

**KANTAR**

**New Zealand  
Food Waste  
Survey**

2022 Results



**KIWIHARVEST**



**Rabobank**

# Background and summary



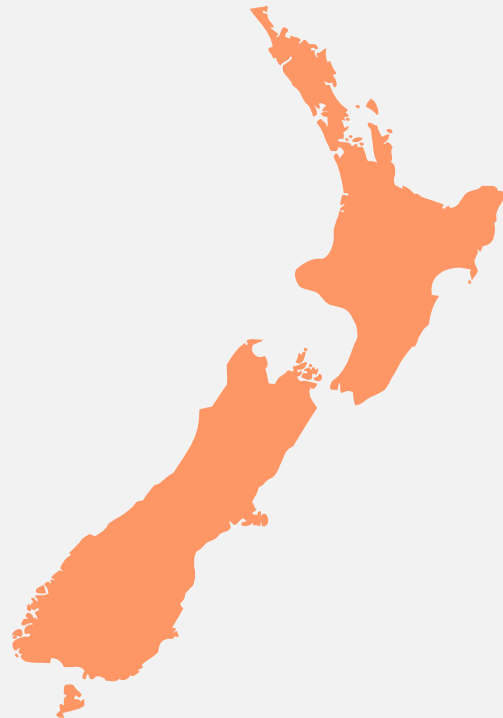
# Kantar conducted the New Zealand Food Waste study in Q2 2022 to provide Rabobank and Kiwi Harvest with nationally representative collateral for PR purposes

## Overview of methodology

Kantar conducted n=1,502 online interviews from **4<sup>th</sup> – 18<sup>th</sup> April 2022**

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

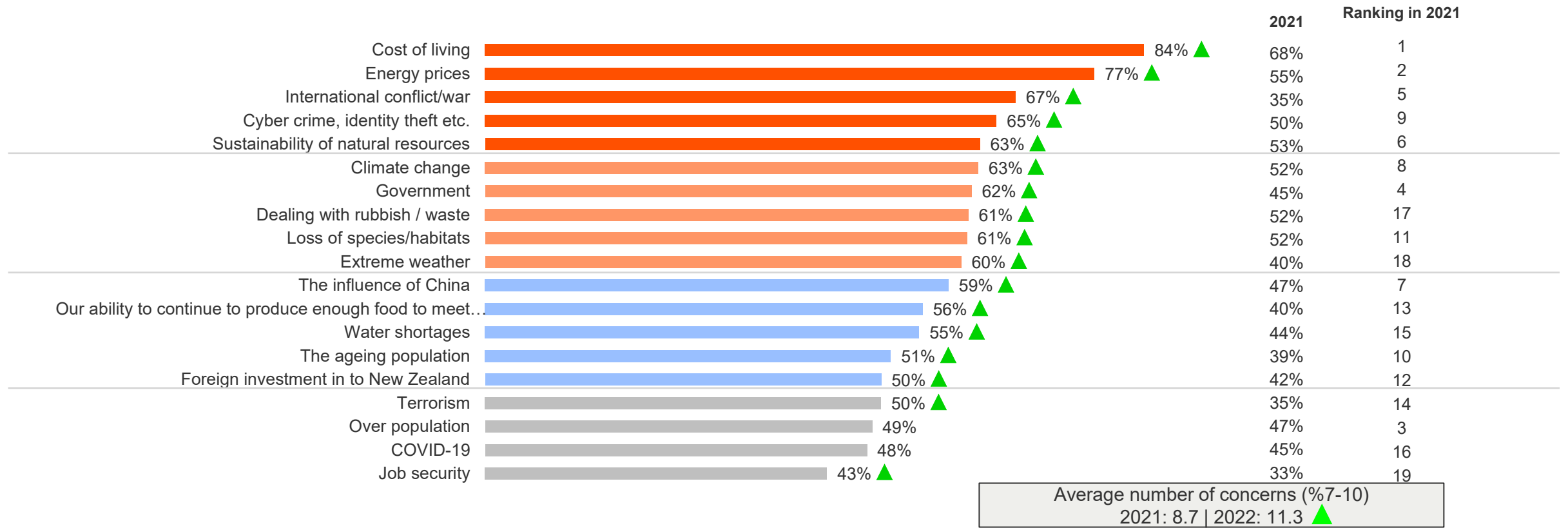
Data was post-weighted to ensure results are nationally representative – with results compared to 2021 where questions were consistent

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







# Inflationary pressures has undoubtedly contributed to cost of living and energy price concerns though the level of concern generally has heightened over the last year with the average number of elements concerned about increasing

## Concerns facing New Zealanders (next ten years, %7-10 concern, 2022)



# Concern for the cost of living is predominant across all ages, whilst climate change and sustainability are more concerning for younger New Zealanders

Key concerns (next ten years) by age group (2022)

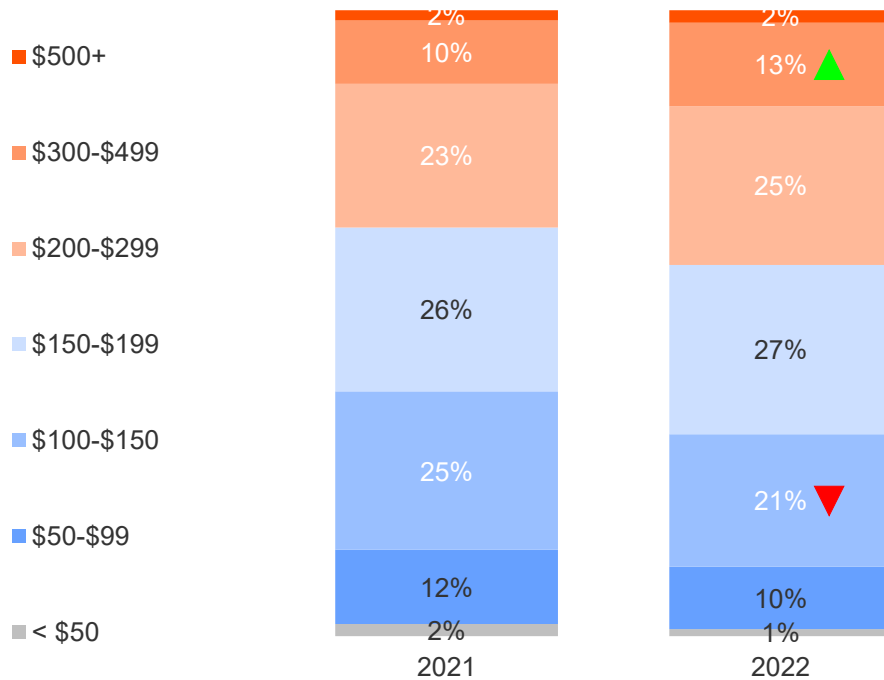
				
1	Cost of living 81%	Cost of living 87%	Cost of living 85%	Energy prices 82%
2	Climate change 72%	Energy prices 73%	Energy prices 78%	Cost of living 81%
3	Energy prices 71%	Sustainability of natural resources 62%	International conflict/war 66%	International conflict/war 75%
4	Loss of species/habitats 67%	Government 61%	Government 62%	Cyber crime, identity theft etc. 74%
5	Dealing with rubbish / waste 66%	Climate change 61%	Cyber crime, identity theft etc. 62%	The influence of China 69%
6	Sustainability of natural resources 65%	Dealing with rubbish / waste 61%	Sustainability of natural resources 61%	Sustainability of natural resources 64%
7	Government 64%	International conflict/war 60%	Dealing with rubbish / waste 60%	Extreme weather 63%
8	International conflict/war 62%	Loss of species/habitats 59%	Climate change 59%	Climate change 63%
9	Extreme weather 61%	Cyber crime, identity theft etc. 58%	Loss of species/habitats 59%	Loss of species/habitats 62%
10	Cyber crime, identity theft etc. 60%	Extreme weather 58%	Extreme weather 58%	Dealing with rubbish / waste 61%
	<b>Average number of concerns</b> 11.4	<b>Average number of concerns</b> 10.8	<b>Average number of concerns</b> 11.0	<b>Average number of concerns</b> 11.7

# How are Kiwis food and shopping behaviours changing?

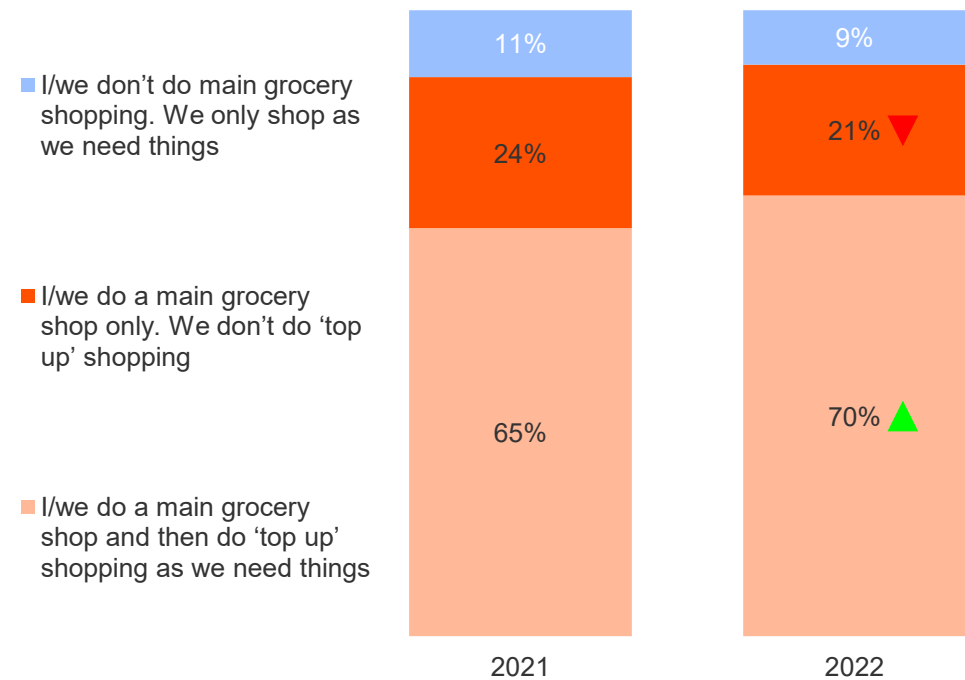


# New Zealanders spend more on average on household food in 2022, with four in ten spending more than \$200 each week – with more ‘top up’ shopping occurring

Household food spend (average week, 2022)



Typical grocery shopping behaviour (2022)

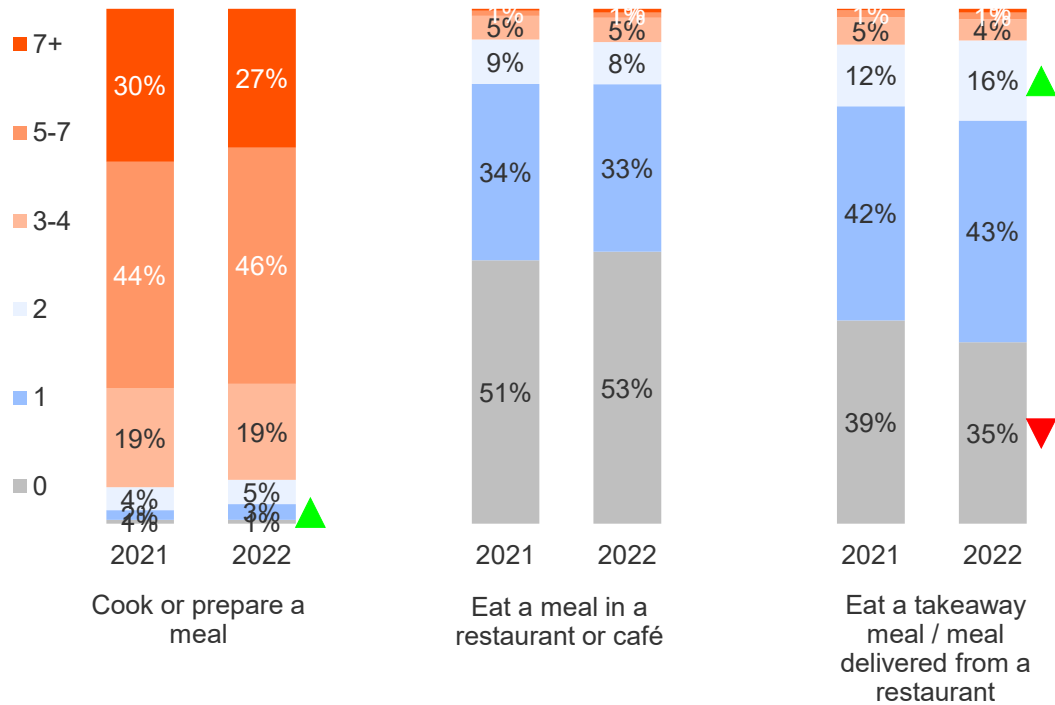


NOTES:

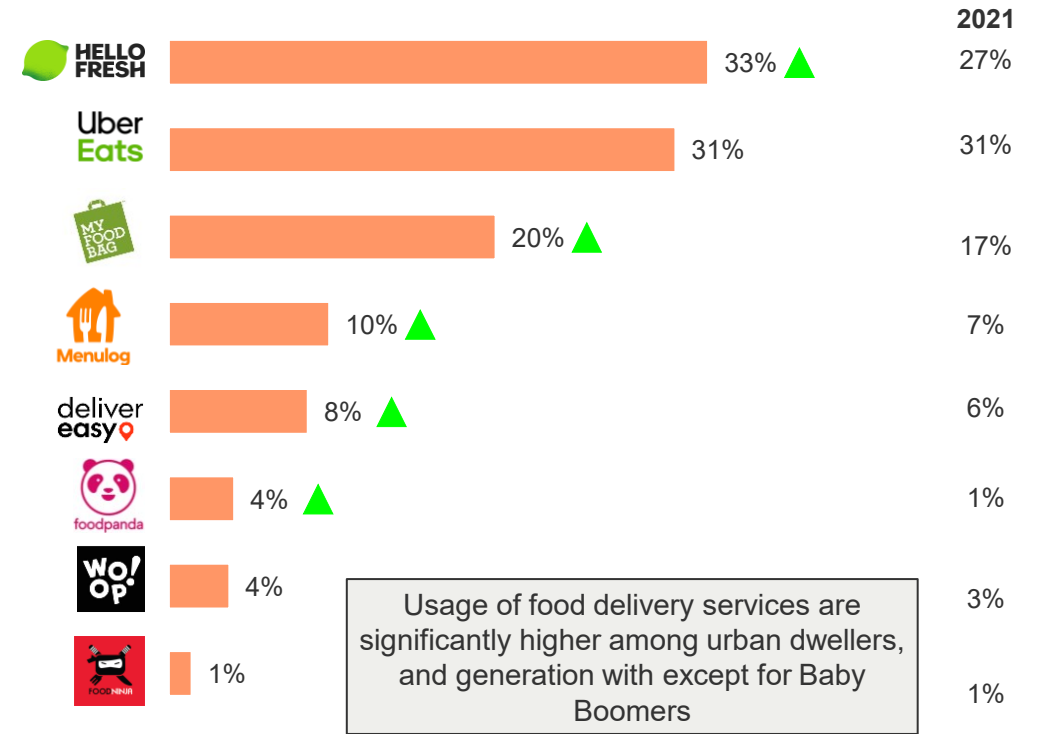
1. Sample 2021 | 2022 n = 1,509 | 1,502
2. Q "In an average week how much does your household spend on food? Please include all food regardless of how you buy it so include food bought from supermarkets, markets, restaurants, cafes, takeaway outlets etc."
3. Q "Which statement best describes the way you do your grocery shopping?"

# Although preparing meals at home remains most common, since introducing lockdowns food delivery services have become increasingly accessible and competitive

Frequency of food consumption (times per week, 2022)

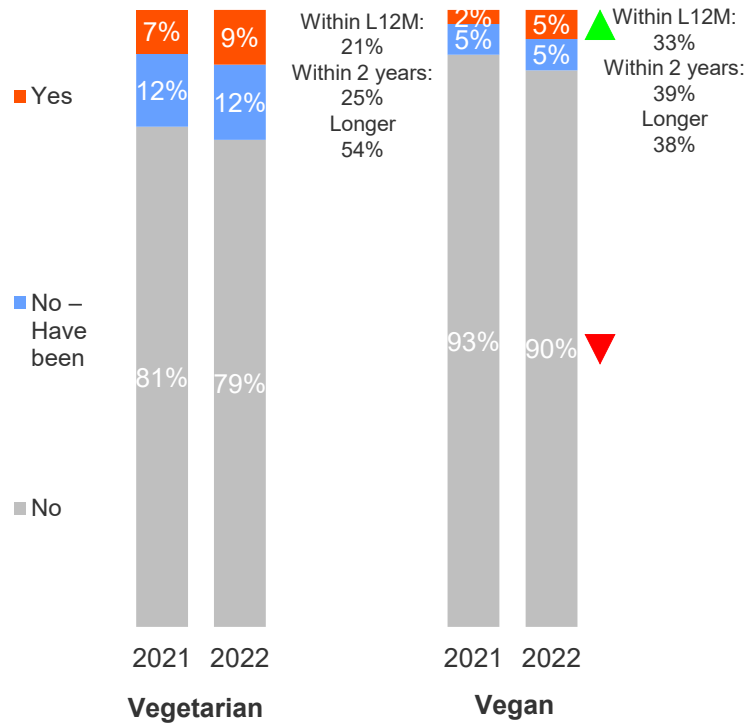


Usage of food delivery services (used last 12 months, 2022)

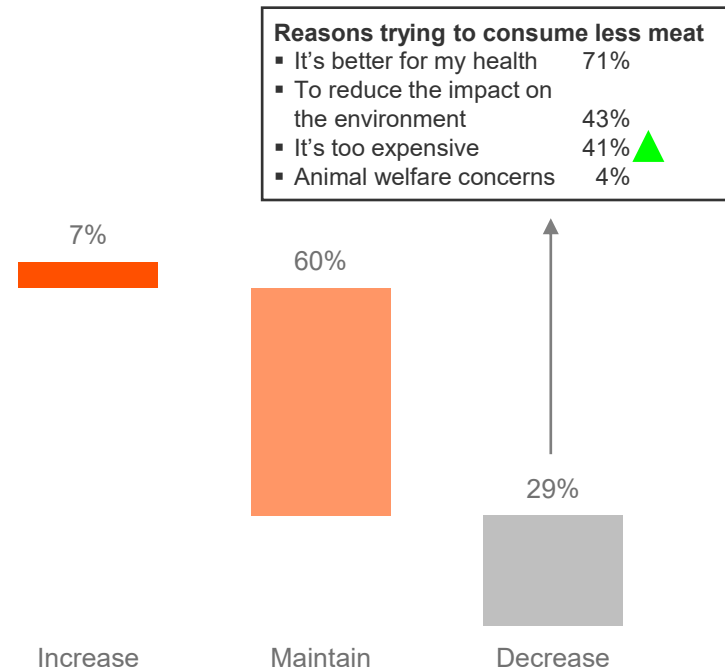


Whilst the number of vegetarians remains consistent with 2021 the vegan population has significantly increased – meanwhile the price of meat is increasing becoming a factor in decreasing meat consumption though health remains the key driver

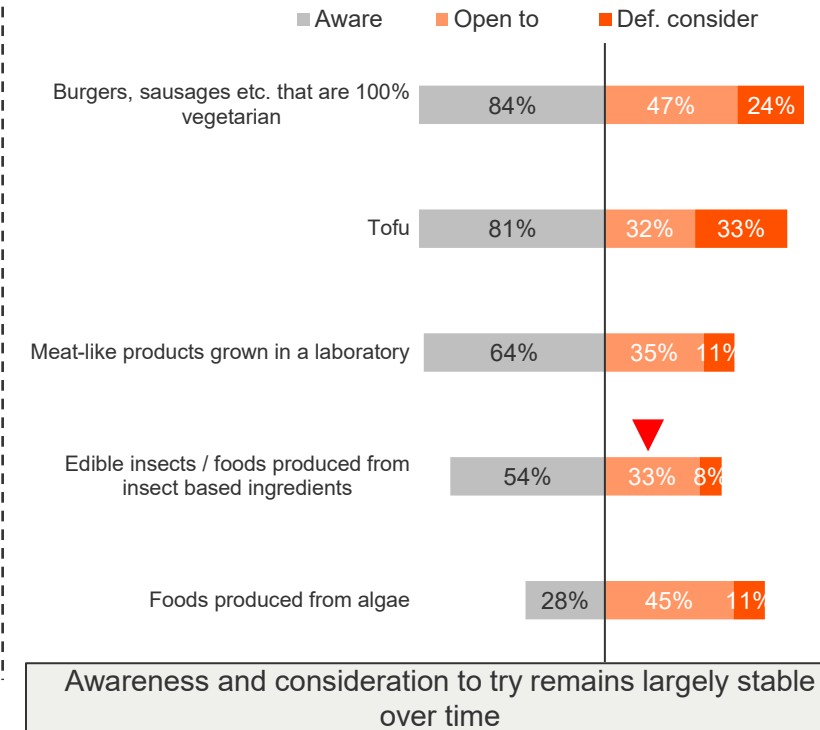
**Food behaviours – Vegetarian and Veganism**



**Desired changes in meat consumption**

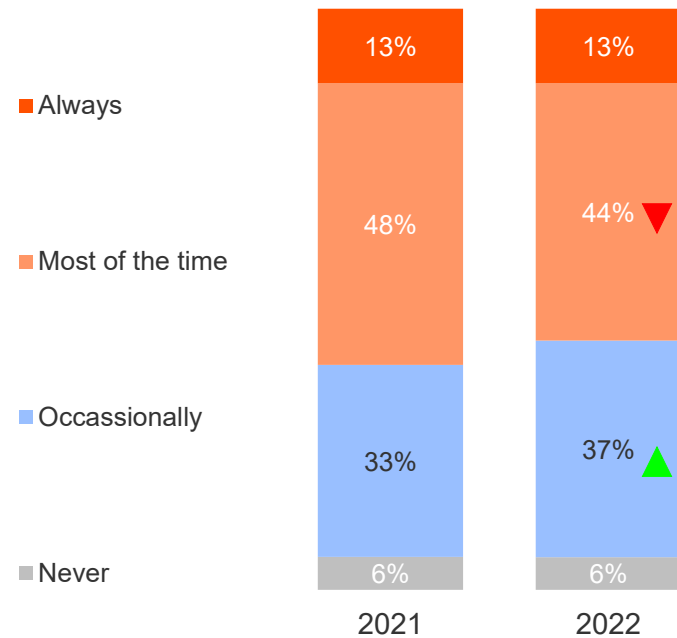


**Awareness and openness to adding meat alternatives to diet**



# Fewer New Zealanders are frequently getting their 5+ a day in 2022 – with cost the predominant barrier for those not – particularly amongst older New Zealanders

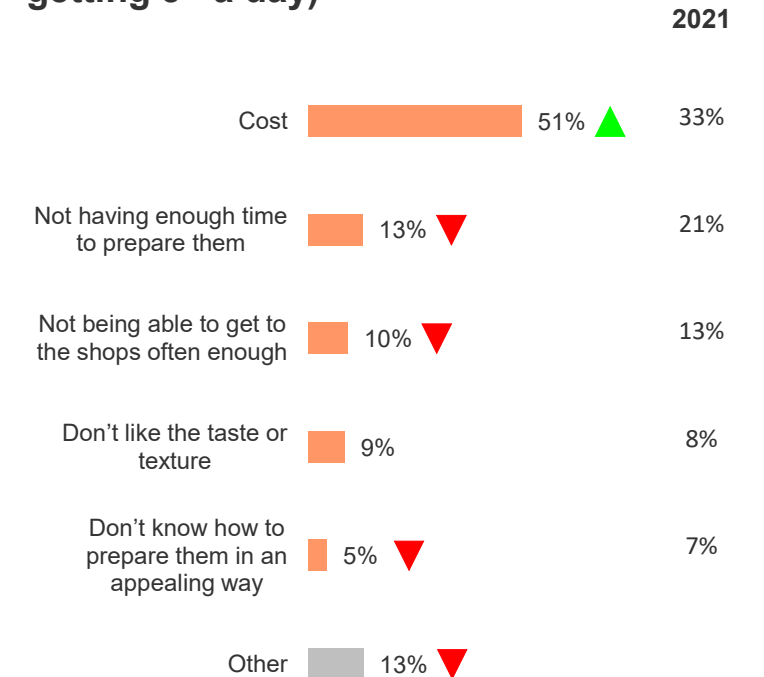
Frequency eating a minimum of 3 servings of veggies and at least 2 fruit each day



Top 2 box 2022





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



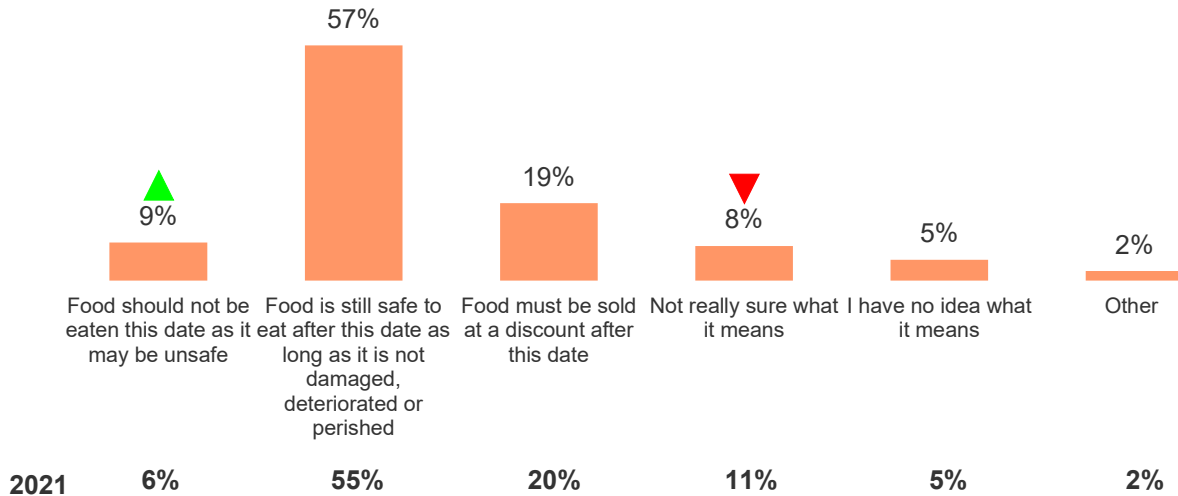
NOTES:

1. Sample 2021 | 2022 n = 1,509 | 1,502
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?"

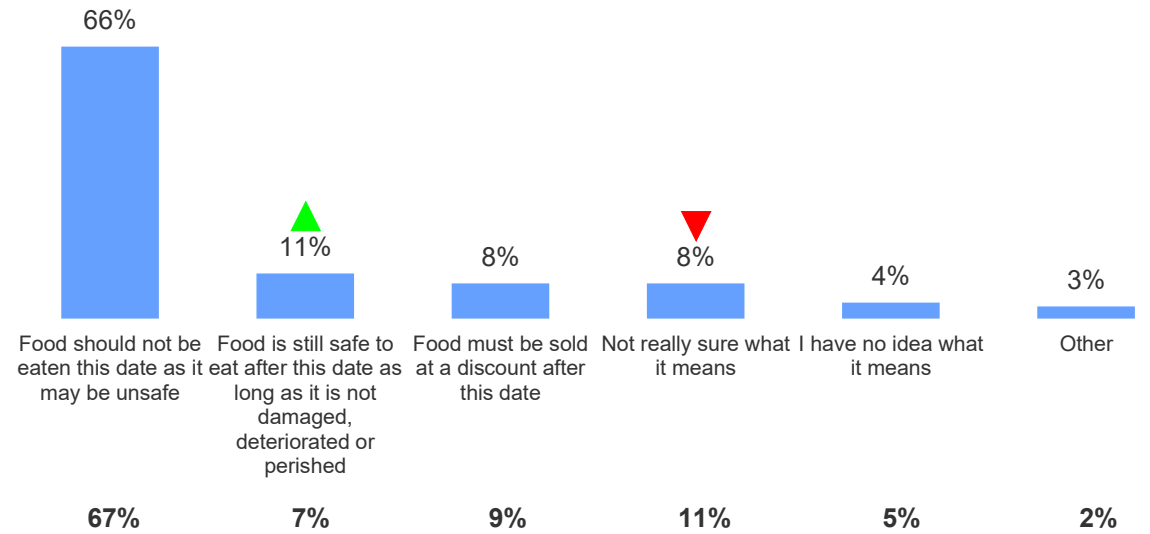
 Significantly higher / lower than comparison (last year)  
 Arrows relating to segments (generations etc) denote significant difference from the 2022 overall average

# More than half believe food with 'best before' stickers are still safe to eat after the date – whilst two-thirds believe food should not be eaten after a 'use by' date

Understanding of 'best before' sticker



Understanding of 'Use by' sticker



NOTES:

1. Sample 2021 | 2022 n = 1,509 | 1,502
2. Q "What is meant by the 'best before' date as it relates to food and drinks?"
3. Q "What is meant by the 'use by' date as it relates to food and drinks?"

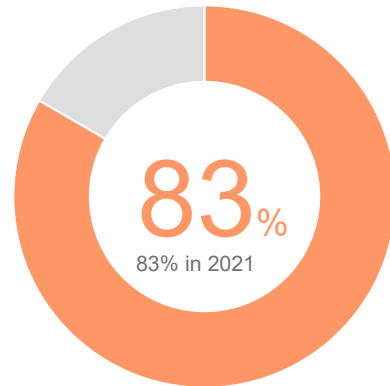
# Opinion remains split in preference between cheaper imperfect fruit/vegetables and more expensive regular appearance vegetables – though the likelihood of purchasing imperfect vegetables is indicatively increasing

## Preference for vegetables (2022)

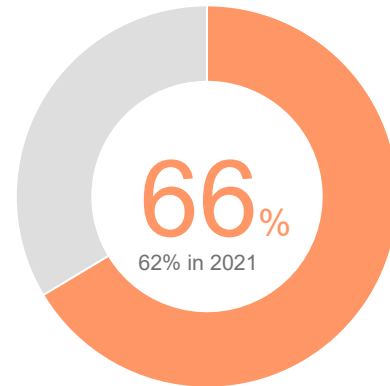


## Attitudes to imperfect fruit / vegetables (2022)

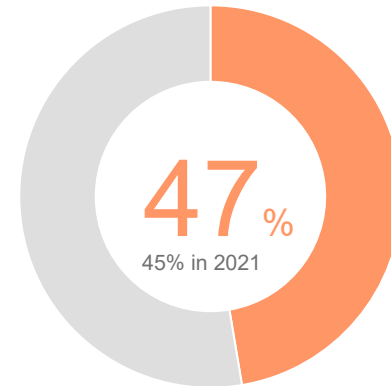
Ever bought imperfect looking vegetables



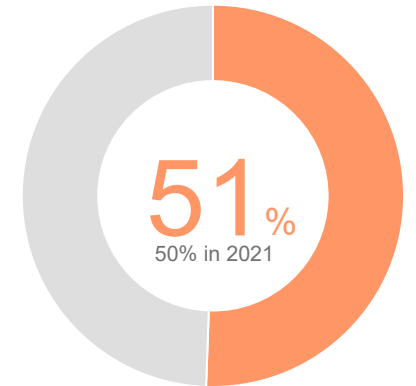
Likely to purchase if available (T2B)



Local supermarket / farmers market sell imperfect looking fruit / vegetables



Aware availability of ugly fruit to consumers is a strategy used to reduced food waste

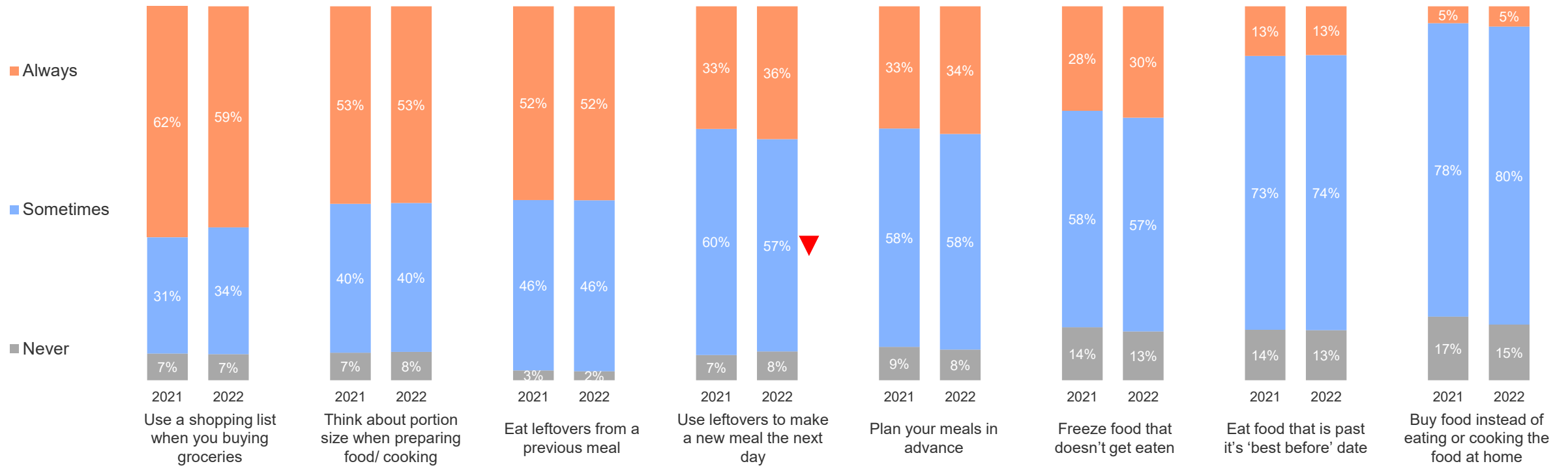


**Are Kiwis  
becoming more  
waste conscious?**



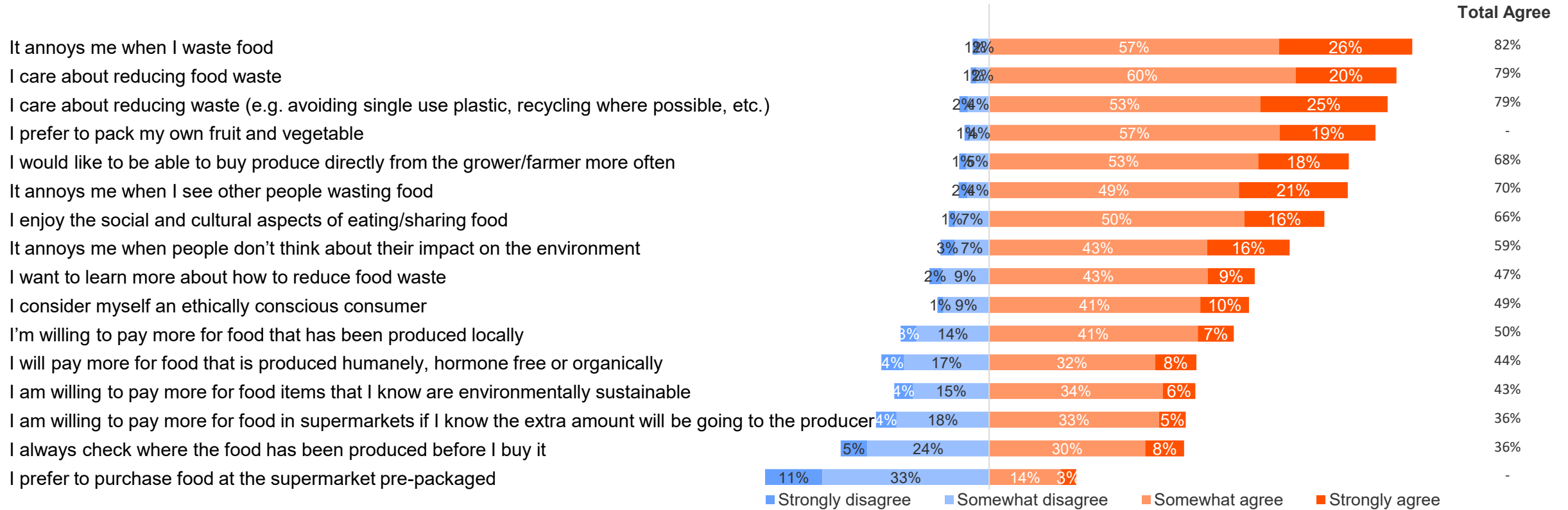
# New Zealand household behaviours are consistent over time, except that leftovers are more frequently utilised to make a new meal the next day

## Household food behaviours (2022)



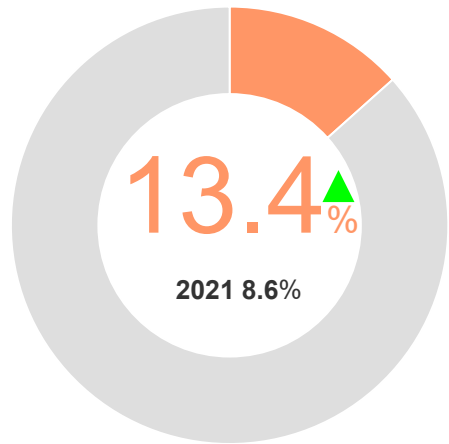
# New Zealand’s food attitudes remains consistent over time with personal desire and consideration to minimise food waste and preference for packing own fruit and vegetables strongest

## Food attitudes (2022)

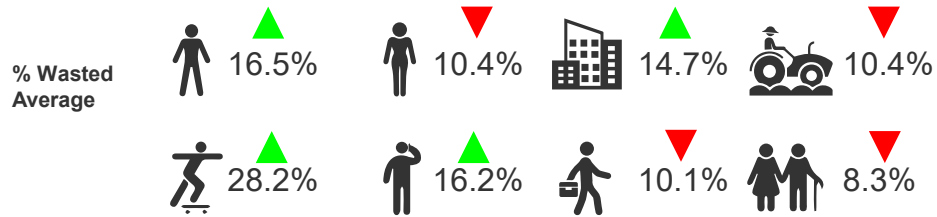


# However the estimated percentage of food waste has significantly increased in 2022 – with food going off too quickly still the critical reason for waste

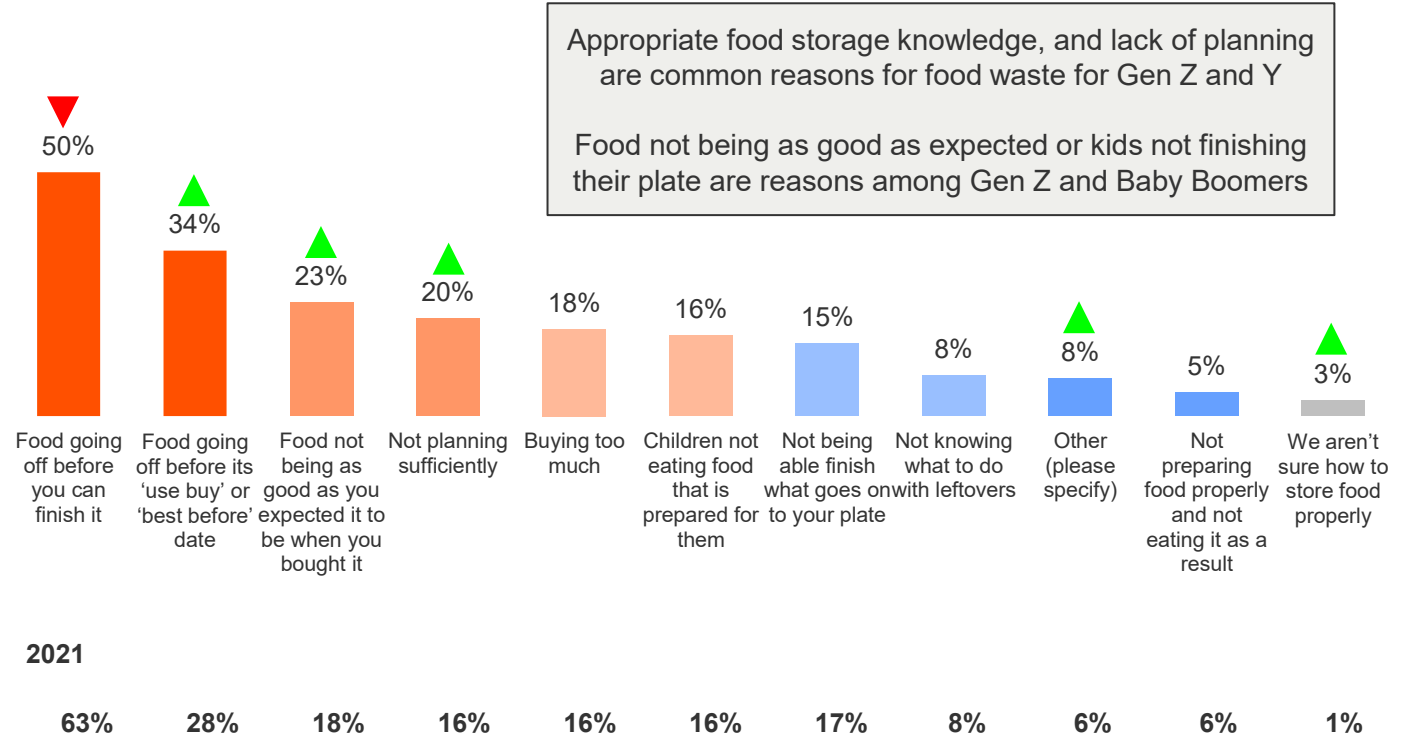
## Estimated percentage of food waste (% of household spend)



This translates to **\$1,520 per household** per year of food wasted or **\$3.1 billion of waste each year** <sup>(1)</sup> (\$2.4b in 2021)





## Key reasons for wasted food



Appropriate food storage knowledge, and lack of planning are common reasons for food waste for Gen Z and Y

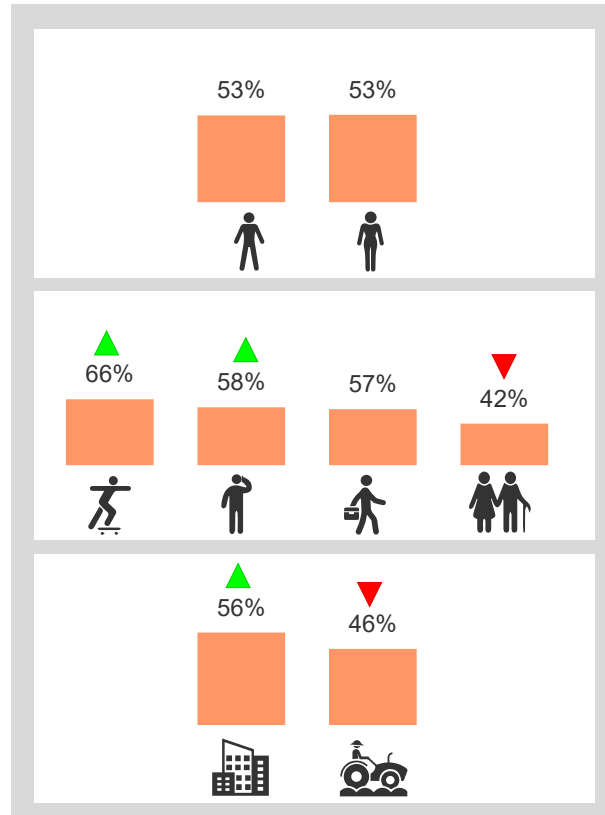
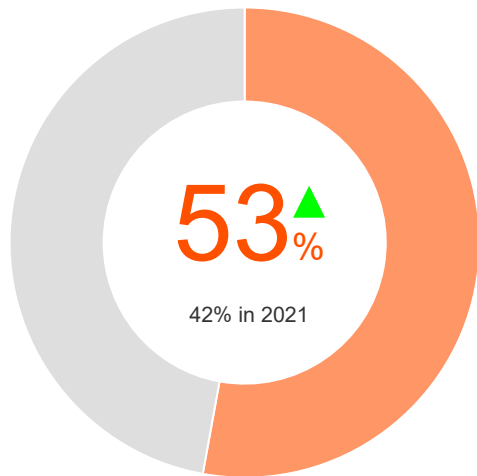
Food not being as good as expected or kids not finishing their plate are reasons among Gen Z and Baby Boomers

NOTES:  
 1. Sample 2021 | 2022 n = 1,509 | 1,502  
 2. Q "Thinking about how much your household spends on food each week, what proportion do you estimate goes to waste? Please type a percentage in the box below. Enter number from 0% to 100%  
 3. Q "What are the main reasons why food is wasted in your household? Please choose your top three from the list below."  
 4. Based on 1.907 million New Zealand households (Stats New Zealand)

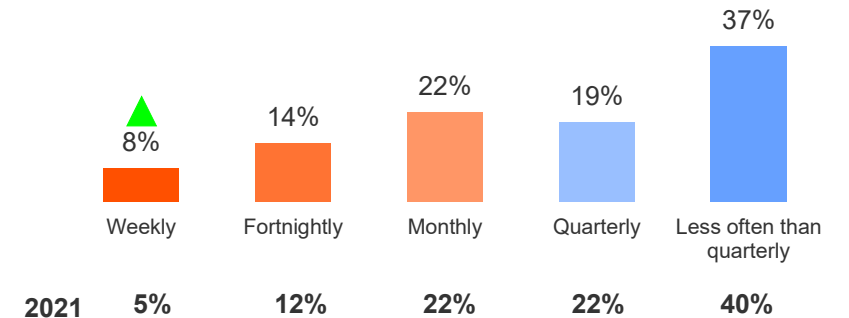
 Significantly higher / lower than comparison (last year)  
 Arrows relating to segments (generations etc) denote significant difference from the 2022 overall average

# Half of New Zealanders have thrown away unopened or untried food – more than in 2021 - with younger generations and urban dwellers most likely to do so more frequently

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 (2022)



Frequency of throwing away food (amongst those who have done it, 2022)

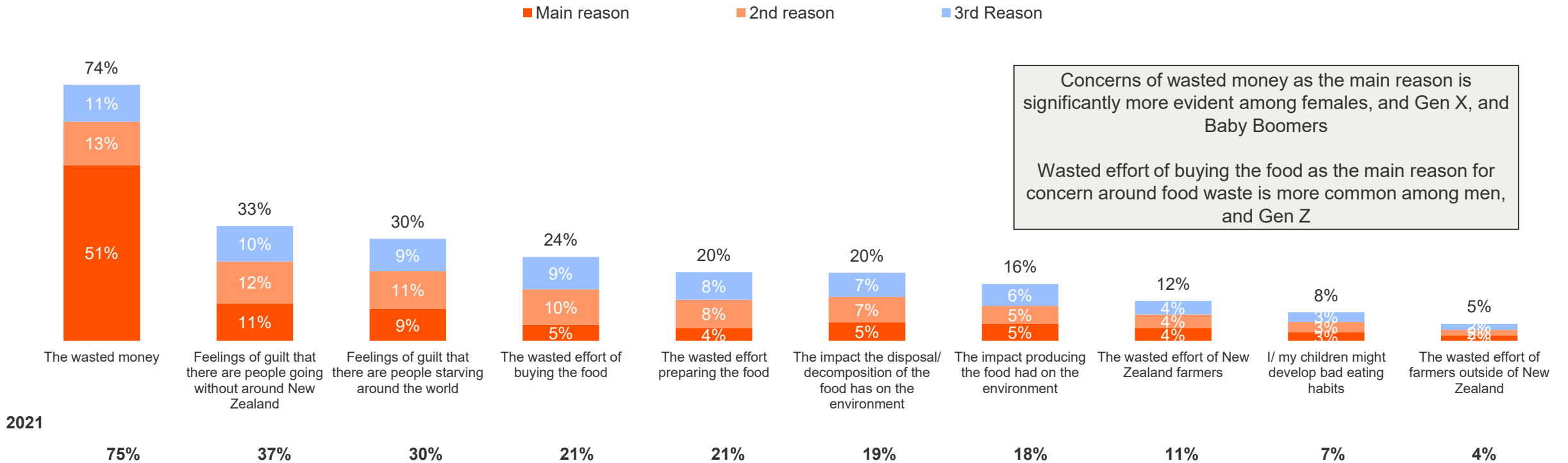


NOTES:

1. Sample 2021 | 2022 n = 1,509 | 1,502
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?"

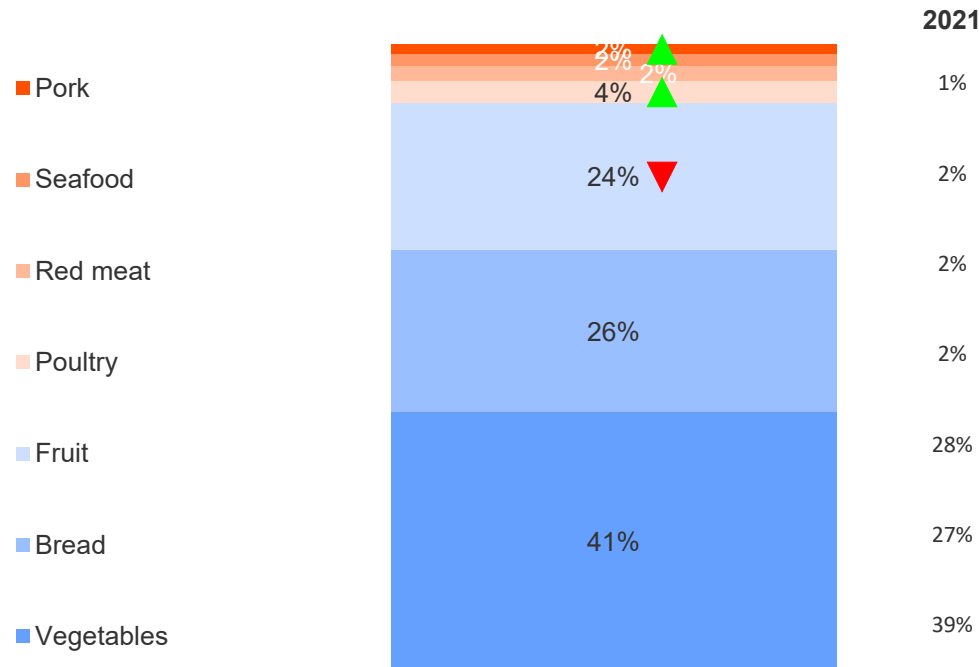
# New Zealanders are most concerned about the wasted money resulting from food waste – ahead of guilt around wasted food potentially being used to help those without enough food

## Concerns around food waste (2022)

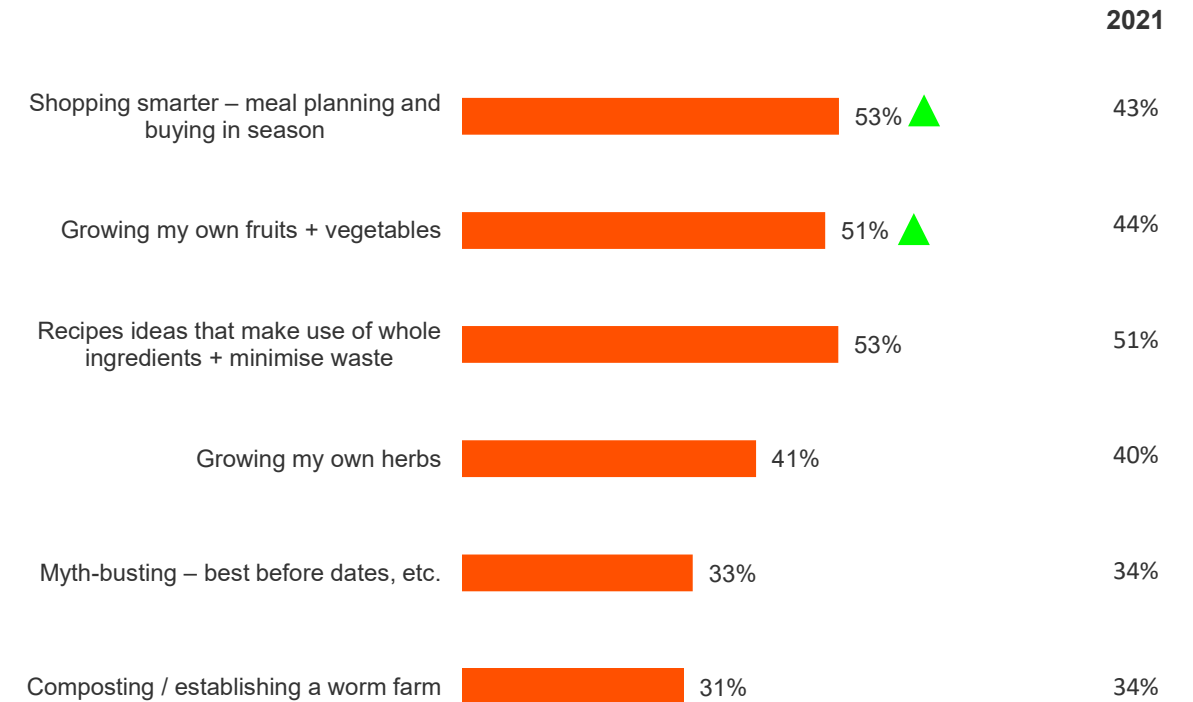


# There is increased interest in understanding ways of shopping smarter as well as growing fruit and vegetables - especially relevant since fruit and vegetables are the most commonly wasted foods

**Foods wasted the most (2022)**



**Interest in information to reduce food waste (2022)**



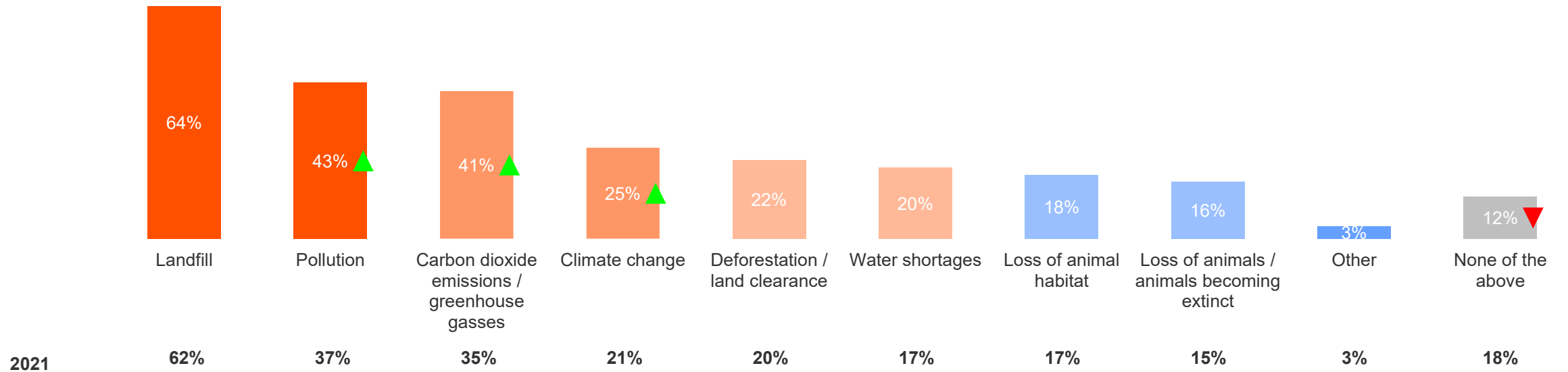
NOTES:

1. Sample 2021 | 2022 n = 1,509 | 1,502
2. Q "What food do you waste the most?"
3. Q "What proportion of all food produced in New Zealand do you think either goes to waste, or is lost in the food production cycle (approximately)?"
4. Q "Which of the following are you interested in finding out more about, to help reduce your food waste?"

# Landfill is still perceived as most impacted by wasted food, however over the past year the pollution, CO2 and climate change are increasingly seen as impacted by food wastage

## Perceived impacts of food waste (2002)

Most cared about	37%	25%	21%	20%	10%	12%	10%	9%
Least cared about	27%	18%	19%	5%	11%	8%	8%	7%

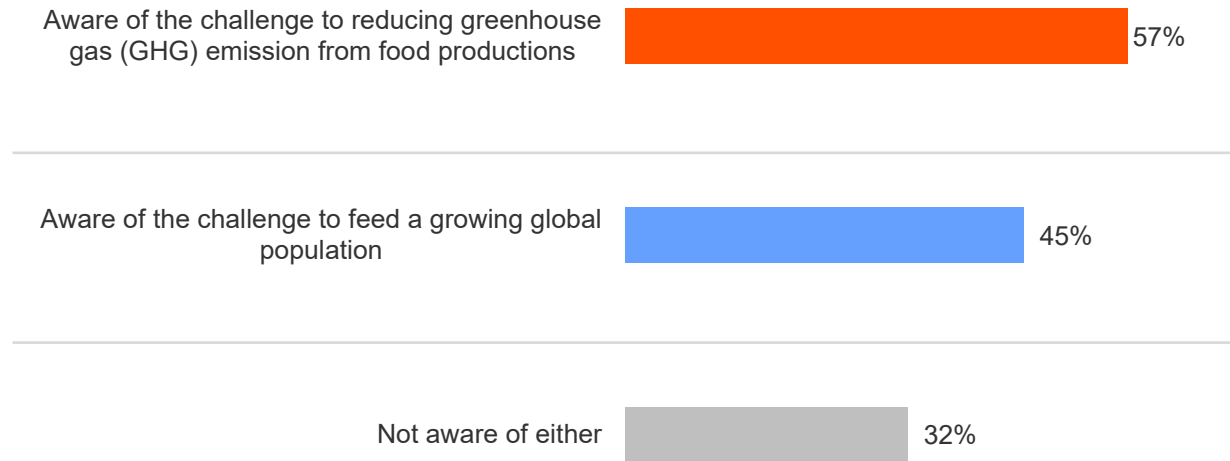


# New Zealanders perception of OECD Sustainability Development Goals



# More than two thirds of New Zealanders are aware of at least one of two challenges / goals set by OECD, with greater age aligning with higher likelihood of awareness

## Awareness of OECD's sustainability goals (2022)



								
Aware of the challenge to reducing greenhouse gas (GHG) emission from food productions	54%	59%	48% ▼	40% ▼	56%	73% ▲	55%	60%
Aware of the challenge to feed a growing global population	47%	43%	40%	39% ▼	40% ▼	55% ▲	44%	48%
Not aware of either	29% ▼	35% ▲	34%	45% ▲	36% ▲	18% ▼	33%	29%

# KANTAR



FOR FURTHER INFORMATION PLEASE CONTACT



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