and even worse than zoos. Such animals spend about 90% of their lives on the premises four times smaller than it is recommended in zoos. Poor environment and trainings lead to various diseases and mental disorders, particularly the stereotypical behavior. Elephants in the wild walk about 50 km a day, while circus elephants are kept in the premises of 7 to 12 square meters. But often they are chained, which allows them to move within a radius of 1-2 meters. Also, transportation of all kinds of animals causes stress, which subsides only 6-12 days after transport. During the show, moreover animals experiencing stress from the noise, applause and bright light (New Scientist, 2009).

- **Zoos, dolphinariums**

Vegans also refuse to support zoos, circuses, show the animals, etc., because such conditions for animals contradict the idea of animal rights to freedom. Although the welfare of animals in zoos continuously improve and are much better than in other breeds of wild animals (i.e. Circuses) vegans still do not agree with them. They perceive zoos like a prison, which removes natural freedom of animals and animals in her suffering both mentally and physically. Man-created conditions would be unable to meet their complex social, behavioral and physical needs. Animals, which usually stay in the wild run hundreds or thousands of kilometers are now held on a few square meters (Svoboda zvířat, 2014)

- **Horse races and similar events, exploiting animals for fun of humans**

There are several reasons why vegans do not support horse races and similar events using animals for fun, but I focus on horse races, because for a long time, people use horses not only in terms of entertainment. People also do not realize the consequences of these events.

Cruelty concerns the racetrack, training but also the post-racing life of the horses. This starts with the breeding of horses. Females are kept under artificial light using drugs to enhance male fertility and are being held in isolation. Since this sector is highly competitive, with a lot of foals born from which to select only the strongest and with the highest potential to succeed. Other foals as well as the elderly or injured racing horses ends in the meat industry.

When the horse gets to the racing industry, during the races and the trainings jockeys use the whip. According to the rules of racing, jockeys have the opportunity to use the whip up to seven times in flat races, eight times in jumping (The Professional Jockeys Association, 2015). According to this regulation it is not in the animal's best interest to use the whip and therefore for vegans it is unethical to use it.

Another reasons are injuries such as fractures and other bruises, but also because people start to saddle horses too early and therefore the deformation of bones and vertebrae. While many people start riding their horses around age 2 (in racing) and 3 (in leisure riding), Dr. Bennet's detailed schedule shows that the last plates to fuse are in the vertebral column,

and this does not occur until the horse is at least five and a half years old, with taller horses and males taking even longer (Bennett, 2008). As I mentioned before, the horse racing after finishing either due to injury or age will lose value, and vice versa, then costs a lot of money to care for them, feed them and treat. According to Fred Cook and Rowena Jane Simmonds it costs about 2500 \$ to 3650 \$ per horse per year, concerning food, hay and stall depending on the country (Cook and Simmonds, 2013).

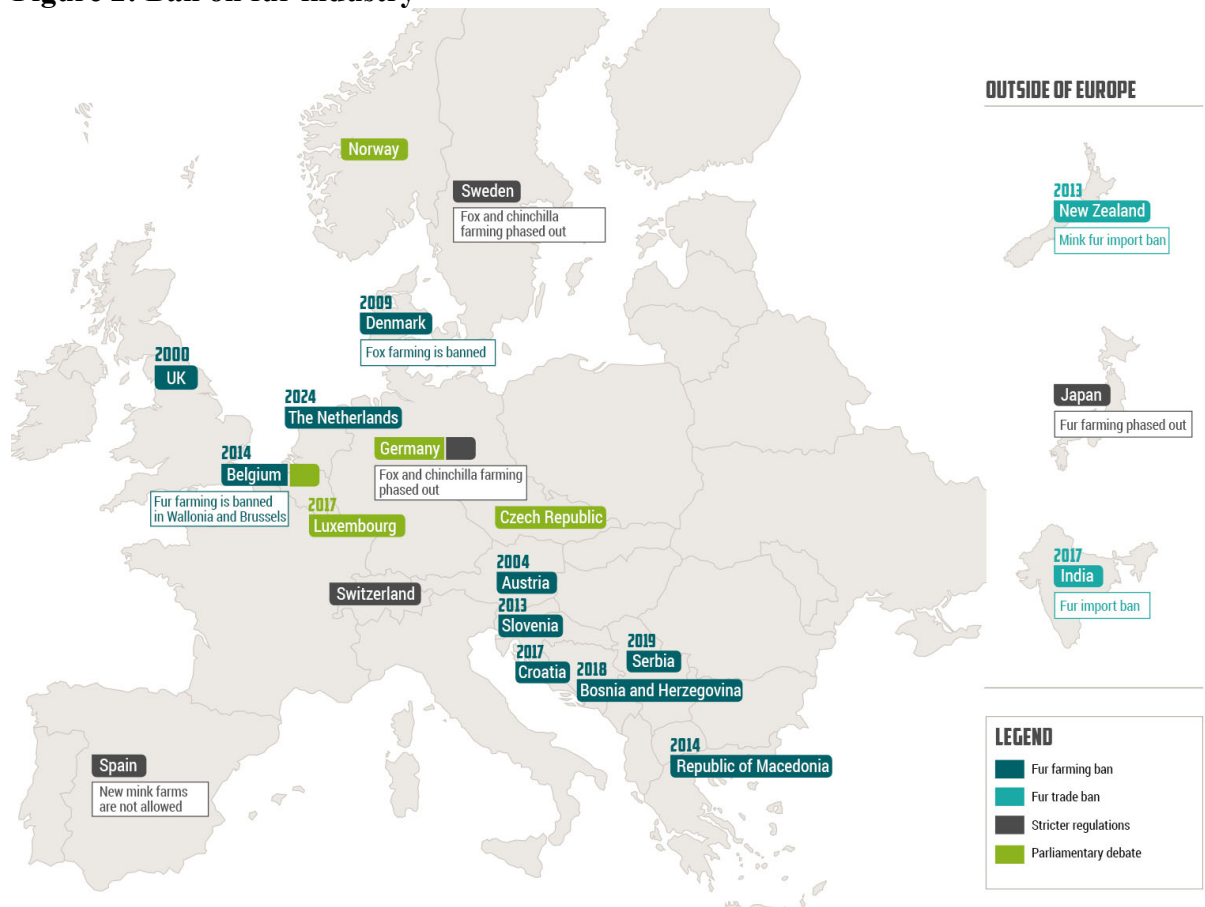
- **Animal testing**

Every year there are thousands of animals killed because of testing cosmetics and household products on them. To those animals, mostly mice, rats, guinea pigs and rabbits, chemicals are applied to their eyes and skin, they are forced to inhale and swallow it. Usually it is cosmetics, detergents, polishes etc. Some companies already stopped testing on animals because firstly it is cruel and secondly it is not very reliable. Those companies use only ingredients, which were already tested in the past or tested differently. In 2013 came into force the European Union's ban about selling, therefore importing cosmetics, which was tested on animals (Official Journal of the European Union, 2009).

- **Fashion industry, using fur, silk or other animal products**

Previously, animals were hunted mainly into traps, but currently 85% are killed in the artificial breeding farms. It is estimated that every year 95 million animals are killed for the fur industry. However, the actual number is probably even higher, as there is no reliable evidence and other animals are hunted by poachers. European fur farms are under intense pressure from the public and lawmakers. Breeding conditions on fur farms are totally unsatisfactory, many European states have enacted legislation to tighten standards for fur farming, or adopting complete bans fur animals. Prohibition breed of fur animals is valid in the following countries: Great Britain (England, Scotland, Wales - from r. 2003), Austria (from r. 2004), Croatia (from r. 2007 with 10-year transition period) in Bosnia and Herzegovina (from r. 2009, 10-year transition period), the Netherlands (from r. 2008 banned the breeding of foxes and chinchillas. since 2012, with a transitional period until 2024 banned the breeding mink), Slovenia (from r. 2013) and in Macedonia (from r. 2014).

Figure 2: Ban on fur industry



Source: (Fur Free Alliance, 2014)

Other actions which are not acceptable for vegans are: Breeding animals (usually dogs and cats) in poor conditions for sale, fishing or ritual slaughter or ritual abuse of the animals are the action people do for fun or as a religious rituals.

The reason to be vegan is an important factor from the marketing point of view. The business environment will be different in a country, where people does not eat meat because of the religious reason (i.e. India) and in a country, where veganism is considered as a part of healthy lifestyle. Each vegan has his own reasons and beliefs and it is up to him which decisions about his life and diet he will make. From the previous chapter it is clear, that vegans are conscious customers who are interested in the impact of their choices on the environment and health of themselves and others. We can predict this means they are more likely to be interested in back story of products they purchase and this can be used in marketing products for this segment.

Table 3: Nuber of vegans and vegetarians in the World

Country	% of vegetarians	# of vegetarians	% of vegans (estimated)	# of vegans (estimated)
Europe				
Austria	3%	257 288	0,60%	51 458
Czech Republic	1,5%	158 074	0,70%	73 768
England	9%	5 073 483	2%	1 127 441
France	2%	1 328 303	0,40%	265 661
Germany	9%	7 307 778	1,80%	1 461 556
Italy	10%	6 079 561	2%	1 215 912
Netherlands	4,5%	760 533	0,90%	152 107
Poland	1%	380 056	0,20%	76 011
Spain	4%	1 857 983	0,80%	371 597
The rest of the world				
Brazil	9%	17 165 942	1,60%	3 051 723
Canada	4%	1 460 687	0,80%	292 137
India	40%	534 988 578	no estimation	no estimation
Russia	4%	5 735 829	0,80%	1 147 166
USA	3,20%	10 423 025	2,60%	8 468 707

Source: Own processing, (Happy Cow, 2016, Klaus, 2016)

3.1.5 Veganism and Vegetarianism in the World

Table (x) shows the number of vegetarians and vegans primarily in selected European and non-European countries as well. To determine the exact number of vegetarians / vegans in individual countries is not easy, there is no organization that regularly carries out systematic surveys and updated statistics.

This work is based on data available on the website of Target maps. The data in the table does not reflect the results of one survey, they are only collected data from various sources and is rather just a rough indication. In some countries, mainly from Eastern Europe, such data are not available, because the ministries do not collect those statistical data and vegetarian organizations does not work in these countries. Therefore the data from these countries would be very inaccurate. Based on the low interest and absence of vegan or even vegetarian organizations it can be assumed, that the percentage of vegans in this countries will be low.

Another problem in the making such surveys is precisely the definition of vegetarianism — some statistics put in the same category vegetarians together with vegans, some statistics

include people consuming fish. Another point of contention is the actual survey, which depends largely on the approach of respondents — while someone call himself a vegetarian, even though he does eat meat sometimes (flexitarian), another respondent would answer he is not vegetarian even though he does not eat meat almost at all. The figures below are therefore rather tentative.

The table shows that the highest percentage of vegetarians from European countries, Italy (10%), followed by Germany and the UK (9%). After considering the population of the country the most important European market for vegetarian food is Germany with about 7,307,778 vegetarians, Italy with 6,079,561 vegetarians and England (5,073,483 vegetarians) and Spain (1,857,983). Czech Republic with 1.5% ranks rather among the countries with a lower percentage of vegetarians in the population, like France and Austria. One of the countries with the lowest percentage of vegetarians is Poland (1%) and as previously said we can assume similar percentage in countries of Eastern Europe. It accurately reproduces the idea of a connection between the economic development of the country and the popularity of vegetarianism. Czech Republic is one of the more developed countries of Central and Eastern Europe, and so there is a relatively larger percentage of vegetarians. Given the cultural and economic connection of Czech Republic and German-speaking countries, where vegetarianism is widespread, it would suggest a gradual increase in the number of vegetarians also in the Czech Republic. (Prague Daily Monitor, 2015)

Globally, India is the most important vegetarian country with approximately 40% of vegetarians in population, where this attitude is mainly caused by religious and cultural affairs. In combination with the largest population in the world, there is 534 million vegetarians.

For vegans, the figures are even more flawed, but some statistics do exist. Among European countries, led by England with 2% of vegans (1,127,441), followed by Germany with 1,461,556 vegans (1.8%). The lowest percentage of vegans is again in Poland (0,2%), followed by France (0,4%) and in the Czech Republic approximately 0,7%.

There is an association between eating habits and industrial and cultural development of individual countries. We can differentiate, as in other areas, less developed country (LDC),

moderately developed country (MDC) and highly developed country (HDC) (Cornell, 1997). These groups differ, inter alia, in consumption of meat, milk and other animal products, and awareness of the consumption of these products.

Less developed countries are characterized by particularly large differences between rich and poor people and between the situation of the cities and the countryside. The worst situation is just on the outskirts of the cities, where the diet is very unbalanced and there is a lack of food. In the countryside the situation is slightly better and the diet consists mainly of plant foods. Meat consumption in these countries is often perceived as a sign of affluence — with the population becoming richer and therefore increasing consumption of meat and dairy products.

The moderately developed countries, in which belong the majority of countries of the former Soviet Union and according to these criteria also the Czech Republic. There is no problem in ensuring food sufficiency. The quality is usually average, but highly volatile. There is a problem with a systematic government policy and nutritional awareness. People (especially poorer) tend to buy lower quality food of animal origin and less fruit and vegetables. The diet is unbalanced, contains plenty of energy, fat, cholesterol and sugar.

In developed countries there is a big difference between richer and poorer sections of the population. The factors related to education and social status are more important than economical factor. Educated people are more interested in new dietary trends (including vegetarian and vegan) and a balanced diet, seek out new scientific knowledge about nutrition and trying to follow them. The attitude is more active in which people try to consciously build their diet, consult the eating habits with doctors and seek the information by themselves. Government nutrition policy is well thought out and try to improve the health status of the population. There is declining consumption of sugar, salt, fat, increases consumption of fish, fruit and vegetables and overall the society is favorable for vegetarians (Katedra genetiky, šlechtění a výživy- material k přednášce, 2012).

Although we cannot generalize this approach, from the above resolution it suggests that vegetarians are currently recruit especially among the more educated and more informed population of developed countries. Among the vegetarians and vegans we can observe higher percentage of woman, especially younger ones (Beachy, 2017).

According to the new survey, the number of vegans in Great Britain has risen by more than

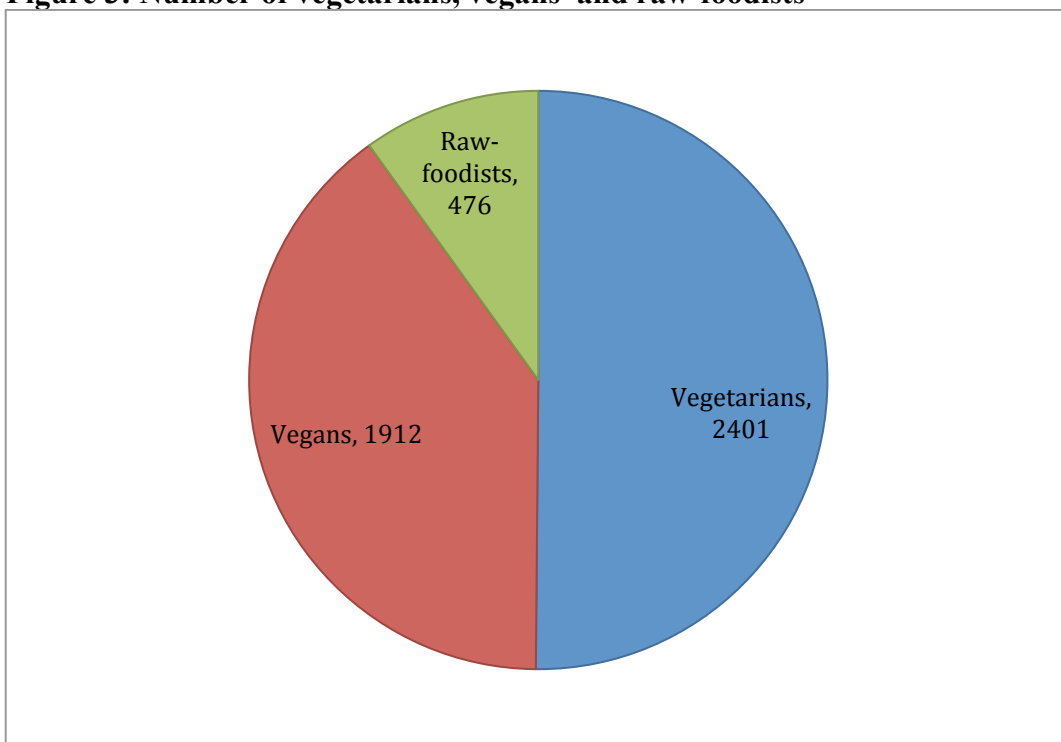
360 per cent over the past decade. This indicates the growth of the vegans even in the Czech Republic since the trend is going up in the western countries. (Quinn, 2016)

As the above description suggests, the market in the Czech Republic is not as developed as in Western countries, but with the slow approach of western trends, the Czech Republic could reach a great future opportunity.

3.1.6 Veganism and Vegetarianism in the Czech Republic

According to the research of the StemMark Agency there are 153,000 vegetarians living in the Czech Republic, which is around 1,5% (European Vegetarian Union, 2007). According to the web site veggland.com (Veggland, 2016), which is working as a self-counting of vegetarians, vegans and raw foodists, out of 4,789 people were 2,401 vegetarians, 1,912 vegans and 476 raw foodists.

Figure 3: Number of vegetarians, vegans and raw-foodists



Source: own processing, (Veggland 2016)

3.1.7 Supply of the Vegan Restaurants in the Capital Cities around the Europe

Even though our market and number of vegans is not as high as in other western countries, the rate of vegan restaurant per person in the capital of the Czech Republic is the highest. The Figure x shows, that there is 27 restaurants in Prague per one million people, which is compared with for example London, 5.6 times more. Slightly higher rates have Rome and Madrid.

Figure 4: Number of vegan restaurants in the capital cities around Europe



Source: own processing, (Happy Cow,2017 Klaus, 2016)

3.1.8 Types of Vegan Products

In the Czech Republic, the most common alternatives for meat are tofu and soya meat. Nowadays the market grows and other products made of soya and other plant are distributed. The following overview describes the best-known alternatives.

Soya meat is probably the best-known meat substitute. It is made from soy beans, it has a fibrous structure similar to real meat. It is rich in proteins — more than 50% by weight.

Soya is legume and can be also prepared like i.e. beans. Soya meat is sold in dehydrated form in slices, noodles, cubes or granules.

Tofu is widespread, especially in Asia, where is used by everyone and it is not considered as a food intended primarily for vegetarians. It started being produced in China BC. Tofu is often called vegan cheese and it is produced from soy milk. It is the most common basis for lots of vegan meat substitutes (different burgers, sausages, spreads, etc.).

Other product made of soybean is tempeh. Tempeh is originally from Indonesia, which is produced by traditional fermentation technology of soybeans. It has a fibrous structure like meat, but it contains large amounts of protein and vitamin B that vegetarian diets are often lacking. Unlike tofu in tempeh we can recognize individual soybeans (Nezávislý odborový svaz pracovníků potravinářského průmyslu a příbuzných oborů Čech a Moravy, 2017).

Seitan is made by washing wheat flour dough with water until all the starch granules have been removed, leaving the sticky insoluble gluten as an elastic mass which is then cooked before being eaten. Its structure is most similar to meat, it does not need any special treatment and it is often the basis for various meatless alternatives such as steaks or burgers. It is allergenic for celiac.

Unlike the above-mentioned products, Robi is made only in the Czech Republic. It is made of wheat, rice and beet root. It is available in slices, noodles and other semi-finished products (meat loaf, ...) for further processing.

Different types of vegetable cheese are available. These products are often sold in supermarkets, but in order to have the price low, the quality is questionable. On the other hand, there are cheeses sold in healthy food stores and promoted as a healthier option of vice versa classic cheeses (Ovesný, 2013)

Further substitute for dairy products are plant-based milks. They are produced as follows: 'Five ounces of soybean are soaked overnight in a quart of cold water, it is coarsely ground, mixed with the water in which it has been soaking, and filtered through muslin.

The result is a milky fluid with Rather smell of haricot bean, which disappears after it has been raised to boiling point' (British Medical Journal Publishing Group, 1918). The most widespread is soy milk, but recently other species are also sold, such as almond, coconut, poppy, or also rice and oat milks.

In the supermarket the vegan milks are sold in carton or in powder, but to the mixture cornstarch and sugar are added. New company called Nemléko entered the Czech market with vegan milks. Nemléko uses only water, nuts and Himalayan salt. It is handmade and the milk is sold in glass bottles in two varieties: almond and poppy seed not-milk.

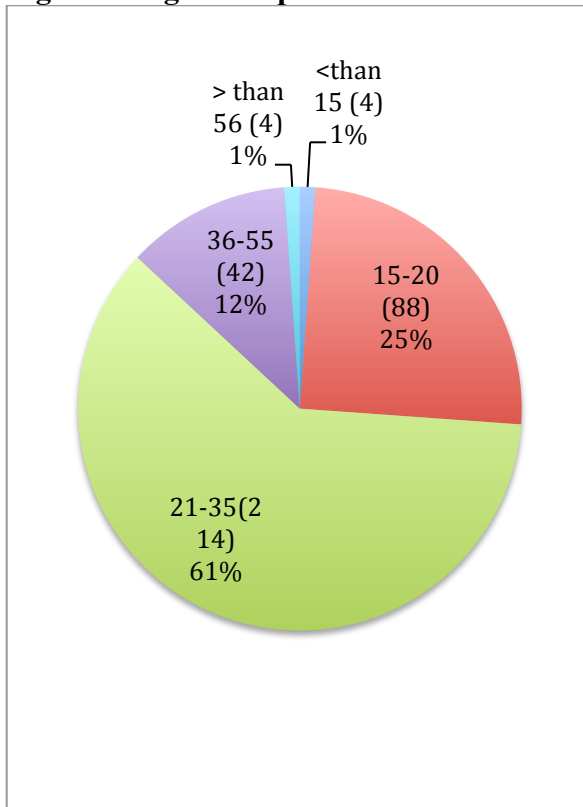
4. Practical Part

4.1. Vegan Demographics

The questionnaire was placed to vegan forums and vegan groups on social media. Also, to approach people who do not use social media, I visited some vegan restaurants and handed out leaflets to customers. 419 people answered, out of which 352 were vegans. The rest of the asked people were non-vegans and people considering becoming vegan. Since this thesis is focused on vegans, the practical part will consider only their responses.

The lifestyle of vegans could be considered as young, with a predominance of the female gender. Out of 352 respondents, one quarter of them were people between 15 and 20 years and almost 2/3 between 21-35 years.

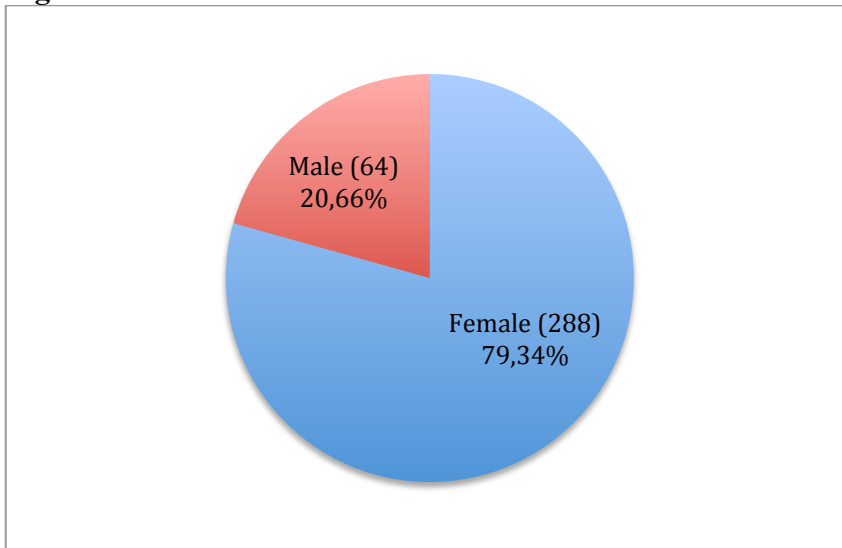
Figure 5: Age of respondents



Source: Own processing

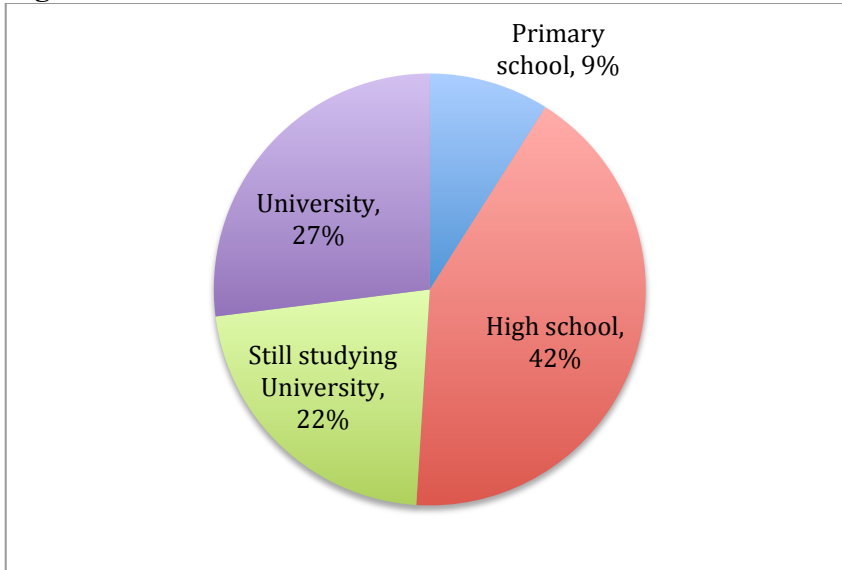
When asked about gender, almost 80% of the respondents were women. As mentioned in the theoretical part, most of the vegans are female, which we can also see in the figure 6.

Figure 6: Gender



Source: Own processing

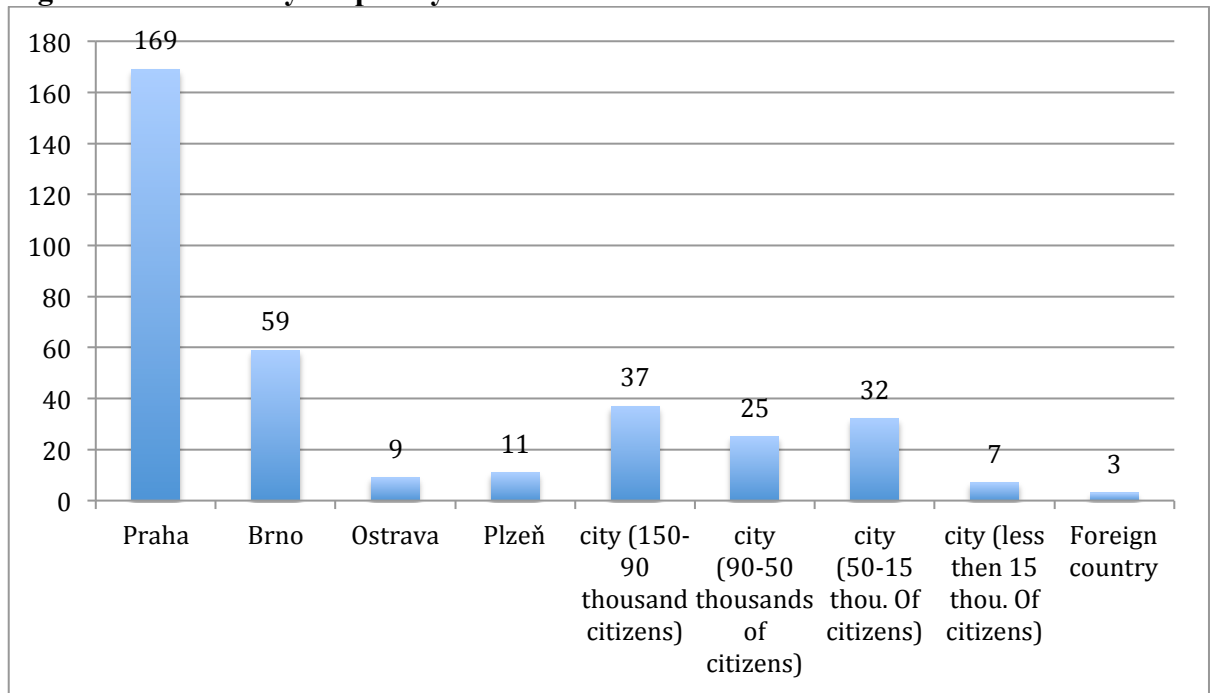
Figure 7: Education



Source: Own processing

64% of vegans answered, they finished high school, out of which 22% study a university. 27% people already finished university and only 9% of respondents finished only primary school.

Figure 8: Where do you spend your time the most often?



Source: Own processing

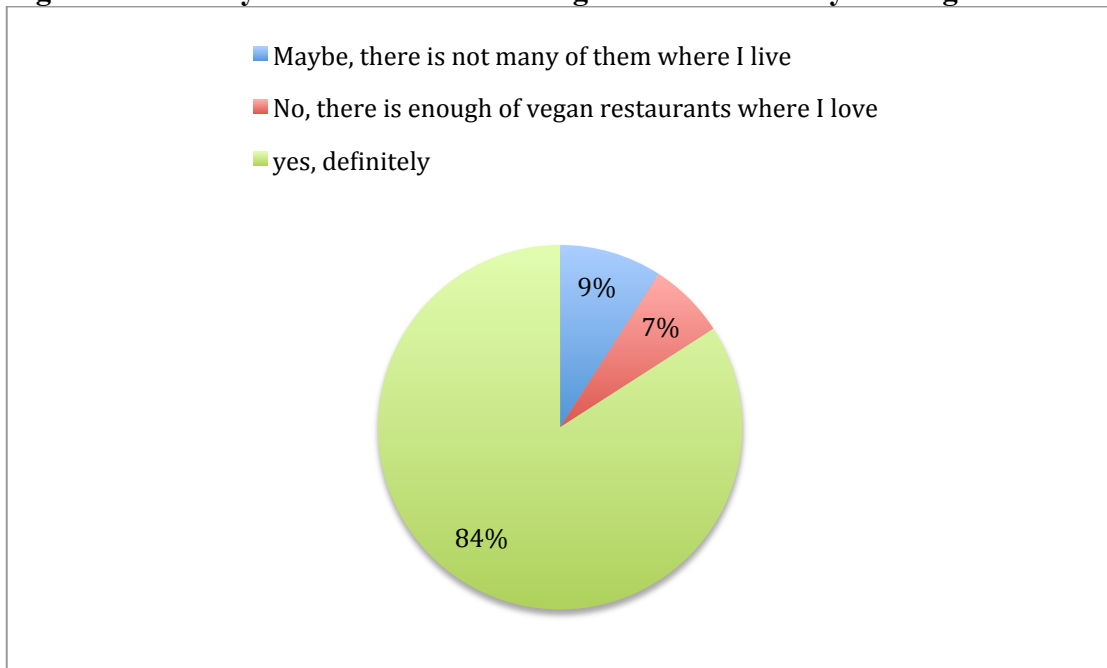
Due to the questionnaire, 48% people spend the most of their time in Prague, almost 17% in Brno, 10,5% in cities with 90-150 000 citizens and a little bit less, around 10% in cities with 15-50 000 citizens. From the Figure 8 we can see, that most of the vegans lives in bigger cities, such as Prague and Brno.

4.2. Demand

Estimating the size of the demand without the possibility of working with quality data hardly sets. However, according to testimony vegans and vegan products supply growth and companies can say that the demand for products and services for vegans is growing trend. If demand we relate only to that by vegans, it can be given their number so far considered quite small.

As previously said,

Figure 9: Would you like to have more vegan restaurants in your neighborhood?



Source: Own processing

When asked, $\frac{3}{4}$ of respondents would appreciate if more vegan restaurants were in their neighborhood.

Table 4: Would you like to have more vegan restaurants in your neighborhood?

Praha	135
Maybe, there is not many of them where I live	9
No, there is enough of vegan restaurants where I live	19
yes, definitely	107
Brno	59
Maybe, there is not many of them where I live	3
No, there is enough of vegan restaurants where I live	9
yes, definitely	47
Ostrava	9
Maybe, there is not many of them where I live	2
yes, definitely	7
Plzeň	14
Maybe, there is not many of them where I live	3
yes, definitely	11
city (150- 90 thousand citizens)	50
Maybe, there is not many of them where I live	1
No, there is enough of vegan restaurants where I live	2
yes, definitely	47
city (90-50 thousands of citizens)	35
Maybe, there is not many of them where I live	1
yes, definitely	34
city (50-15 thou. Of citizens)	38
Maybe, there is not many of them where I live	4
No, there is enough of vegan restaurants where I live	2
yes, definitely	32
city (less then 15 thou. Of citizens)	9
Maybe, there is not many of them where I live	1
yes, definitely	8
Foreign country	3
yes, definitely	3

Source: Own processing

In Prague and Brno people mostly answered yes, but still some people know enough of vegan restaurants. In the cities under 300 thousand inhabitants, only 2,5% said there is enough of them.

Estimating the size of the demand from vegans hardly sets. 84% of surveyed people said they would welcome more restaurants. However, statistics vegans are still so limited that it cannot yet estimate the total demand. The number of vegans, however, estimated to be a low number, so I think that the demand from vegans is still small. However, according to testimony vegans and vegan products supply growth and companies can say that the demand for products and services for vegans has growing trend.

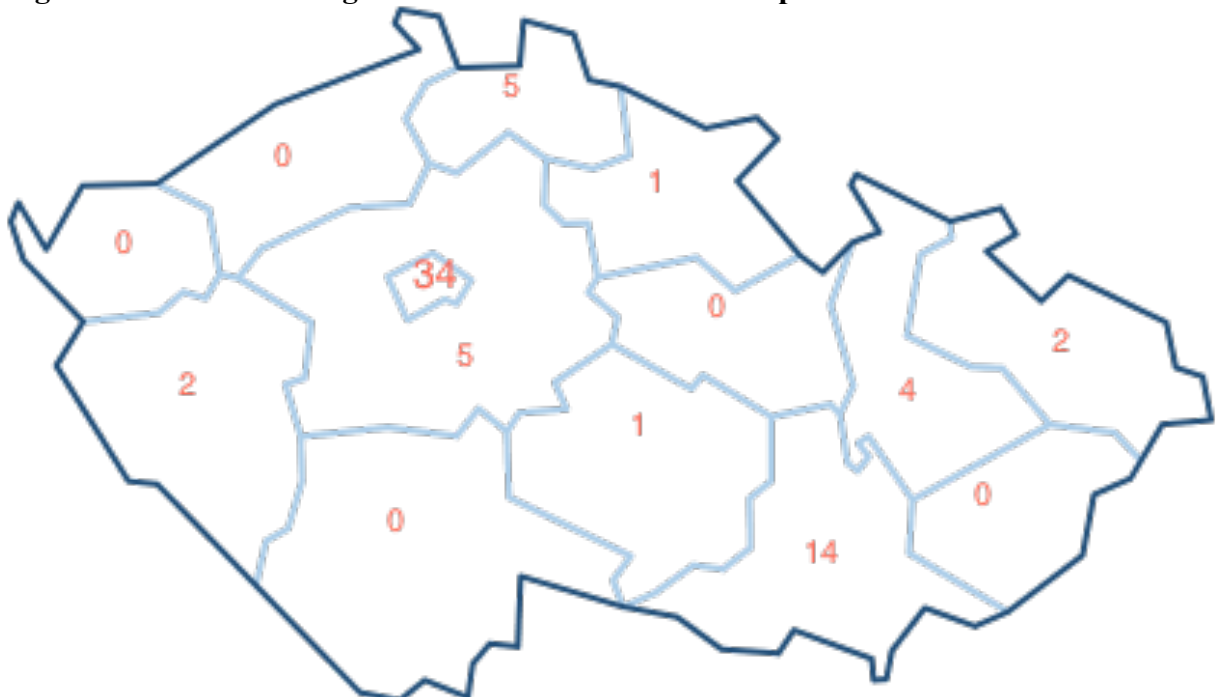
I would say, that demand for vegan restaurants is dynamically growing and it has the potential, but because of topics such as healthy lifestyle, ecology and welfare of animals are current and vegan products and restaurants meet all three of these points.

But as some of the owners and managers of the vegan restaurants said, the demand does not come mainly from vegans: 70-90% of their customers are non-vegans. According to the manager of Pastva restaurant, 80% of their customers are not vegans. Similarly, the owner of the Plevel restaurant said, that 70-80% of their customers are non-vegans also. As the owner of the Loving Hut said: ‘Currently, the demand for vegan food and generally healthy cuisine is stronger than some years ago. People are more interested. For example, in London or in Germany, even the non-vegan restaurants offer vegan dishes, as people ask for it.’

Low level of current demand may be caused, by the fact that many people still do not know a lot of products or services, because it is a new industry. In ordinary restaurants in the Czech Republic, it is difficult for vegan customers to find plant-based food. Such foods are also almost absent in schools and kindergartens and corporate cafeterias.

4.3. Supply of Vegan Restaurants in the Czech Republic

Figure 10: Number of vegan restaurants in the Czech Republic



Source: Own processing, (Happy cow, 2017)

As we can see in the Figure 10, there is 68 vegan restaurants in the Czech Republic, one half in Prague.

The best known and most widespread chain of vegan restaurants in the Czech Republic is Loving Hut, which has 9 restaurants in Prague and one in Pilsner. Another well known restaurants among people interested in vegan diet is restaurant Plevel, which offer seasonal menu. Excellent alternative to conventional dishes, that does not contain animal products, offers a vegan bistro PURO. Some restaurants also focus on raw food- dishes prepared at temperatures up to 46 degrees Celsius. In Prague there are six raw restaurants as for example Secret of Raw. The owners also run a candy store called Sweet Secret of raw, making unbaked cakes mainly made of nuts and fruits.

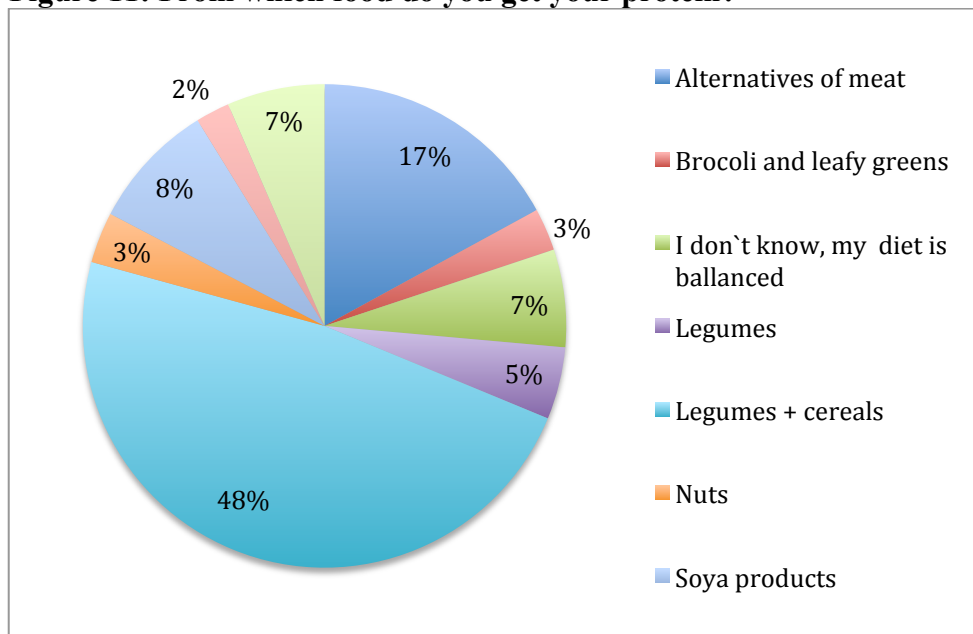
Furthermore, web soucitně.cz began with the campaign ‘We want a pizza with vegan cheese’ that works on principle Do-It-Yourself, each customer asks for a vegan pizza in his favorite restaurant. Since 2013 he managed to persuade 46 restaurants and pizzerias in the Czech Republic (Soucitně, 2016)

Besides restaurants, there are also vegetarian and vegan food delivery or catering. On the Czech market, but constantly missing purely vegan fast food.

4.4. Vegan products in the Czech Republic

People avoiding animal products provide opportunities for meat and dairy substitutes. They are popular among vegans, but also between non-vegans. These products are rich in protein and vegans are matching their usual balanced diet, which has a tendency to be low in protein.

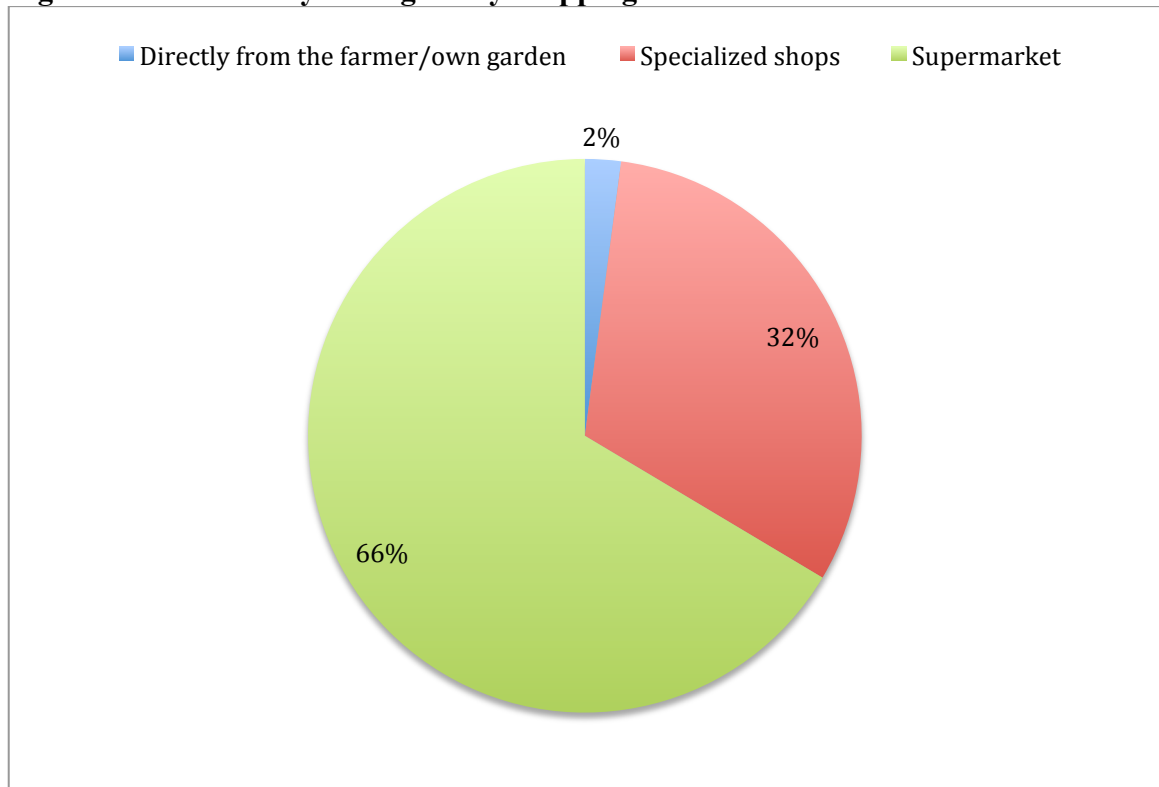
Figure 11: From which food do you get your protein?



Source: Own processing

Protein complementation is combination of two vegetable proteins (for example legumes and grains) to get all 9 amino acids that are essential for your body (Price, 2011) According to the questionnaire, 48% of the vegans alternate the animal protein with combination of legumes and cereals. Alternatives of meat such as tofu, tempeh and soy meat use as protein source 17% of respondents and the other respondents mentioned vegetable, such as broccoli, leafy greens and nuts. Some people also add to their diet vegan protein, which is usually made of pea, rice, chia seeds and other plant food.

Figure 12: Where do you do grocery shopping?



Source: Own processing

2/3 of respondents said they do the grocery shopping in supermarkets. Almost 1/3 buy food in specialized shops, such as vegan or healthy stores. Six people said they buy food directly from the farmers or on farmers markets.

4.5. Swot analysis

For a summary of all analyzed aspects of vegetarianism as a consumer trend was elected SWOT analysis (Figure x), which clearly categorizes the partial results into the following categories: strengths (Strengths), weaknesses (weaknesses), opportunities (Opportunities) and threats (Threats).

Figure 13: SWOT analysis

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">• The number of vegans is increasing• Consumption of meat is decreasing<ul style="list-style-type: none">• Trend of healthy lifestyle• Conscious consumption• Nutrition recommendations more open to veganism than in the past	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">• Offer of vegan meals in non-vegan restaurants<ul style="list-style-type: none">• Actual unavailability• High price
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">• Situation abroad• Potential of blogs and social sites• The change of perception of veganism	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">• Czech people still prefer traditional tastes• Price sensitiveness of Czech consumers<ul style="list-style-type: none">• Limitation of the trend

Source: Own source

Strengths and weaknesses here will apply to the current market situation of vegan restaurants. Opportunities and threats contrary will describe the potential, which the owners and managers of vegan restaurants could use. Strengths and weaknesses give an answer to the question ‘What is the situation on the vegan market?’, opportunities and threats to the question ‘What could be further used, respectively what could endanger the vegan trend?’ This division into different categories, of course, is not definitive. E.g. healthy lifestyle trend has been ranked among the strengths, but just as well could be among the opportunities. The main reason for the inclusion of the strengths was the fact that a healthy lifestyle is something vegan market is already affecting, can be regarded as ‘intrinsic factor’ of vegan market. Opportunities by contrast, would be something new, not yet fully recovered - eg. potential of blogs and social networks.

Among the strengths that have been ranked is the increasing number of vegetarians and vegans in the world and in the Czech Republic. With the increasing number of vegan is demand for vegan products and restaurants also increasing and so is discussion on topics related to veganism. Also, in the Czech Republic the meat consumption is steadily decreasing. Nutritional recommendations are also more open to veganism - in the Czech Republic, although such views often come from nutrition specialists and official

recommendations are not changing, but there are number of initiatives that seek to expand veganism. This creates a favorable environment for vegans. Similarly, vegetarianism is a positive trend of a healthy lifestyle and conscious consumption. In the Czech Republic, the sales of healthy and organic food increase - and vegan food is mostly organic and generally considered healthy. The offer of vegan products and restaurants are relatively wide. Thus, there is a healthy competition. Distribution of these products has been improving. These products are already distributed in stores with healthy food, but also can be bought in most supermarkets. Opening up new vegetarian and vegan restaurants, which are increasingly sought after even by people who normally eat meat.

On the other hand, vegan products are not available in all shops and restaurants in many cases do not offer meatless alternatives, which is one of the biggest weaknesses of the expansion of veganism. The greatest opportunity for veganism in the Czech Republic, is the situation abroad, especially in Germany, where the market is far more developed than ours. It can be assumed that this trend will expand similarly to the Czech hospitality industry and the potential owners therefore have somewhere to get inspired. The advantage of a vegan trend is that it is spreading within the community and through the internet. Vegetarians love to share their insights, recipes, and there are a number of successful internet vegetarian (vegan) projects. Recently, the perception of vegetarianism is changing and vegetarian ceases being perceived as something extraordinary. There is therefore a potential for vegan meals to be sought by people who eat meat.

Among the threats was ranked the fact that Czech consumers prefer traditional tastes and although veganism is becoming increasingly popular abroad and the risk is that veganism would not spread in the Czech Republic. The reason may be the high price sensitivity of Czech customers. Another risk is that this trend will spread only in certain social groups that do not have enough purchasing power attractive to marketers and owners worthwhile to invest in this market segment.

5. Results and Discussion

5.1. Business opportunities

In this subchapter I will mention some of my suggestions for business opportunities in the vegan sector. However, there are many more possibilities and everyone has the opportunity to find their own field and fill the existing gap in the market.

In the comparison with other capital cities around the Europe, there are many restaurants in Prague. (number of vegan restaurants per capita). Even though I think that the market in Prague is not yet saturated as people living in Prague answered they would appreciate to have the option to eat in different places.

Also I see the opportunity in other large cities as Prague, such as Brno, Pilsner or Ostrava. There are not many vegan restaurants and the people in the questionnaire said they would appreciate it. However, as I find out, also meat-eaters go to vegan restaurants. Therefore I would not only target vegans, but also people interested in a healthy lifestyle and those who do not want to be tired at work after a big lunch. So I would aim the restaurant's image as healthy and tasty food, rather than activist restaurant. Another interesting idea would be a vegan 'fast food', for example that would prove that even fast food could be healthy.

I also think that the existing non-vegan restaurants could be interested in collaboration with vegan organizations on projects such as the previously mentioned project 'pizza vegana'.

Another interesting idea, this time related rather than a vegan with positive eco-friendly aspect, but which is closely associated with veganism is a shop without packaging, where the customer would come with their containers and food purchased by him were weighed and poured in its own packaging, leading to waste reduction. This movement started Bea Johnson with her blog Zero Waste Home and on her thoughts non-profitable organization opened a shop called Bezobalu. This store is located in Prague and another one opened in Olomouc.

Potential business is not only in the area of food and services, but also vegan fashion. It is difficult, almost not possible to buy vegan shoes or winter jackets in Prague.

I do not recommend starting purely vegan business, because in my opinion, this segment is not yet strong enough to be profitable. However, this is only a recommendation and is not excluded that such an undertaking and thus failed to prosper economically.

6. Conclusion

In this work, first, to provide background for the topic, I introduced veganism, history of veganism and reasons people choose to be vegan. I also described their attitudes and opinions as it relates to their consumer behavior within the market more than any other criteria. These reasons and facts can also be well used in marketing communications. To further clarify the characteristics of vegans, I chose demographic division, which together with the analysis of demand serve both marketers and entrepreneurs as a powerful tool to hit this target group. In short, if an advertiser knows the gender and age, which predominate in this segment, together with the interests of the target group, he will be well prepared for launch and promotion of the corresponding supply. However, the research sample was not sufficiently large in order to make clear conclusion.

Also, I analyzed the market in some European countries, which indicates whether there is a potential also in the Czech Republic or not. However, in order to reach the unique supply, I have focused on the analysis of the current market. I conducted an analysis of the supply of goods and hospitality.

To summarize the analyzed aspects of veganism as a consumer trend I selected SWOT analysis, which clearly categorizes the results. I discussed the existing demand and together with the analysis of supply, I discovered a gap in the market and proposed some steps and options for businesses. This could be establishing a completely new business, or just a certain extension and modification of existing offers. I also describe the circumstances in which I think that certain types of businesses targeted for vegans could suffer a loss.

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8. Appendix

Good morning,

Please take a few minutes of your time to fill out the following questionnaire. I'm doing my bachelor thesis named Economic Analysis of Vegan Restaurants in the Czech Republic and I would really appreciate much your answers!

1) Age:

- < than 15 years
- 15-20 years
- 20-35 years
- 36-55 years
- 56 years and older

2) Gender:

- Female
- Male

3) Are you vegan?

- Yes
- No
- No, but I am planning to become vegan

4) Education:

- Primary school
- High school
- University
- I study university

5) Why did you decide to become vegan?

More answers possible.

- Health
- Ethical reasons
- Environment
- Religion

6) For how long are you vegan?

- 0-1 rok
- 2-3 roky
- 4-5 let
- 6-10 let
- 10 let a více

7) How did you find out about veganism?

- Social Networks
- From friends or family
- In work
- Other:

8) Where do you do grocery shopping?

- Supermarket
- Directly from farmers/farmers markets
- In specialized shops(healthy shops/ vegan shops,..)

9) **How often do you do grocery shopping?**

- Every day/ almost every day
- 3 times a week
- 1-2 times a week
- once a 2 weeks or less

10) **How much do you spend for groceries per month?**

- 500 Czk and less
- 500 - 1000 Czk
- 1000-2500 Czk
- 2500-5000 Czk
- 5000 Czk and more

11) **Do you throw away a lot of leftovers?**

- Yes, a lot
- More then I would like
- I try not to
- No, almost anything

12) **From what food do you get the most protein?**

Open question

13) **How much money you are keen to spend for a lunch?**

- < than 120 Czk
- 120-150 Czk
- 150- 200 Czk
- 200-300 Czk
- 300 Czk and more

14) **Kolik jste ochotný/á utratit za večeři v restauraci?**

- < than 200 Czk
- 200-300 Czk
- 300-500 Czk
- 500-1000 Czk
- 1000 Czk and more

15) **How often do you go to restaurant?**

- Every day/ almost every day
- 2-4 times a week
- Once a week
- Occasionally
- Never

16) **Do you go to the same restaurant or do you like to change them?**

- Ano, mám pouze jednu/dvě oblíbené restaurace a tam chodím
- Ano, ale občas zajdu i do jiné restaurace
- Střídám restaurace
- Nejraději objevuji stále nové restaurace a chutě

17) **Where do you spend your time/eat the most often?**

Open question

18) **Would you like to have more vegan restaurants in your neighborhood?**

- Yes, definitely!
- Maybe, there are not many in my
- No, there are many of them

19) **Do you go to vegan restaurants even with people who are not vegans?**

- Yes, even my non-vegan friends/colleagues go with me
- No, I eat in vegan restaurants only with my vegan
- I go to vegan restaurants by myself

20) **Do you know more than 10 vegans?**

- Yes
- No

21) **What did veganism gave you? (i.e. better health, more money, ..)**

Open question