

OUR 2025 IMPACT

TOGETHER, WE TURNED
A MONTH INTO A MOVEMENT



ABOUT US

No Meat May is a fun foodie event that challenges people to eat no meat, or no animal products, for 31 days, for 4 big reasons.

We dream of a world free from chronic disease, hunger or factory farming - where our food systems keep us all healthy, without hurting animals or destroying the planet.

We work to inspire and support more people to shift to plant-rich eating, so we can build a healthier, kinder, more sustainable world.



4 BIG REASONS



Health

Prevent chronic disease & welcome many health benefits with a broader and greater intake of plant-rich foods.

[#ImproveYourHealth](#)



Animals

Legalised cruelty and grand-scale violence is the real cost of eating cheap meat, eggs and dairy - you can help end it.

[#EndFactoryFarming](#)



Planet

Reducing or eliminating meat and animal products is an action you can take that will help save our shared home.

[#SaveThePlanet](#)



People

Feeding 8+ billion people without destroying our planet means we must eat a lot less meat and animal products.

[#FeedTheWorld](#)

2025 AT A GLANCE

43,534

people from 70 countries took the challenge this year — joining a global community of 340,000+ since 2013.



80%

of participants indicated HEALTH was a key motivation for taking part.

92%

of participants continued to reduce or eliminate meat and animal products beyond May.

11.9 billion

litres of water saved annually - enough to fill 4,760 Olympic swimming pools.

1.3 million

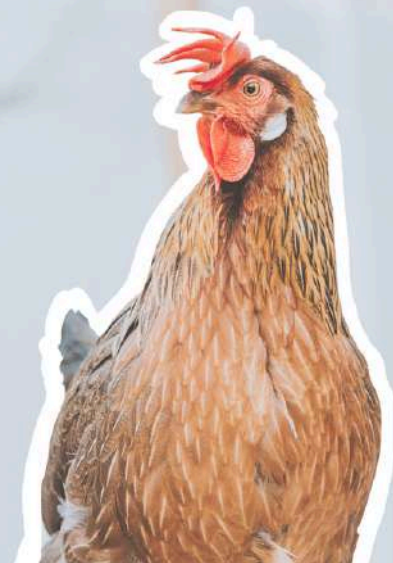
animals spared in just one month.

67%

the average increase in consumption of heart healthy legumes & pulses.



35% cut out red & processed meat for good, with 26% eliminating chicken meat ongoing.




Participants are eating 38% more fruit & veg! And 57% more nuts & seeds. Healthy habits that last!

26,120

tonnes of CO2 equivalent GHG's saved annually - equal to taking 5,700 cars off the road for a year.



*Read more in our full 2025 impact report - [click here to access.](#)



“No Meat May was an experiment to move my family towards meatless menus. It was a success - all the meatless dishes were eaten with gusto!”

Cathy D - No Meat May participant

OUR 2025 REACH

24.5k

inspiring members in the No Meat May Community Facebook Group, supporting each other year round.



55.6k

Instagram followers - a growth of 10% from last year.



34%

of our website users are from Australia, followed by 26.7% from the USA, 10% from the UK and 9.6% from Canada.

3.72k

subscribers to the No Meat May YouTube Channel - a 12% increase from 2024.



42%

of our website traffic comes from direct search, with 40% from our social media channels.



525k

Facebook followers.

Our daily support posts reached 20 million people in 2025 - inspiring millions of meat-free meals across the globe.

1.4m

the organic reach of our Instagram posts in 2025.



3.8m

people reached with our engaging social media ads, promoting plant-rich eating.



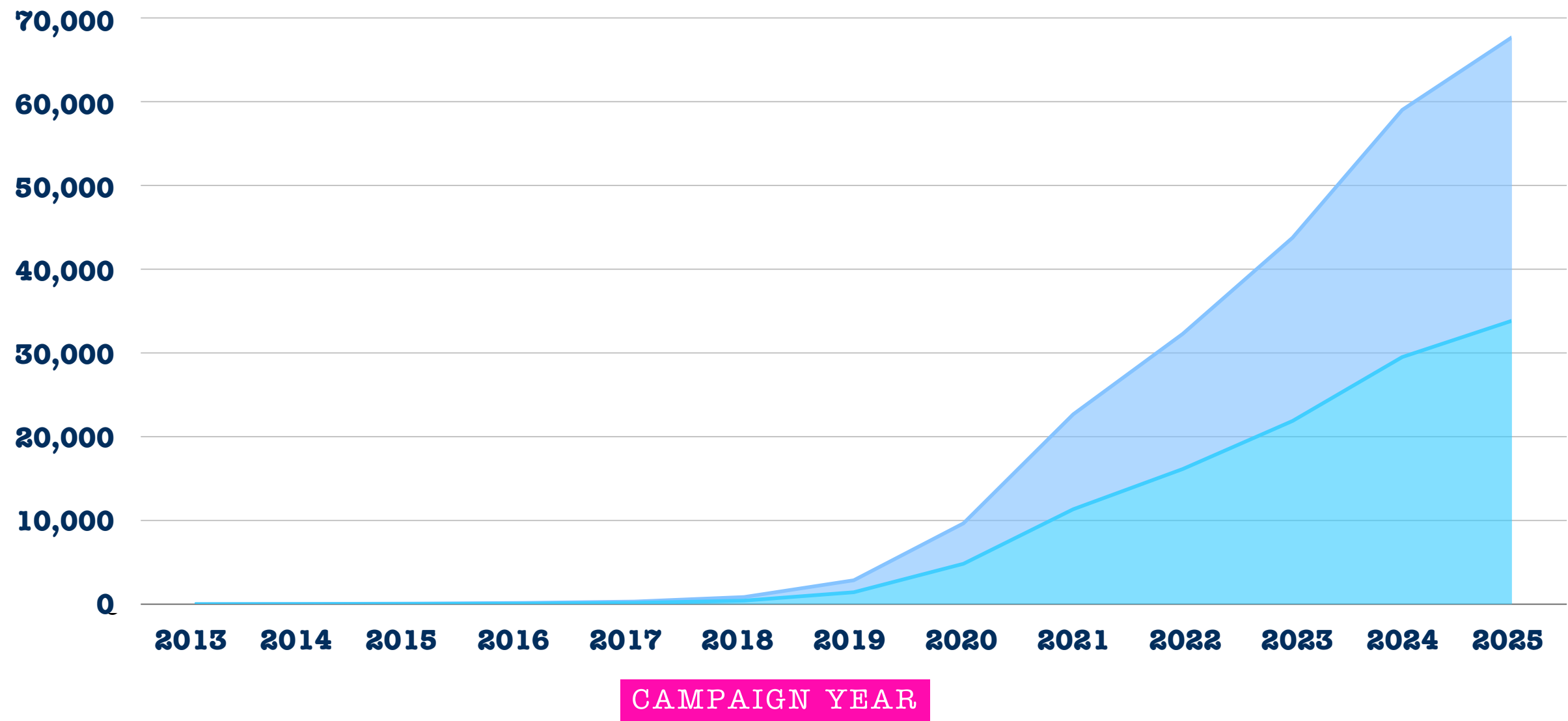
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I have always gone back & forth as a vegetarian, but now with all the tools provided by No Meat May, I am a lifer! I have learned so much about being a healthy vegetarian! So happy!

Liz E - No Meat May participant

340,000+ PARTICIPANTS SINCE 2013

NO. OF PARTICIPANTS



TOP 10 SIGN-UP COUNTRIES

- 1 UNITED STATES
- 2 AUSTRALIA
- 3 CANADA
- 4 UNITED KINGDOM
- 5 PHILIPPINES
- 6 SOUTH AFRICA
- 7 INDIA
- 8 NEW ZEALAND
- 9 ARGENTINA
- 10 COLOMBIA

Our data shows that on average, each person who registers inspires one friend or family member to join them. That means the number of people taking part in No Meat May is likely to be double the number of people who officially signed up.

340,000+ people have registered since 2013 — inspiring millions more through family and friends, creating a ripple effect worldwide.

Participation grows with awareness — every dollar invested in promotion brings more people to No Meat May, and multiplies our impact.



“ I first did No Meat May 4 years ago. I never thought I could make it through a whole month with no meat. Look at me now, 4 years later and loving it. One of the best things I’ve done for myself and my family. Thank you for the inspiration and support throughout the years.

Tess M - No Meat May participant

THANK YOU...

For being part of this global movement where **every meal matters**, and every choice counts, and one month of change can create impacts that last a lifetime.

With your support, we'll inspire millions more in 2026 — and beyond.





CONTACT US

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