

Rabobank - KiwiHarvest New Zealand Food Waste Survey 2023 Results



Kantar conducted the New Zealand Food Waste study in Q3 2023 to provide Rabobank and KiwiHarvest with nationally representative collateral for PR purposes

Overview of methodology

Kantar conducted n=1,501 online interviews from **25th July – 14th August 2023**

Data collection was **nationally representative** to ensure that results could be used to measure New Zealanders attitudes and behaviours

An additional **sample boost** was included to provide greater granularity around **rural** New Zealanders



Overview of analysis and weighting

Data was post-weighted to ensure results are nationally representative – with results compared to 2022 where questions were consistent

Key segment perceptions are reported throughout the report using the following icons



Male



Female



Rural



Urban



Gen Z



Gen Y



Gen X






Baby
Boomers &
Beyond

Market Context

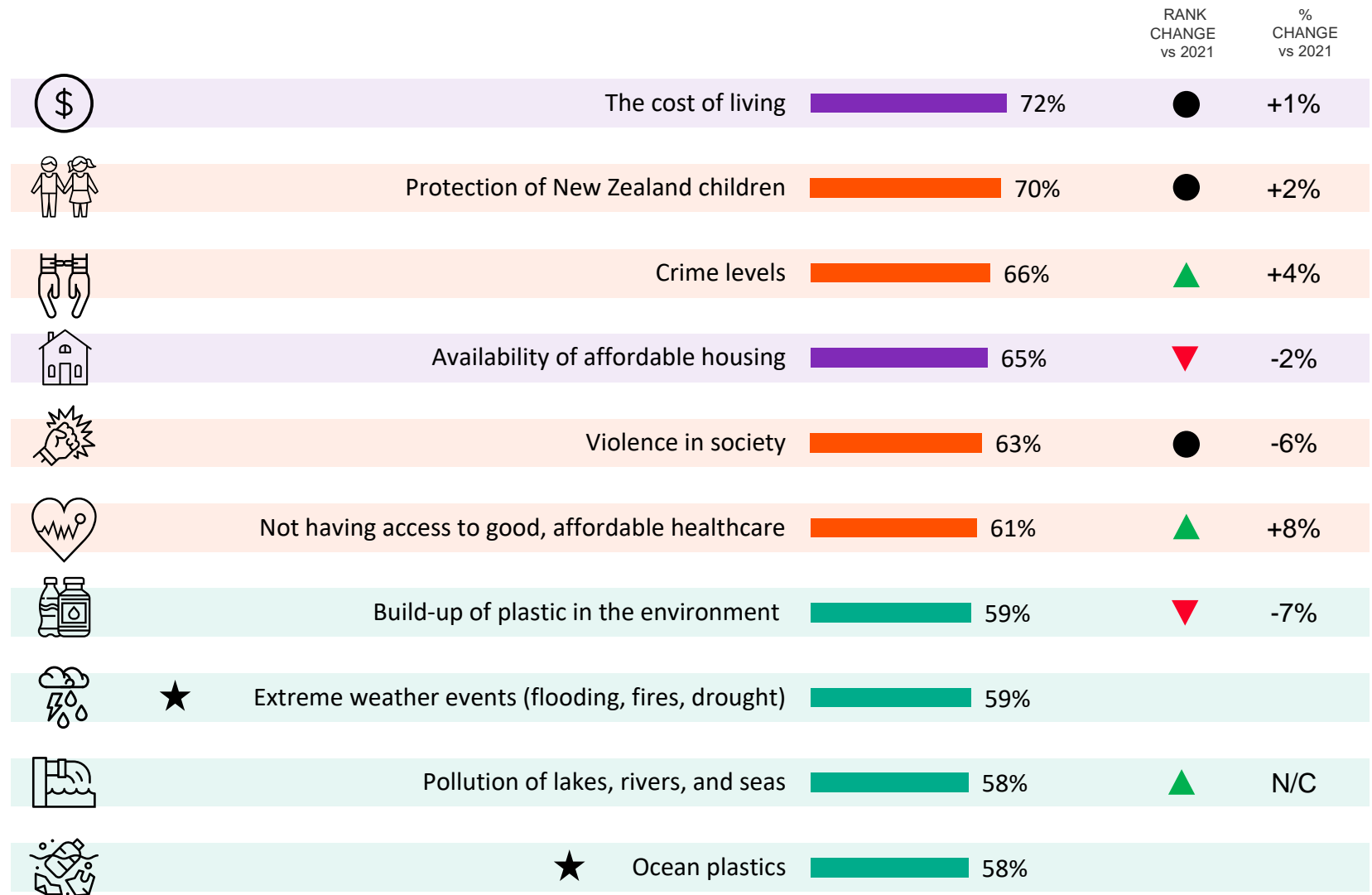


In terms of the key issues to NZ'ers, the cost of living remains our primary issue of concern

 Economic
 Social sustainability
 Environmental

 Same position
 Moved up
 New Top 10 entrant
 Moved down

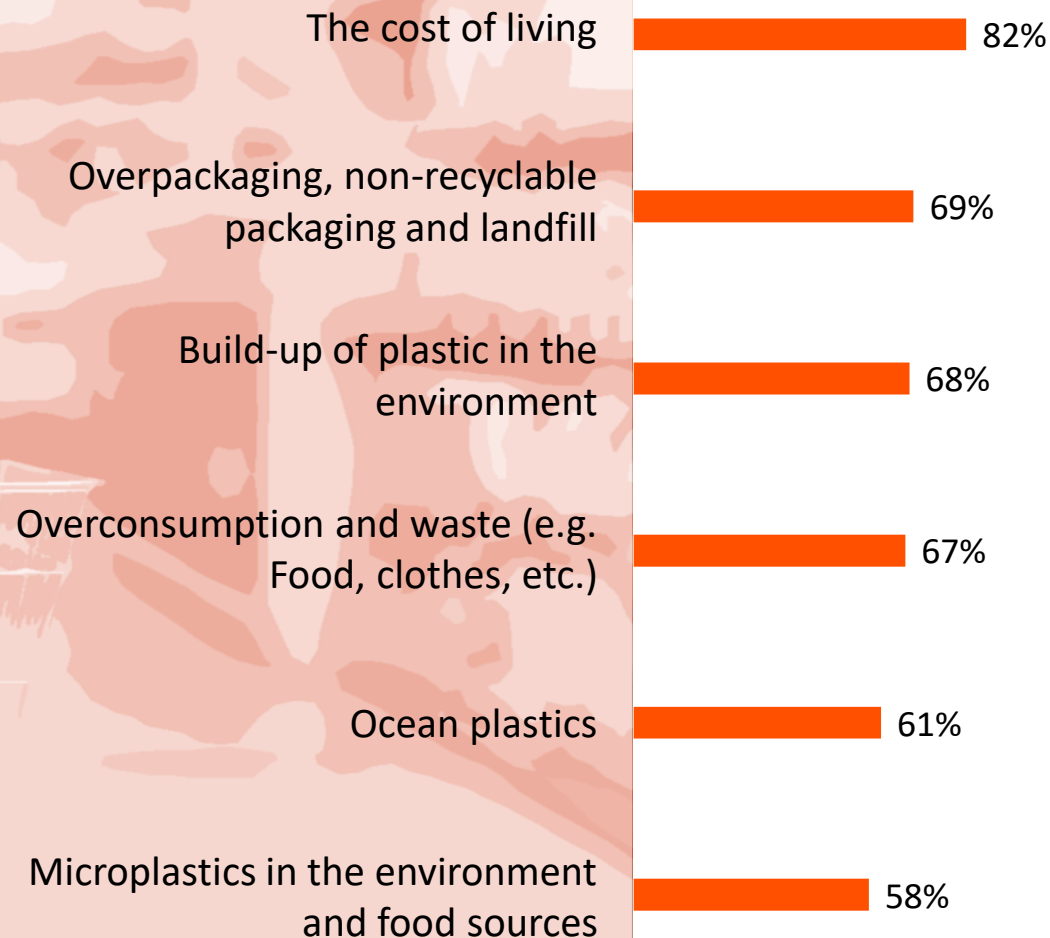
TOP 10 CONCERNS



The cost of living is the leading consideration when purchasing a good or service while overconsumption and waste of food comes in only fourth



IMPACT UPON PURCHASE

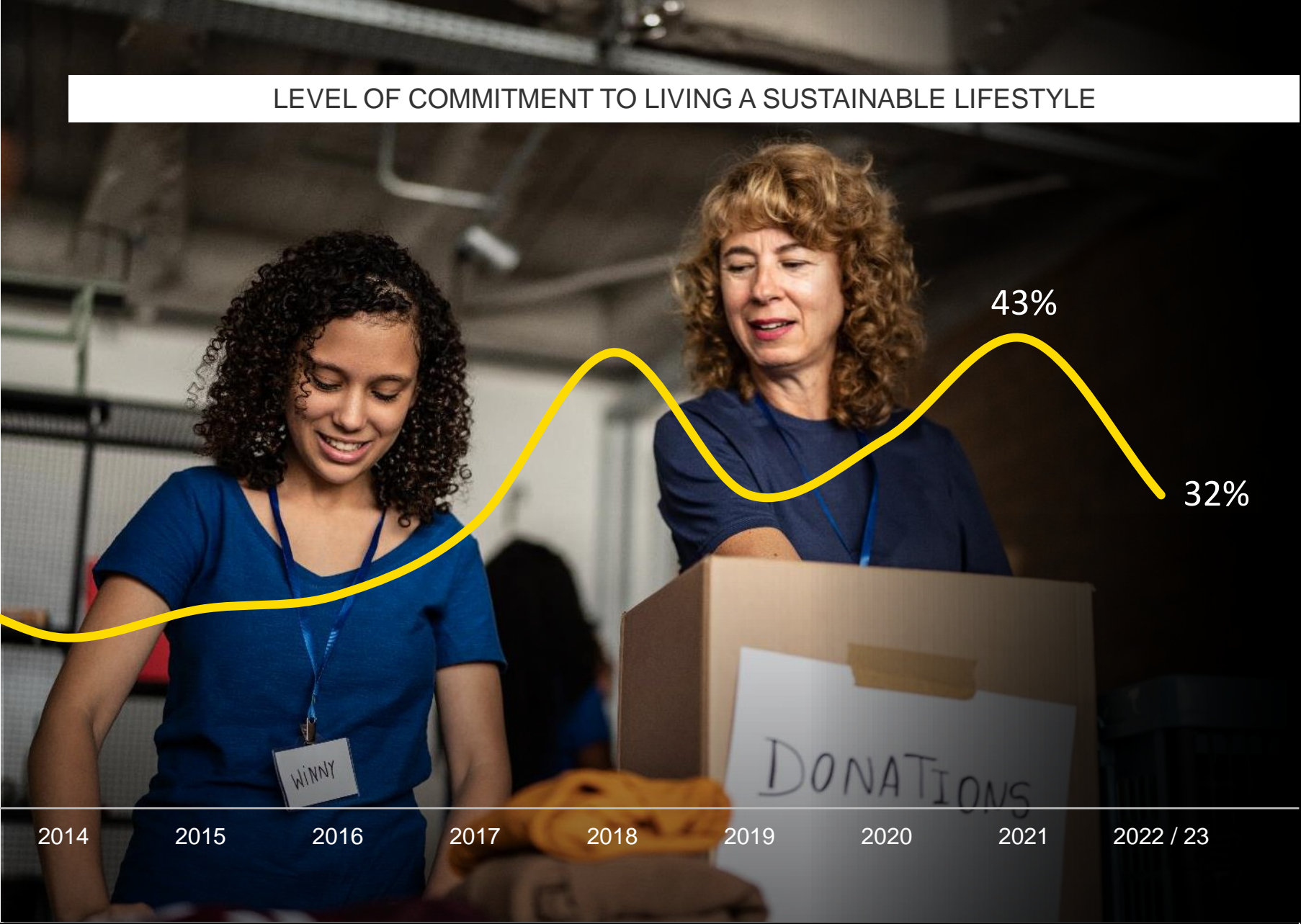


We know that people's level of commitment to living a sustainable lifestyle has more than doubled over the last 10 years

LEVEL OF COMMITMENT TO LIVING A SUSTAINABLE LIFESTYLE



However, it is equally clear that the barriers to enabling that lifestyle commitment have measurably increased in the last 12 months



It's clear that the younger a NZ'er is the more their commitment to a sustainable lifestyle is being challenged

LEVEL OF COMMITMENT TO LIVING A SUSTAINABLE LIFESTYLE

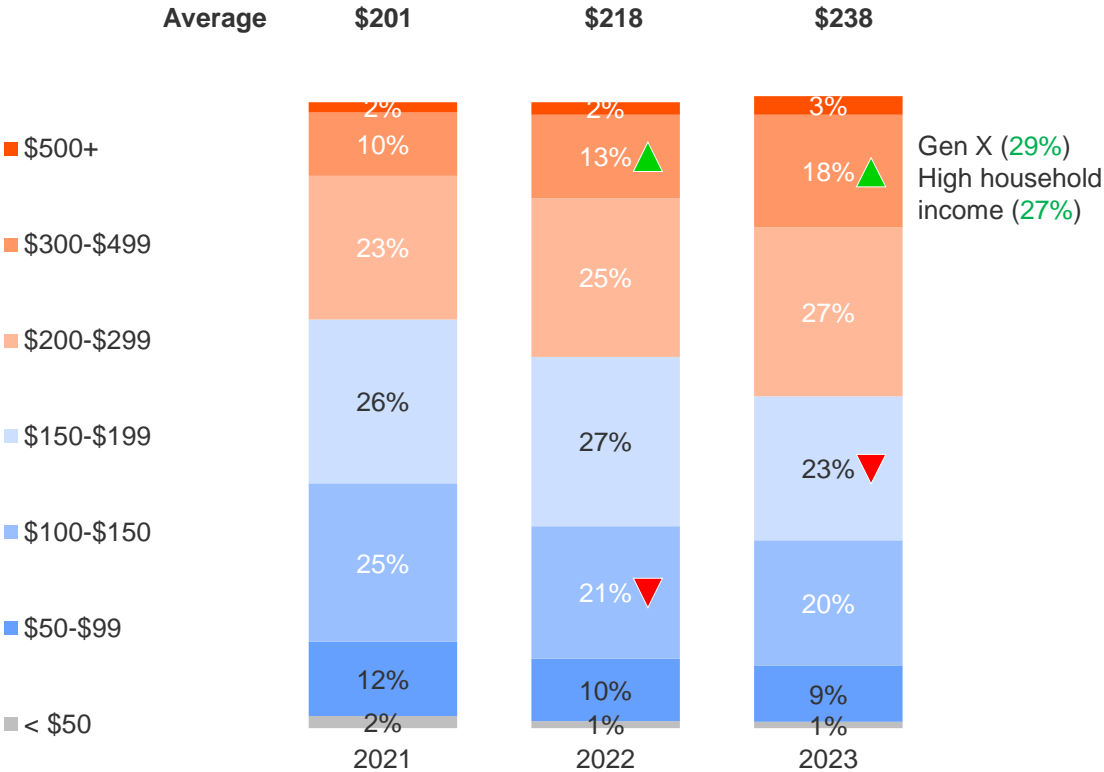


How are Kiwis' food and shopping behaviours changing?

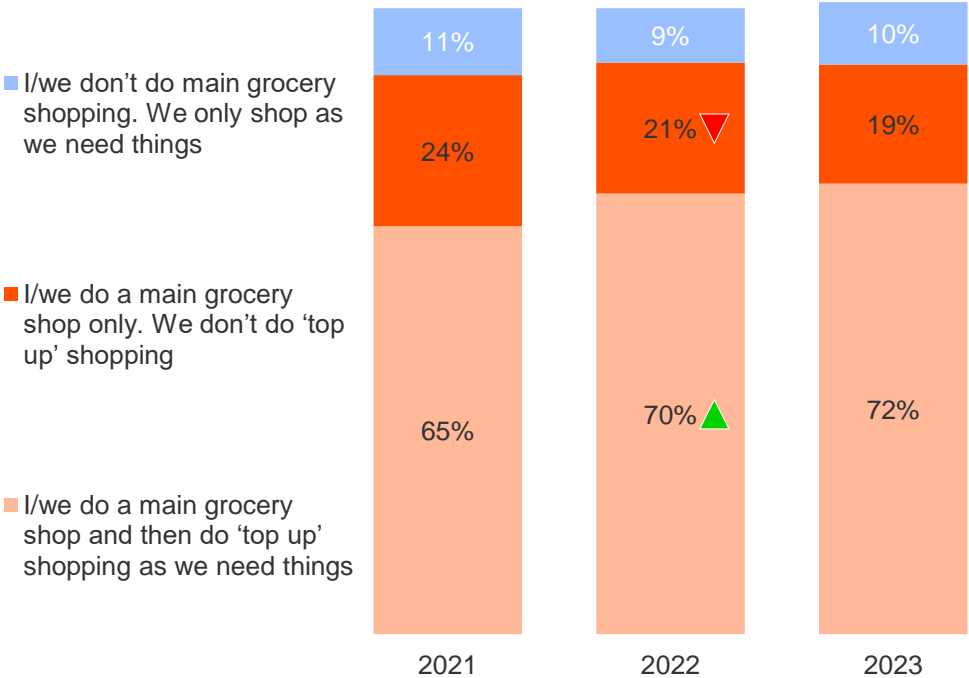


Average household food spend increased YOY likely due to inflation. However, shopping behaviours have not changed with the majority still doing top ups. The increased average spend of \$300 – 499 per week is higher among Gen X and higher household income earners

Household food spend (average week, 2023)



Typical grocery shopping behaviour (2023)

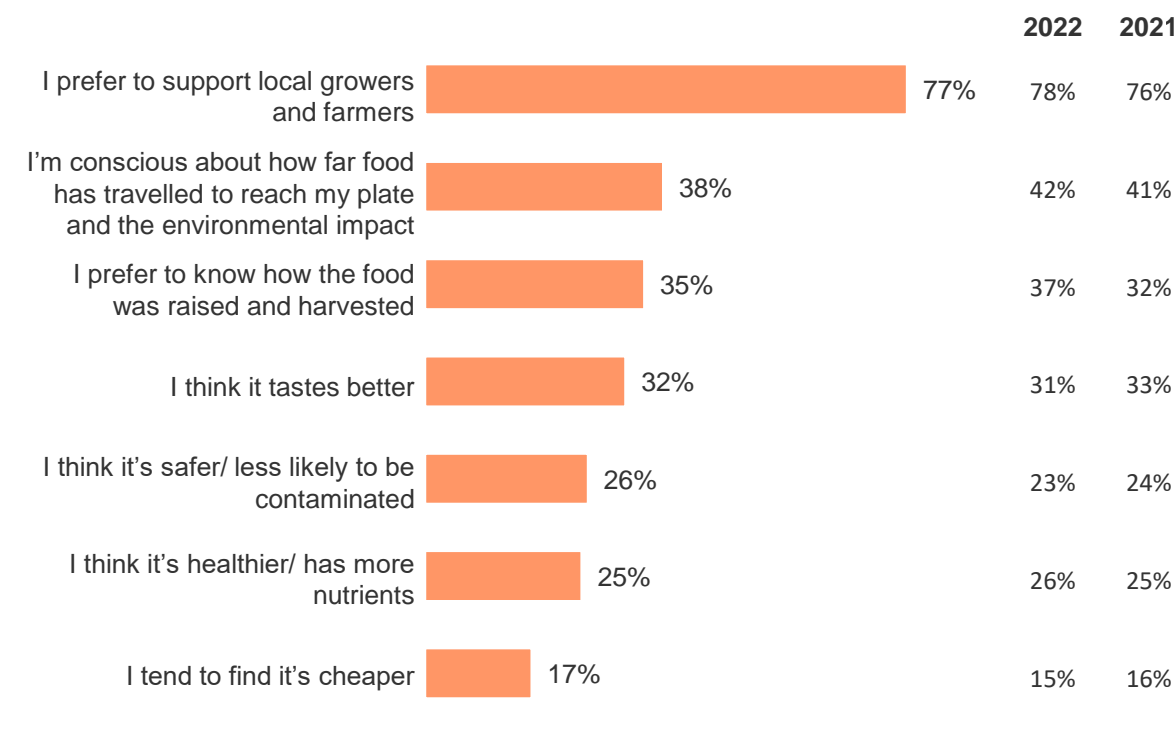


▲ ▼ Significantly higher/lower than previous year

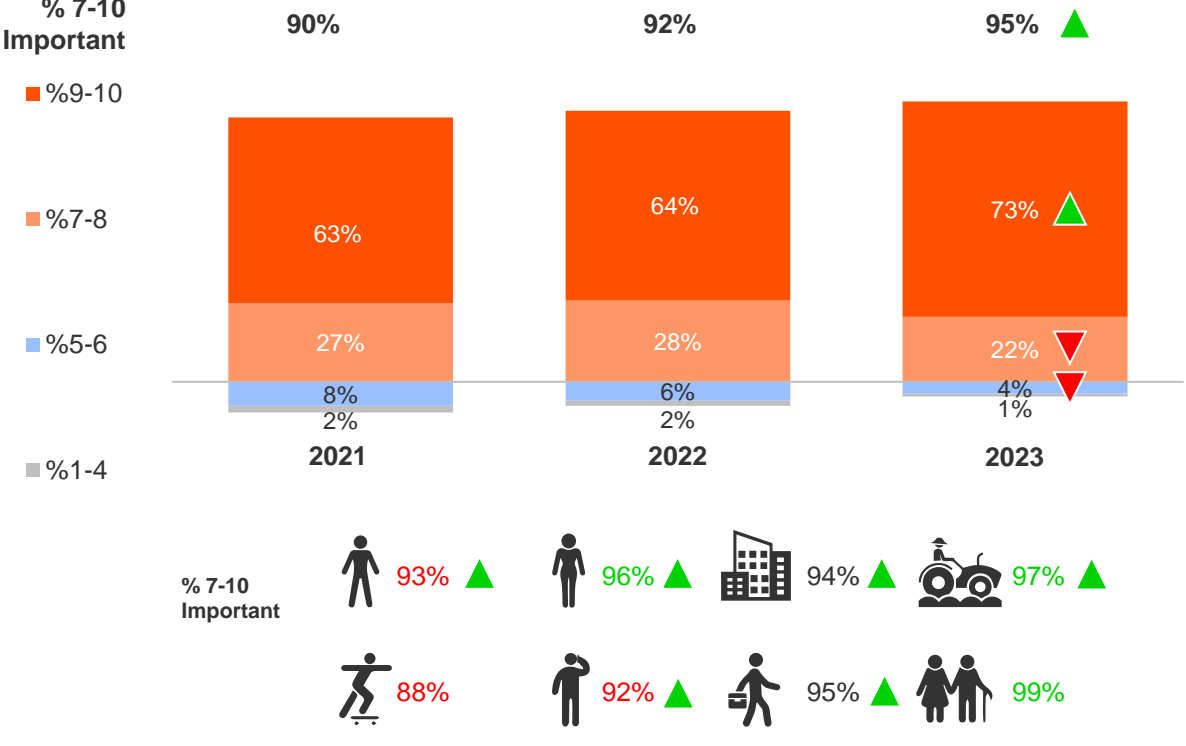
NOTES:
1. Sample 2021 (n=1509), 2022 (n=1502), 2023 (n=1501)
2. Q "In an average week how much does your household spend on food? Please include all food regardless of how you buy it so include food bought from supermarkets, markets, restaurants, cafes, takeaway outlets etc."
3. Q "Which statement best describes the way you do your grocery shopping?"

The importance of farming and food production in New Zealand increased significantly especially among Gen X and Y. The preference for buying local remains centred around supporting the local producers

Reasons for locally produced food preference (agree would like to buy direct from grower / farmer more often, 2023)

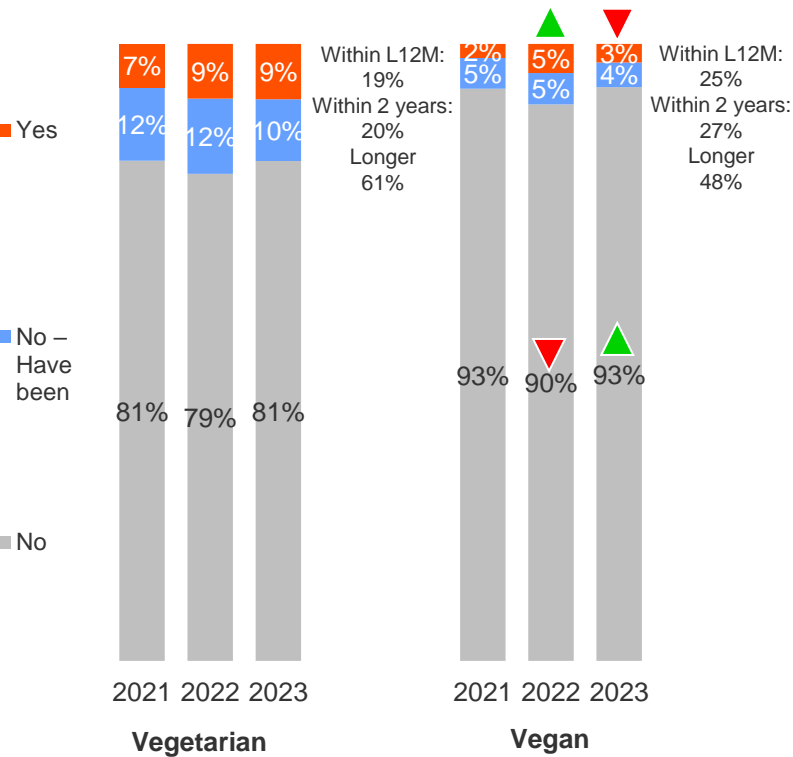


Perceived importance of farming and food production to New Zealand (2023)

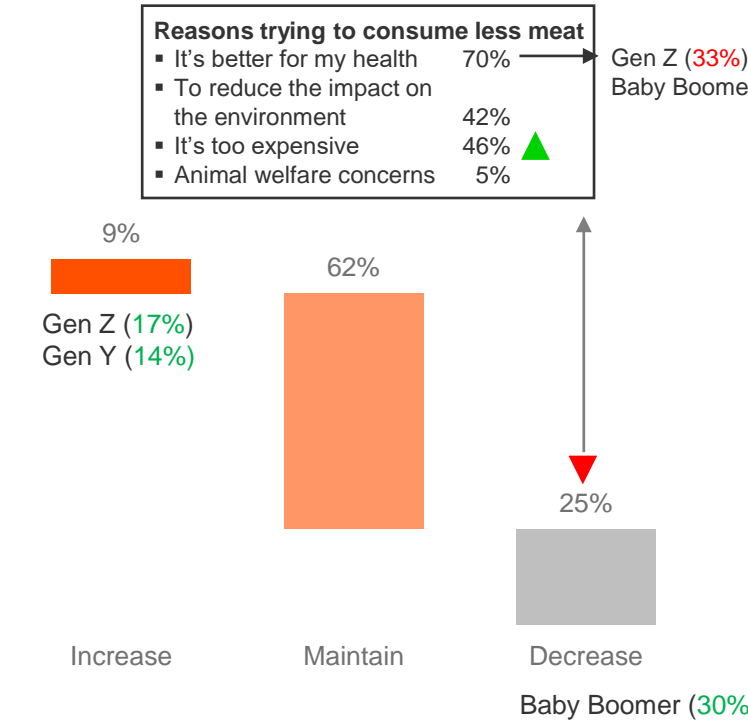


Vegetarian numbers saw little change while vegans significantly decreased back to 2021 numbers. Meat consumption decreased among Baby Boomers, but it is the opposite for Gen Y and Z. The increasing price of meat continued to grow in significance

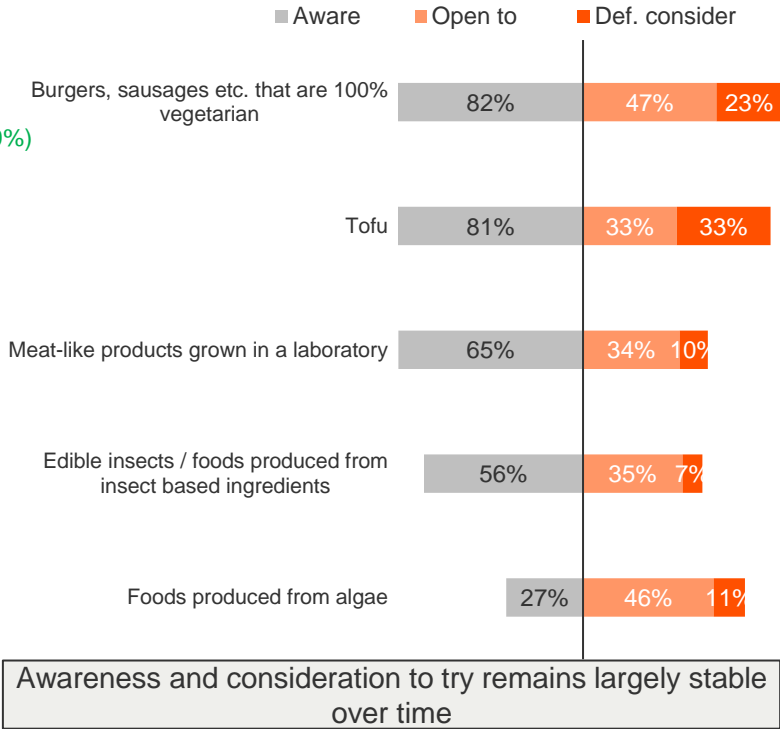
Food behaviours – Vegetarian and Veganism (2023)



Desired changes in meat consumption (2023)



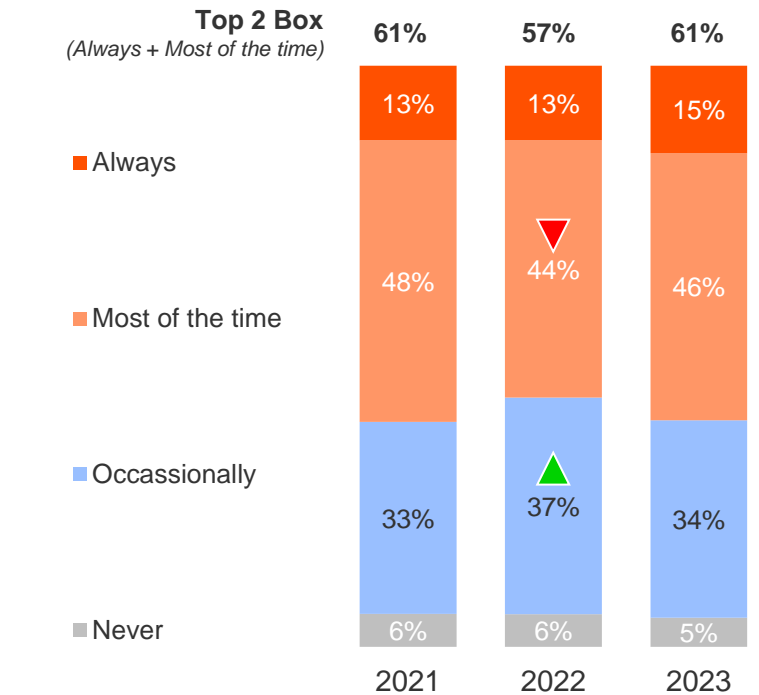
Awareness and openness to adding meat alternatives to diet (2023)



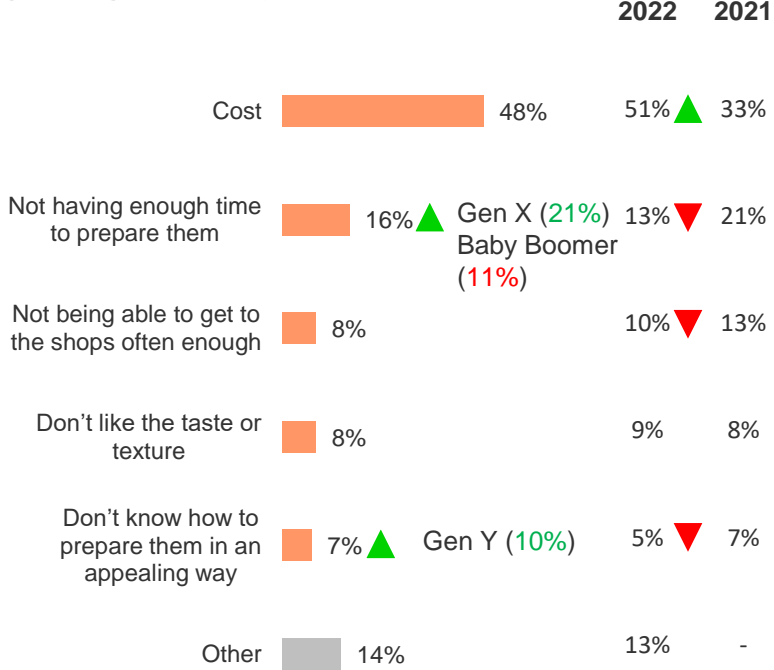
Significantly higher/lower than previous year

The number of New Zealanders getting their 5+ a day has increased marginally – higher among males, and Gen Y and Z. Cost remains the primary obstacle among those who aren't, though insufficient time and not knowing how to prepare them in an appealing way have significantly increased especially among Gen X and Y respectively

Frequency eating a minimum of 3 servings of veggies and at least 2 fruit each day (Top 2 Box, 2023)



Key obstacle to eating more fruits and vegetables (amongst those not always getting 5+ a day)

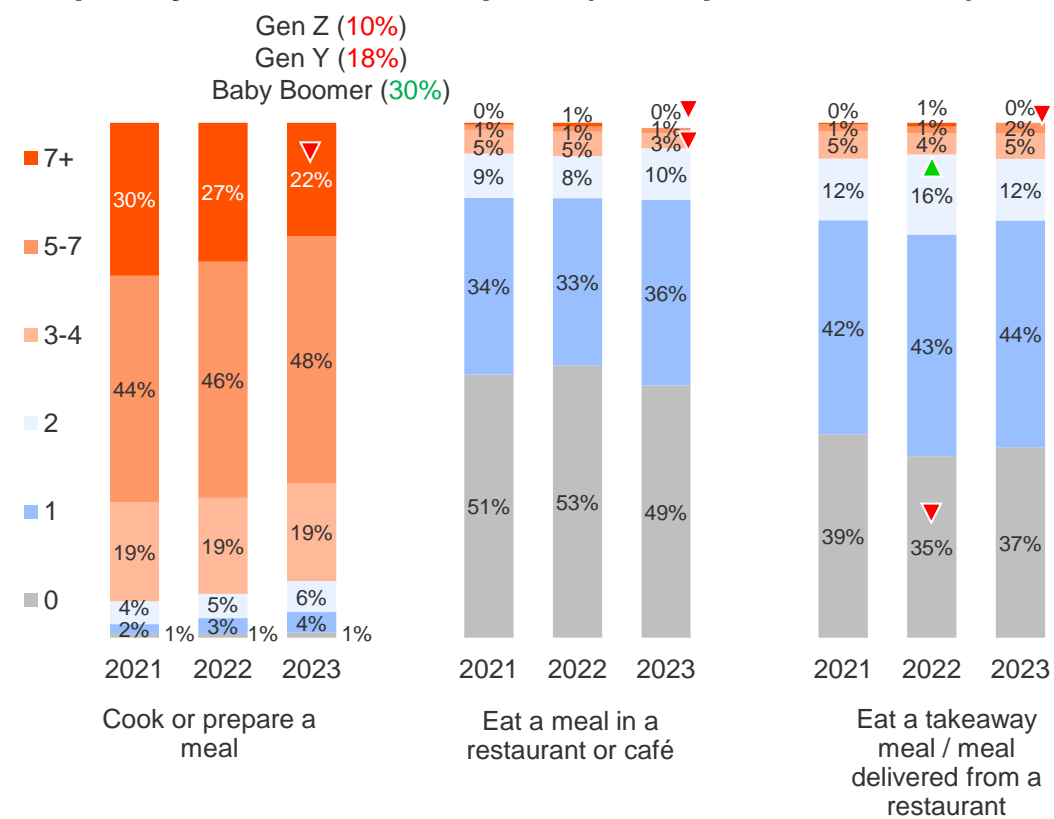


xx/xx Significantly higher/lower than total ▲▼ Significantly higher/lower than previous year

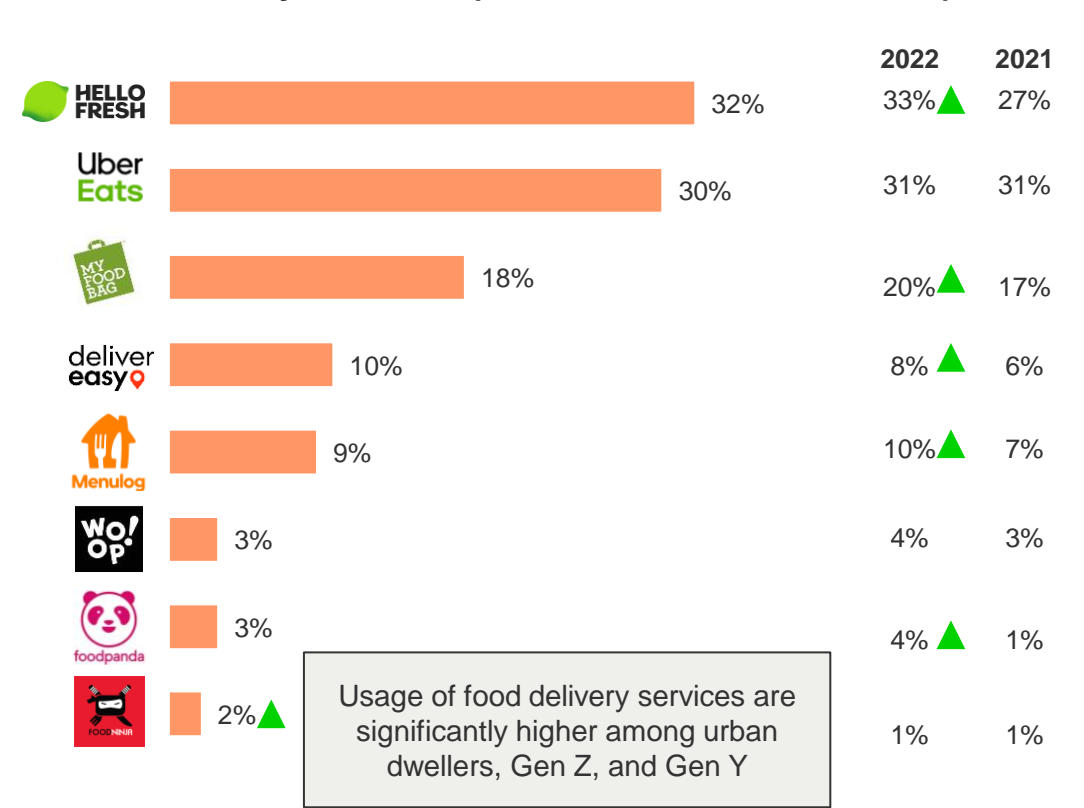
NOTES:
 1. Sample 2021 (n=1509), 2022 (n=1502), 2023 (n=1501)
 2. Q "It is recommended that you eat a minimum of 3 servings of veges and at least 2 fruit each day. How often would you say you do this?"
 3. Q "What is the primary obstacle to you eating more fruits and vegetables?"

Preparing meals at home remains the most common form of food consumption but it continued to decline YOY with a significant drop in 2023 due to Gen Z and Y. Usage of food delivery services remains consistent. Not surprisingly, usage is higher among urban dwellers, Gen Z and Y

Frequency of food consumption (times per week, 2023)



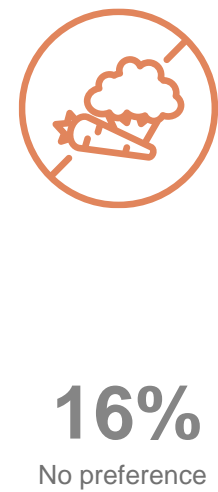
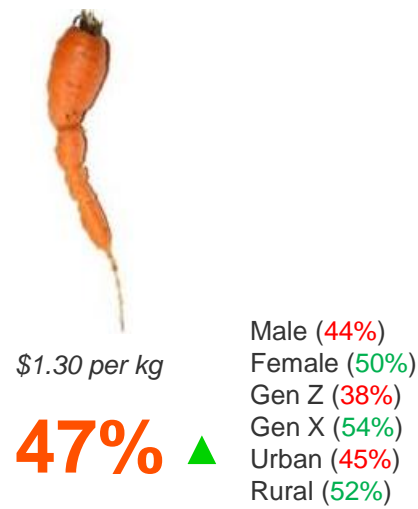
Usage of food delivery services (used last 12 months, 2023)



▲ ▼ Significantly higher/lower than previous year

Preference for the cheaper imperfect fruit/vegetables over the more expensive regular appearance vegetables has increased significantly. Almost half of New Zealanders prefer the imperfect option, but there is lower preference among males, Gen Z, and urban dwellers

Preference for vegetables (2023)



2022	45%	40%	15%
2021	39%	43%	18%

▲ ▼ Significantly higher/lower than previous year

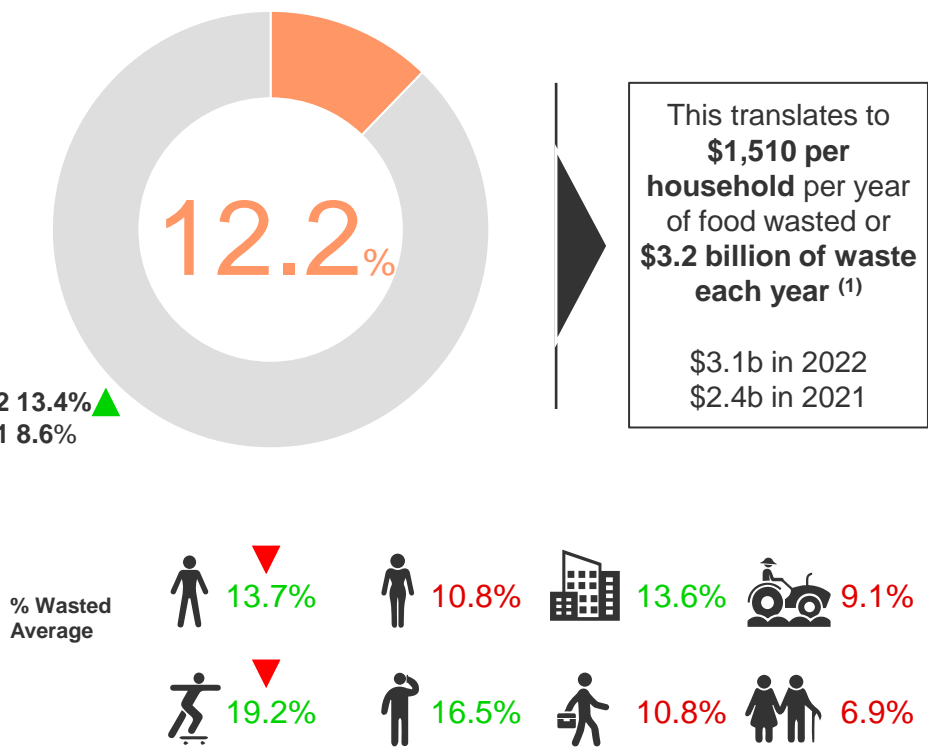
NOTES:
1. Sample 2021 (n=1509), 2022 (n=1502), 2023 (n=1501)
2. Q "Please see below for images of two carrots. Both carrots are exactly the same on the inside, Carrot A costs \$3.99 per kilogram, Carrot B costs \$1.30 per kilogram. Which carrot would you be more likely to purchase?"

Are Kiwis becoming more waste conscious?

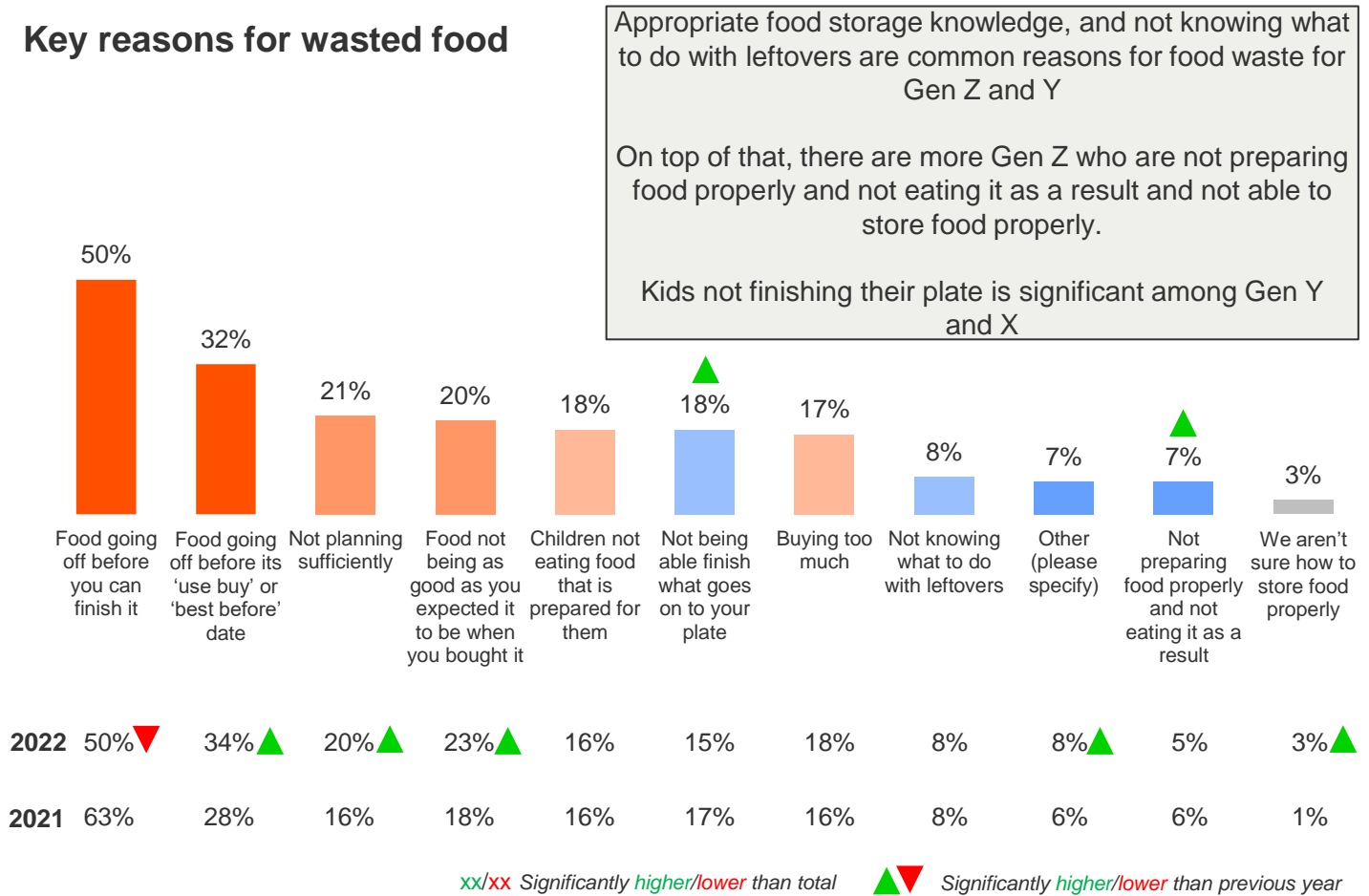


The estimated percentage of food waste decreased slightly, especially among females, rural dwellers, Gen X, and Baby Boomers. However, the cost of food waste has increased due to rising household food spend but there is also rise in the number of households. Food going off remains the top reason but there have been significant increases in not being able to finish and not preparing food properly

Estimated percentage of food waste
(% of household spend)

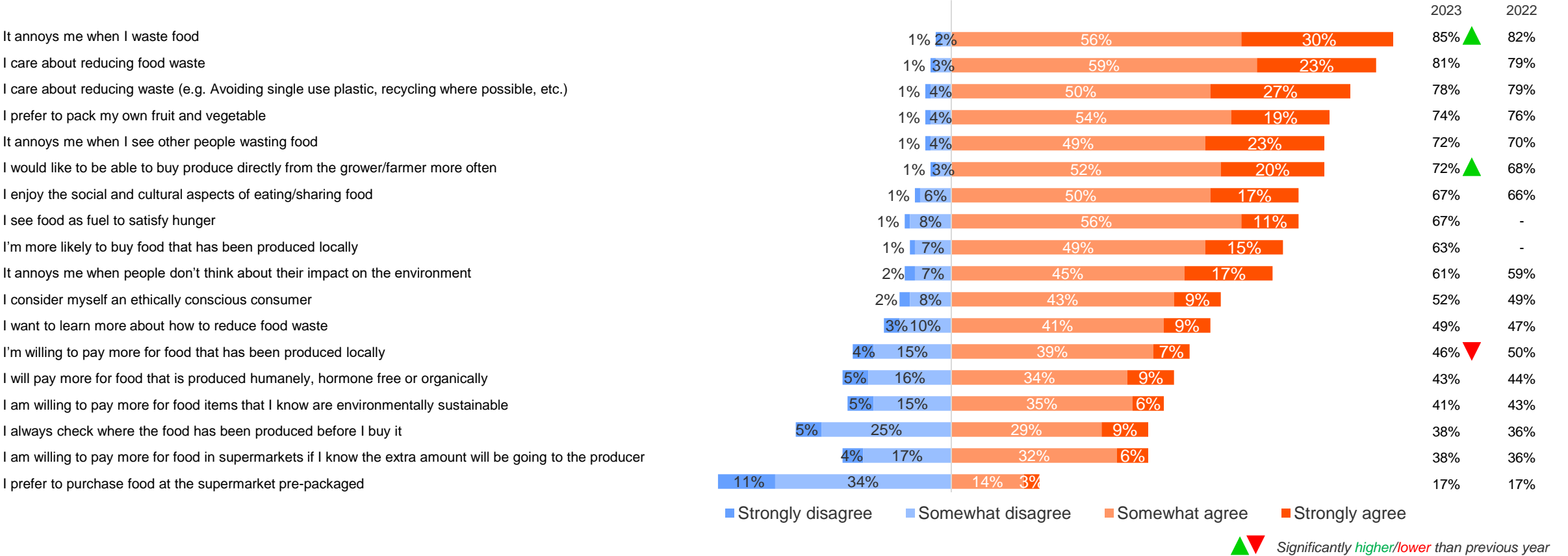


Key reasons for wasted food



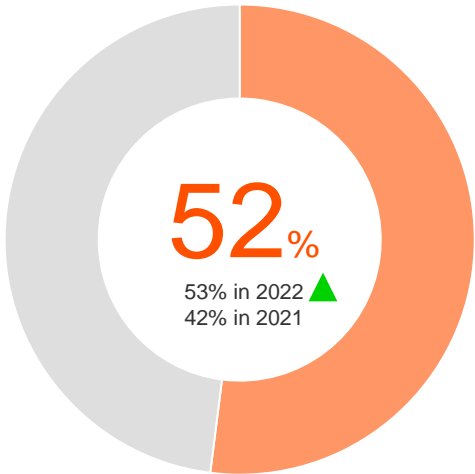
The proportion of New Zealanders saying that it annoys themselves when they waste food, and that they would like to be able to buy directly from the grower has significantly increased this year. However, less people say that they are willing to pay more for locally produced food

Food attitudes (2023)

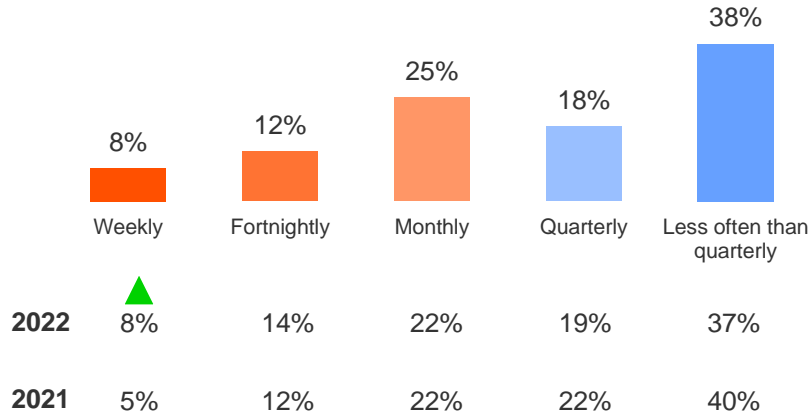


There are still half of New Zealanders who have thrown away unopened or untried food. Younger generations and urban dwellers are more likely to do so, though this has decreased significantly among Gen Z. However, more than half only do it on a quarterly basis or lesser

Proportion of New Zealanders who have purchased food that you ended up throwing away without having tried or eaten it in the last 12 months (2023)



Frequency of throwing away food (amongst those who have done it, 2023)

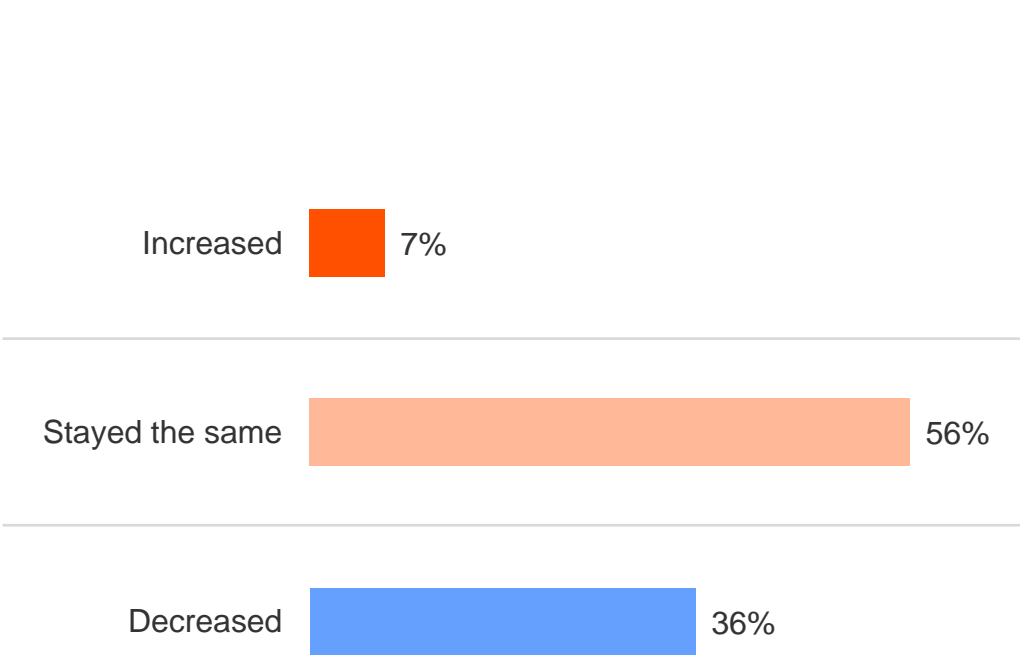










xx/xx Significantly higher/lower than total ▲▼ Significantly higher/lower than previous year

NOTES:
1. Sample 2021 (n=1509), 2022 (n=1502), 2023 (n=1501)
2. Q "Have you ever purchased food that you ended up throwing away without having tried or eaten it in the last 12 months?"
3. Q "How often does this happen?"

More than one-thirds of New Zealanders report their food waste decreasing, especially among females and Baby Boomers

Food waste increase / decrease (2023)

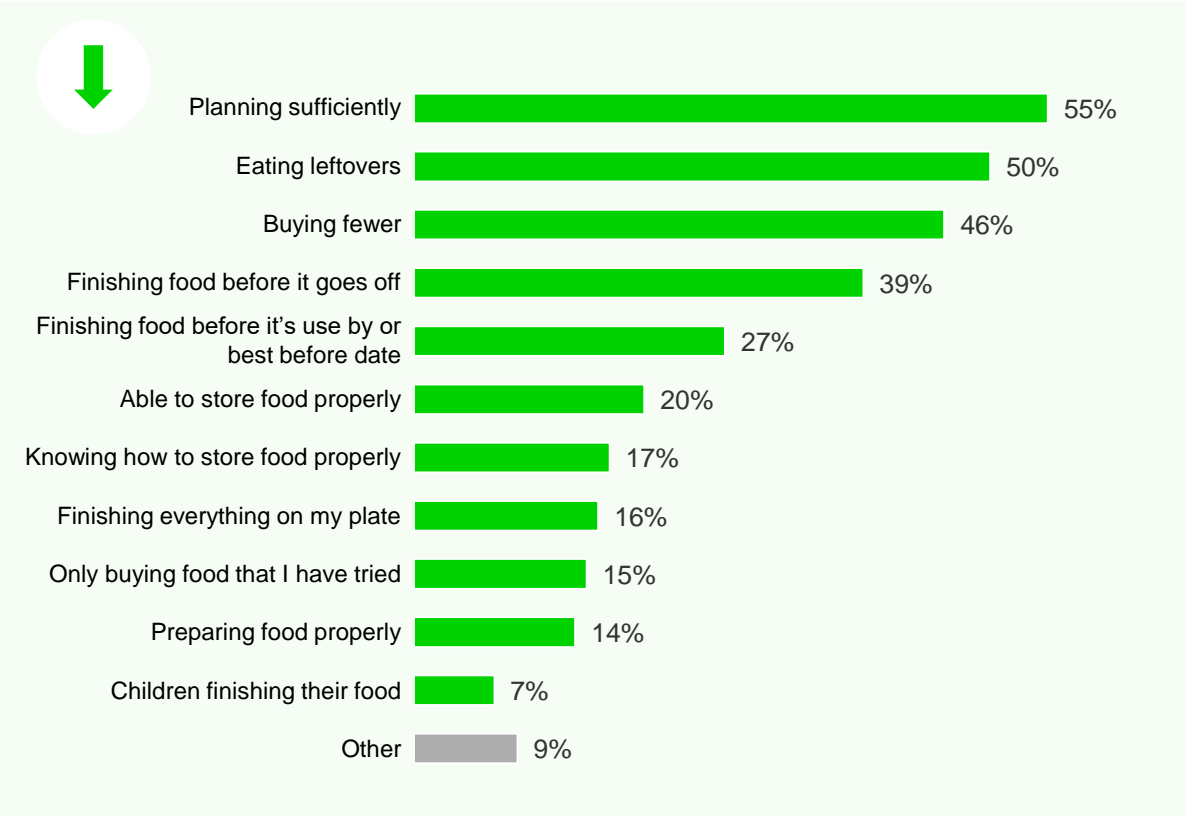


								
Increased	9%	6%	10%	14%	6%	2%	9%	4%
Stayed the same	61%	52%	61%	52%	56%	58%	55%	58%
Decreased	30%	42%	29%	33%	38%	40%	36%	38%

xx/xx Significantly higher/lower than total ▲▼ Significantly higher/lower than previous year

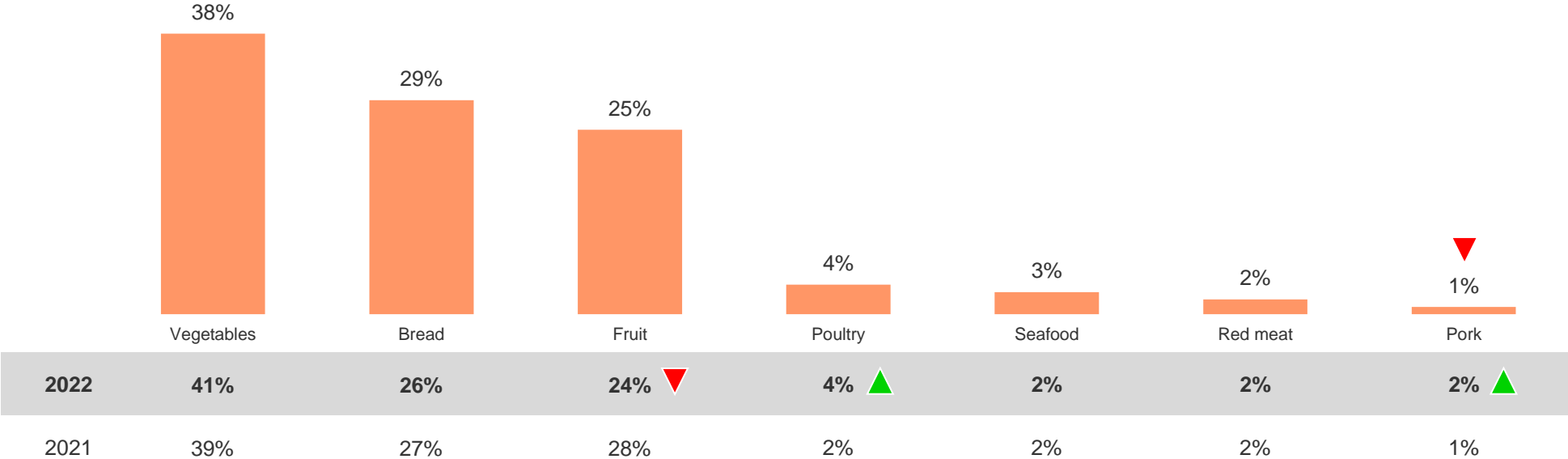
Planning sufficiently, eating leftovers, and buying less are the primary reasons among those who said their food waste decreased. The opposite is also true with insufficient planning being the top reason for wastage. Food going off before finishing it or before it's best before date and children not eating what has been prepared are the other main reasons for wastage

Reasons for food waste increase / decrease (2023)



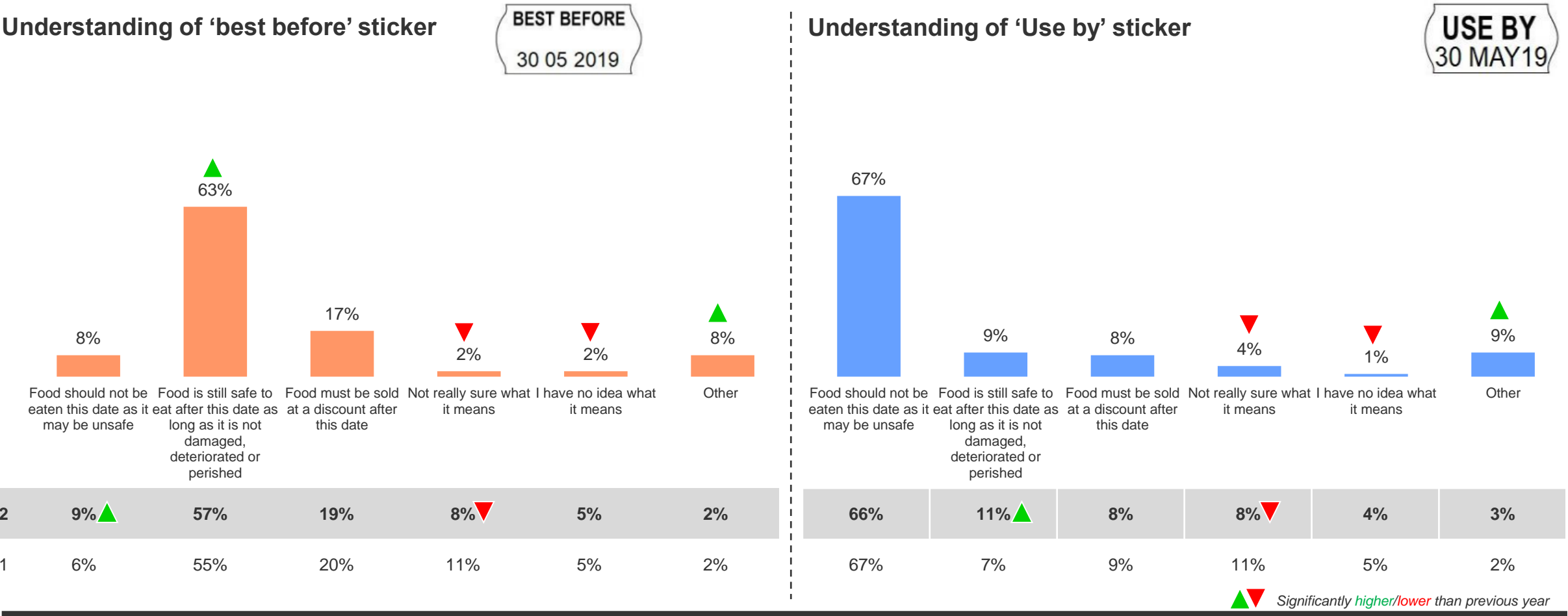
Vegetables, bread, and food remain the most wasted foods

Foods wasted the most (2023)



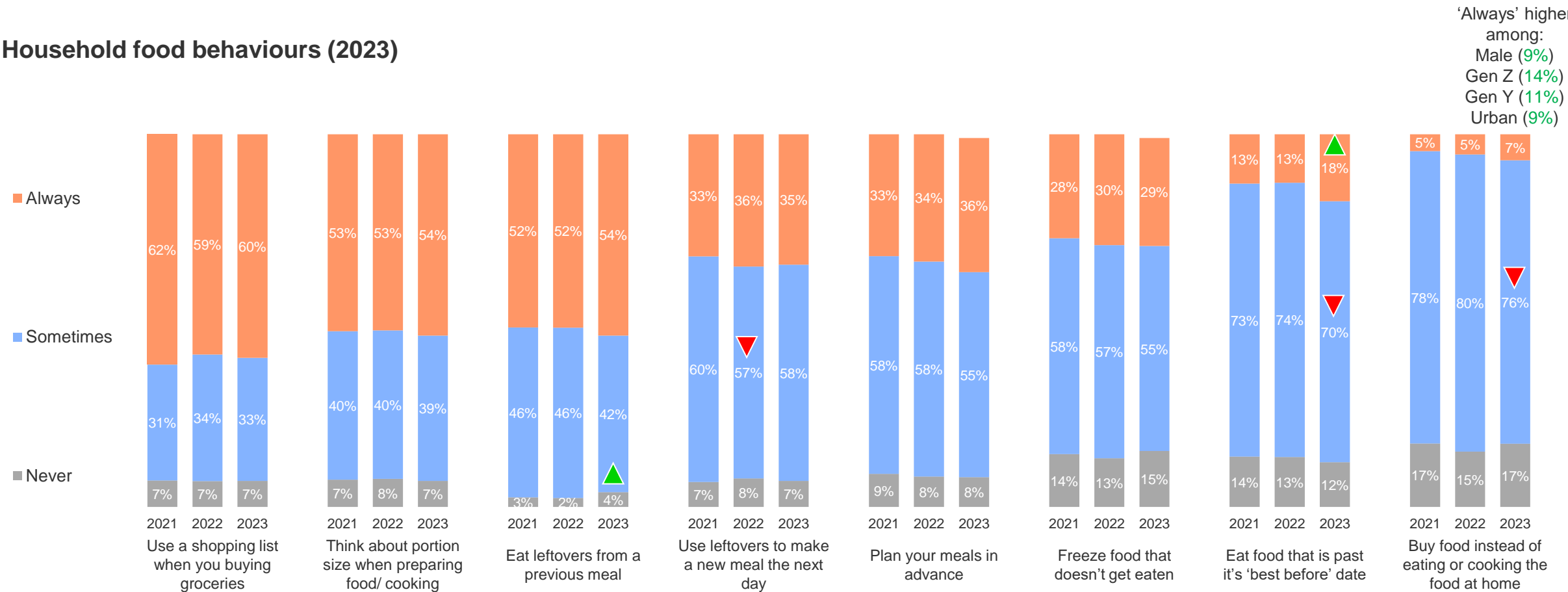
▲ ▼ Significantly higher/lower than previous year

6 out of 10 people believe food with ‘best before’ stickers are still safe to eat after the date, a significant increase on last year. Two-thirds believe food should not be eaten after a ‘use by’ date



Significantly more people are eating food that is past it's 'best before' date. More people are also buying food instead of cooking at home mainly among males, urban dwellers, Gen Z, and Gen Y

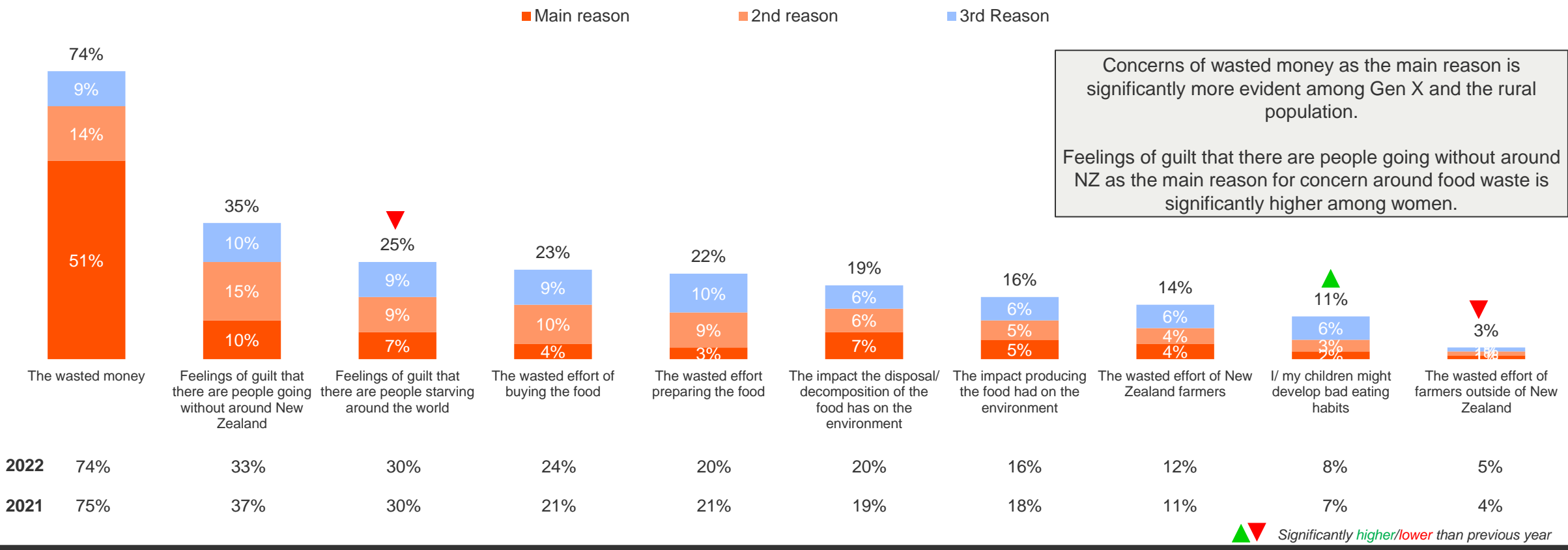
Household food behaviours (2023)



▲ ▼ Significantly higher/lower than previous year

New Zealanders remain the most concerned about the wasted money resulting from food waste. Guilt around people going without enough food around the world saw significant decline

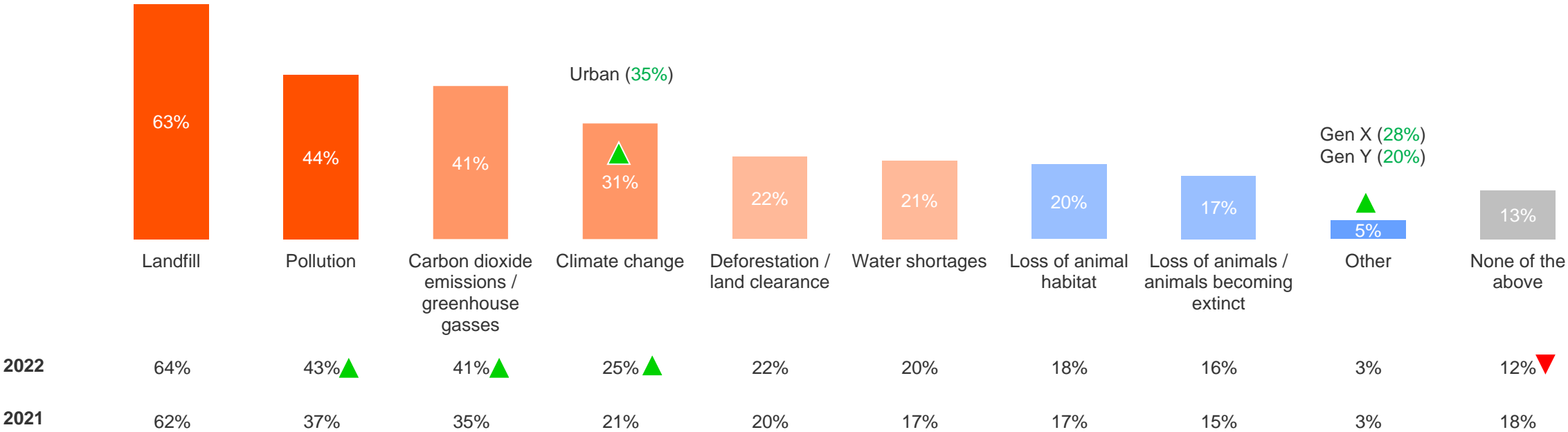
Concerns around food waste (2023)



Landfill is still perceived as most impacted by wasted food. Impact on climate change saw significant increase this year, while pollution and gas emissions maintained its level from 2022

Perceived impacts of food waste (2023)

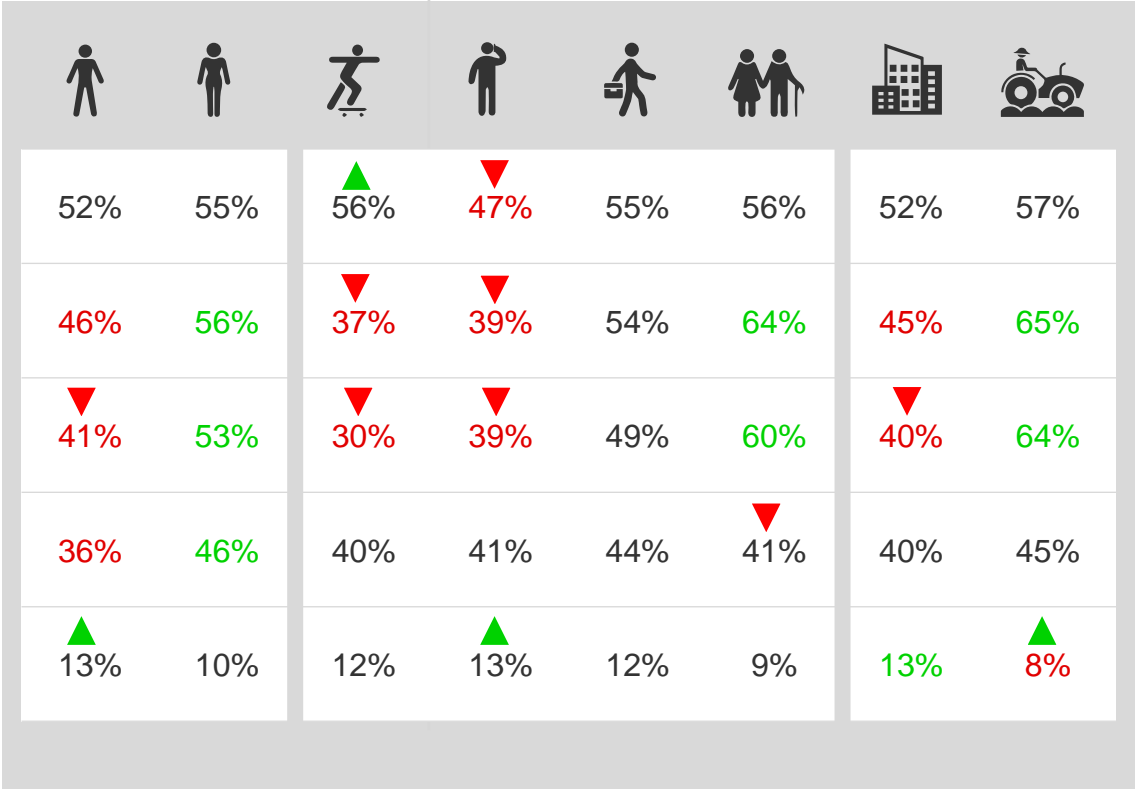
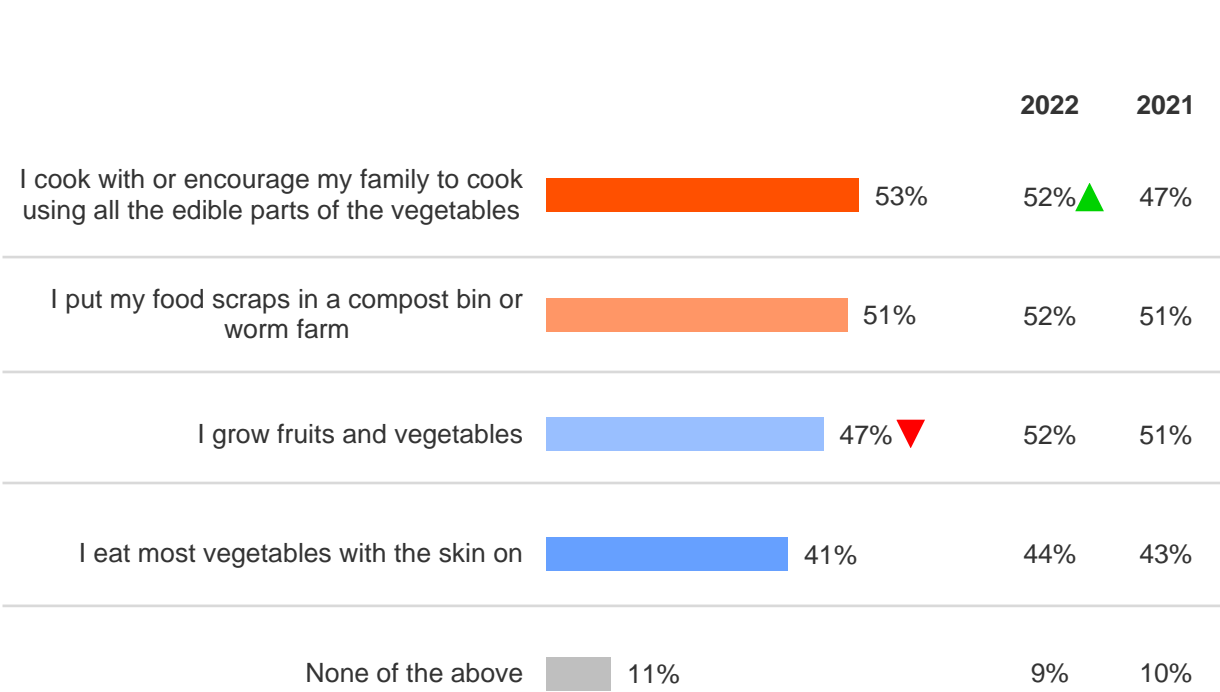
Most cared about	33% (-4%)▼	25% (NC)	22% (+1%)	25% (+5%)▲	10% (NC)	9% (-3%)▼	9% (-1%)	12% (+3%)▲
Least cared about	30% (+3%)	19% (+1%)	19% (NC)	6% (+1%)	12% (+1%)	12% (+4%)▲	11% (+3%)▲	5% (-2%)▼



▲▼ Significantly higher/lower than previous year

Cooking using all edible parts and putting food scraps in compost bin or worm farms are the top actions, though fewer are growing their own fruits and vegetables. Men and Gen Y are more unlikely to take action to reduce food waste

Actions taken to reduce food waste (2023)



xx/xx Significantly higher/lower than total ▲▼ Significantly higher/lower than previous year

KANTAR **KIWIHARVEST** *Rabobank*

For further information please contact

KANTAR
Level 1, 46 Sale Street, Auckland 1010
PO Box 33690, Auckland 0740
Phone (09) 919 9200
www.kantar.com