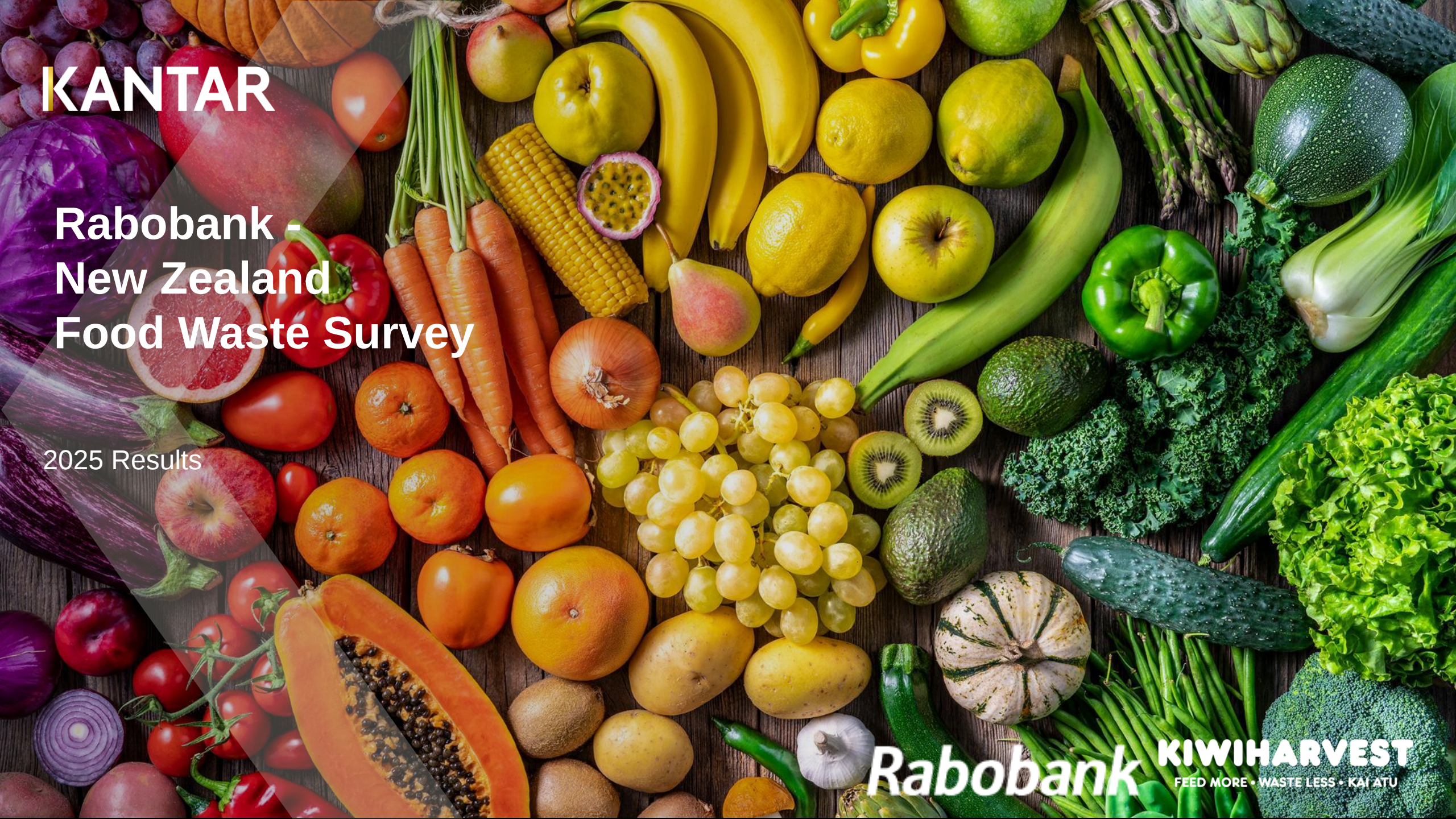




KANTAR

**Rabobank -
New Zealand
Food Waste Survey**

2025 Results

Rabobank **KIWIHARVEST**
FEED MORE • WASTE LESS • KAI ATU

1

Background and Summary



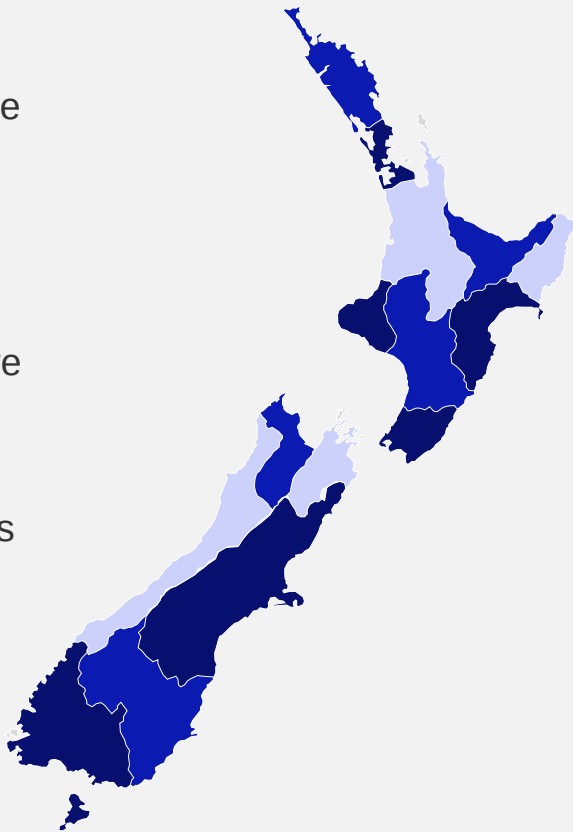
Kantar conducted the New Zealand Food Waste study in Q3 2025 to provide Rabobank and KiwiHarvest with nationally representative collateral for PR purposes

Overview of Methodology

Kantar conducted n=1,501 online interviews from **14th July – 28th July 2025**

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, 2022 and 2023 where questions were consistent

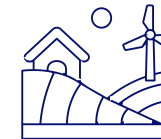
Key segment perceptions are reported throughout the report using the following icons



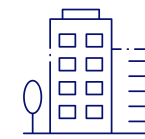
Male



Female



Rural



Urban



Gen Z



Gen Y



Gen X



Baby Boomers
& Beyond

2

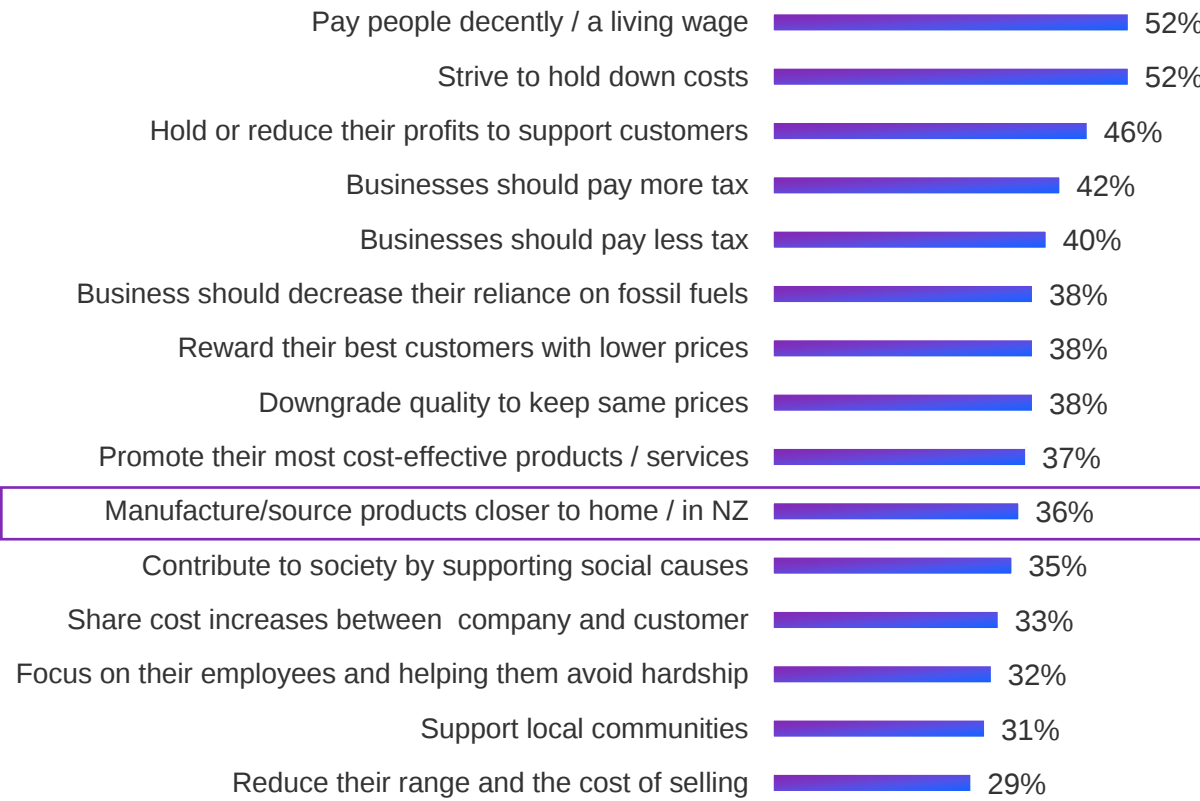
Market Context



Consumers are cost cutting and also want to see action from businesses. Around one-third have cut back on grocery purchases, and over a third believe businesses should focus more on local production and sourcing.



What consumers think brands should do

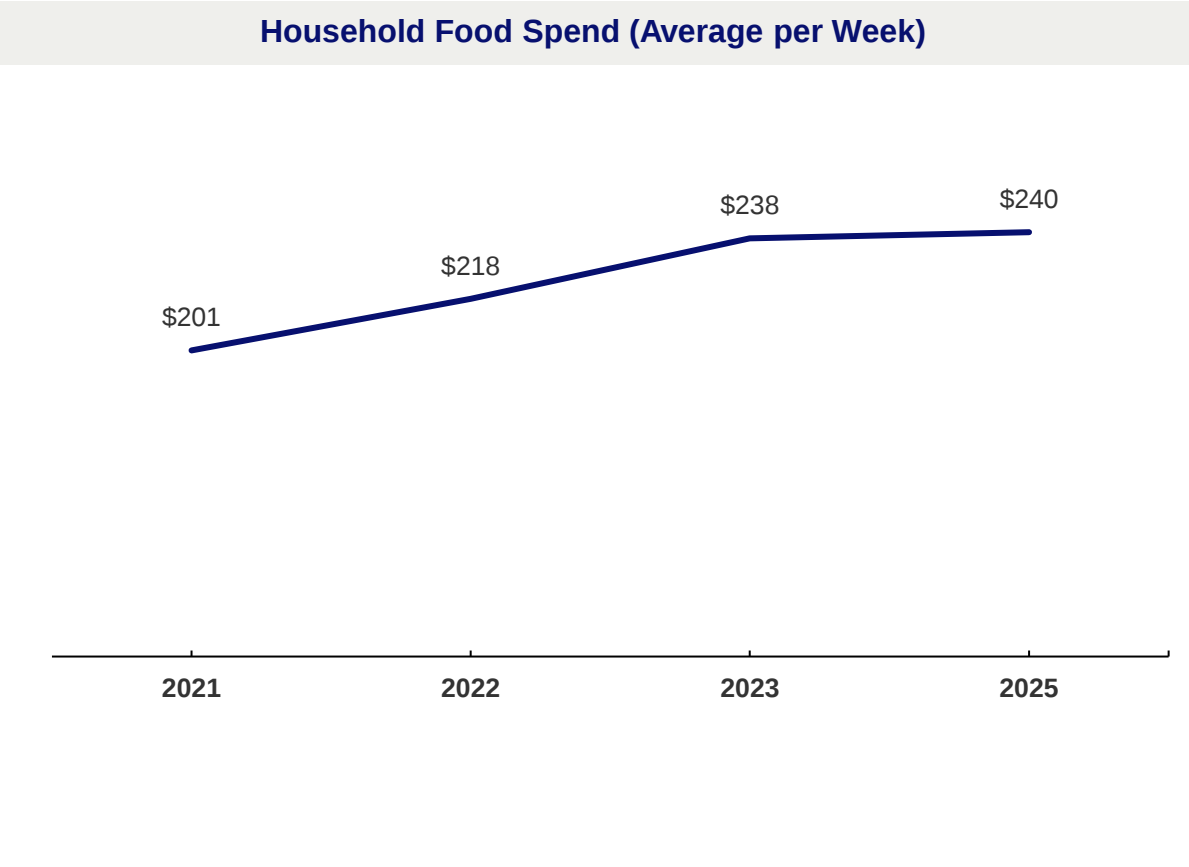




3

How Are Kiwis' Food and Shopping Behaviours Changing?

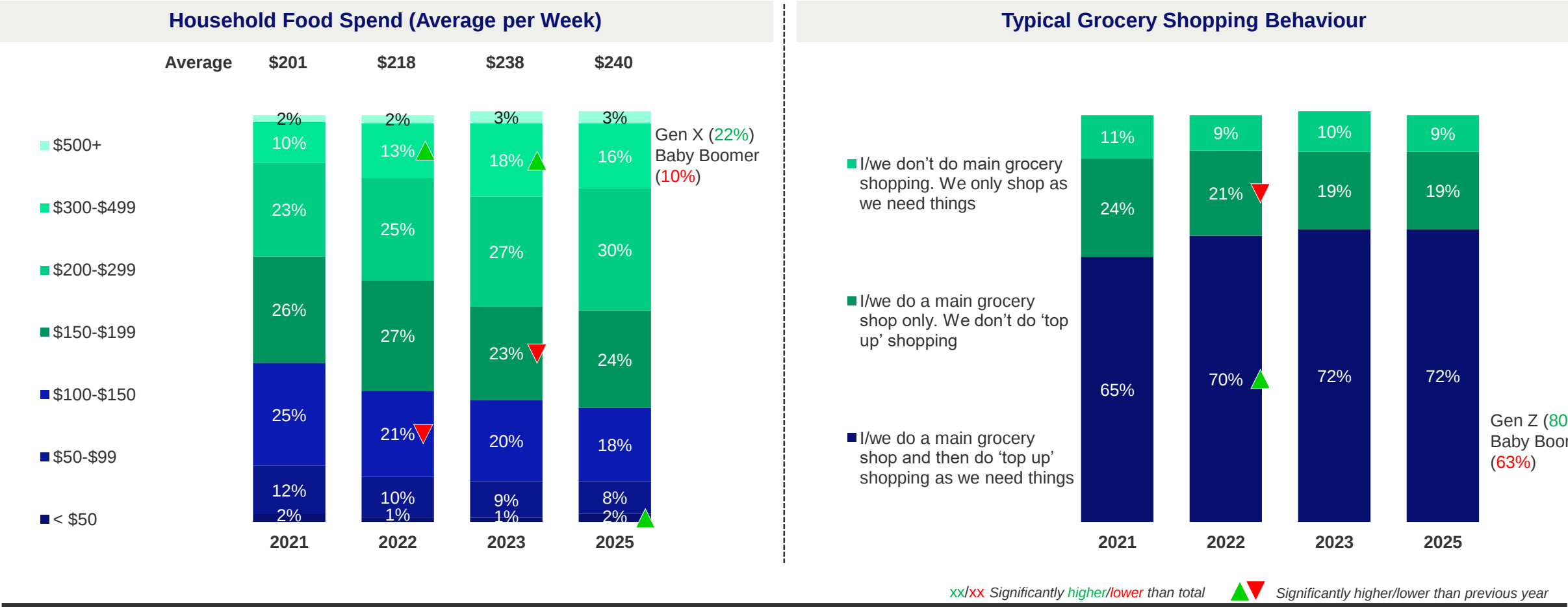
After a period of steady increase, average household spending on food stabilises, with shopping habits largely remaining unchanged, as most consumers continue to make top-up purchases.



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

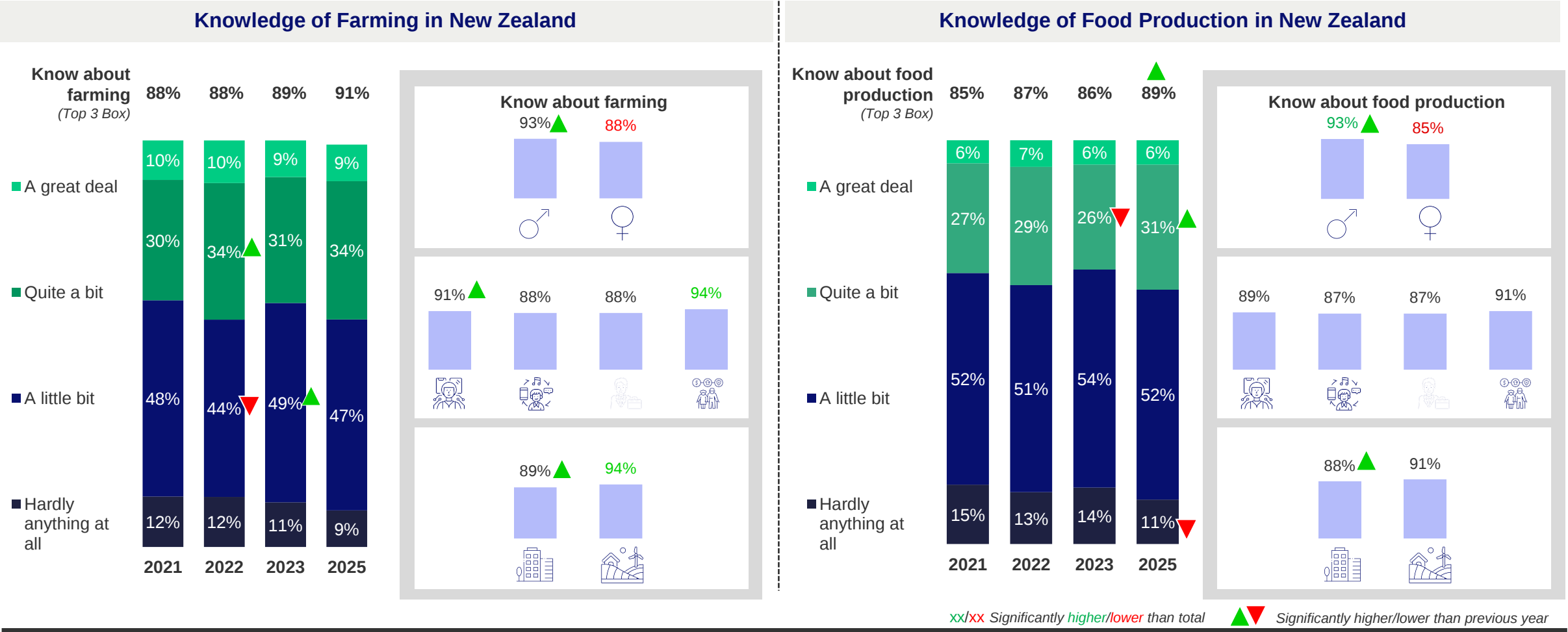
NOTES:
1. Sample Total 2021 (n=1509), 2022 (n=1502), 2023 (n=1501), 2025 (n=1501)
2. Q "In an average week how much does your household spend on food? Please include all food regardless of how you buy it so include food bought from supermarkets, markets, restaurants, cafes, takeaway outlets etc."
3. Q "Which statement best describes the way you do your grocery shopping?"

After a period of steady increase, average household spending on food stabilises, with shopping habits largely remaining unchanged, as most consumers continue to make top-up purchases. It is unsurprising that older individuals who are still employed are spending more on food.

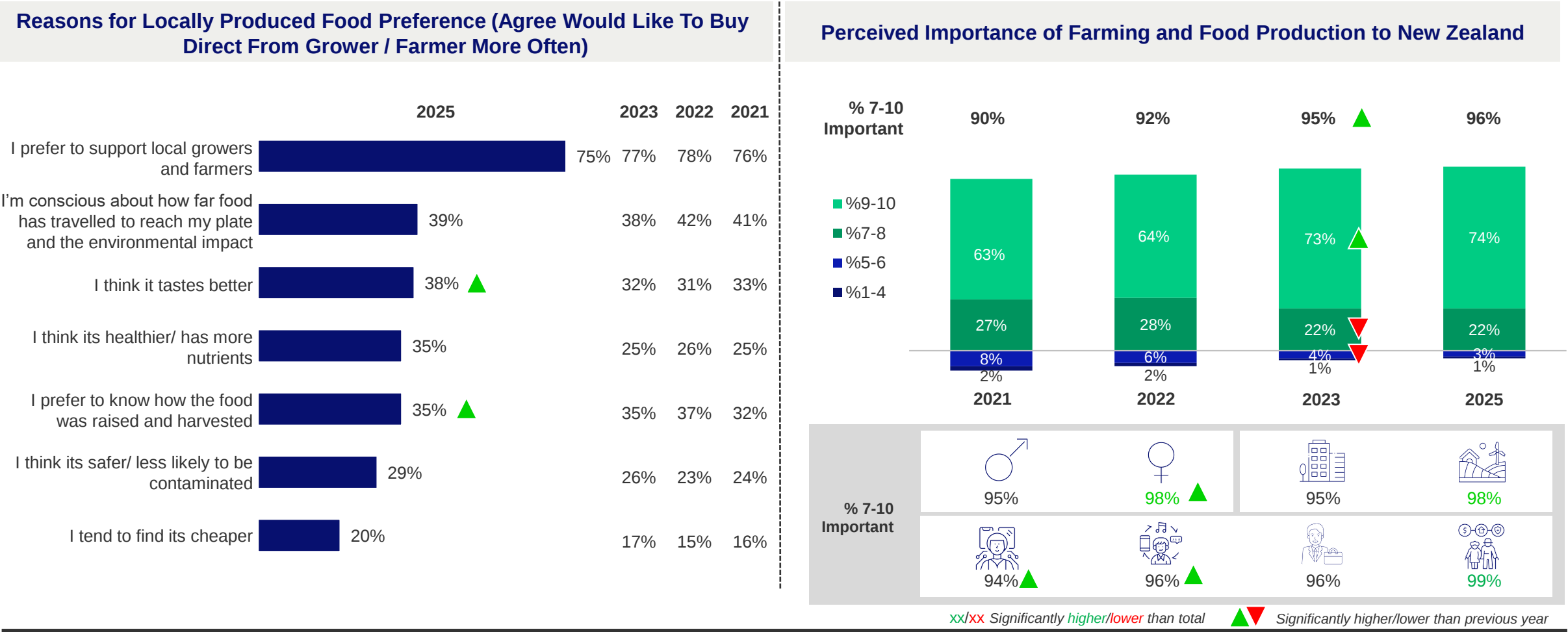


NOTES:
1. Sample Total 2021 (n=1509), 2022 (n=1502), 2023 (n=1501), 2025 (n=1501)
2. Q "In an average week how much does your household spend on food? Please include all food regardless of how you buy it so include food bought from supermarkets, markets, restaurants, cafes, takeaway outlets etc."
3. Q "Which statement best describes the way you do your grocery shopping?"

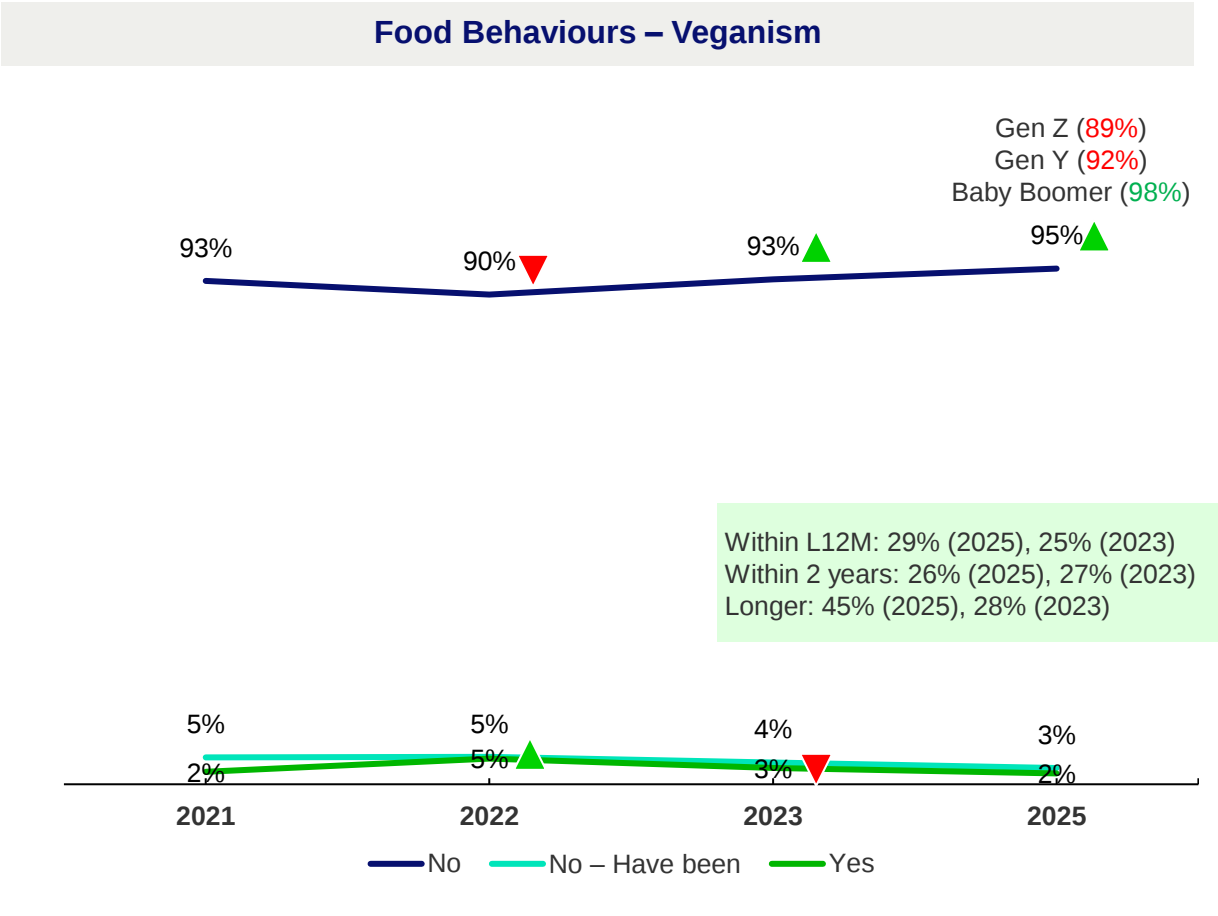
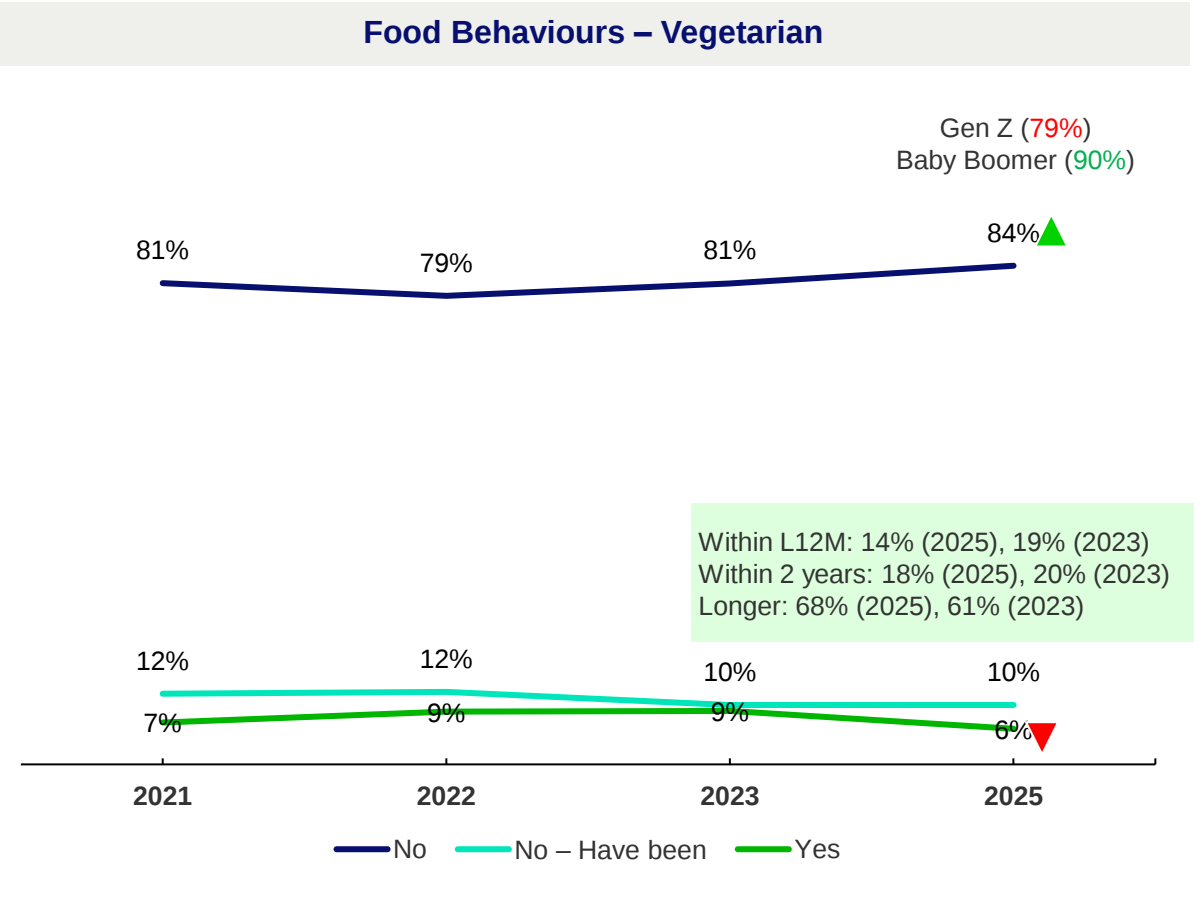
Knowledge of farming and food production increases, especially among men and those living in urban areas. Gen Z has shown notable improvement in their knowledge of farming since last wave, while Baby Boomers continue to lead overall.



Farming and food production are important in New Zealand, especially for rural residents and Boomers, with supporting the local community as the top reason for buying local. Environmental concerns follow, while taste and transparency have become more valued.



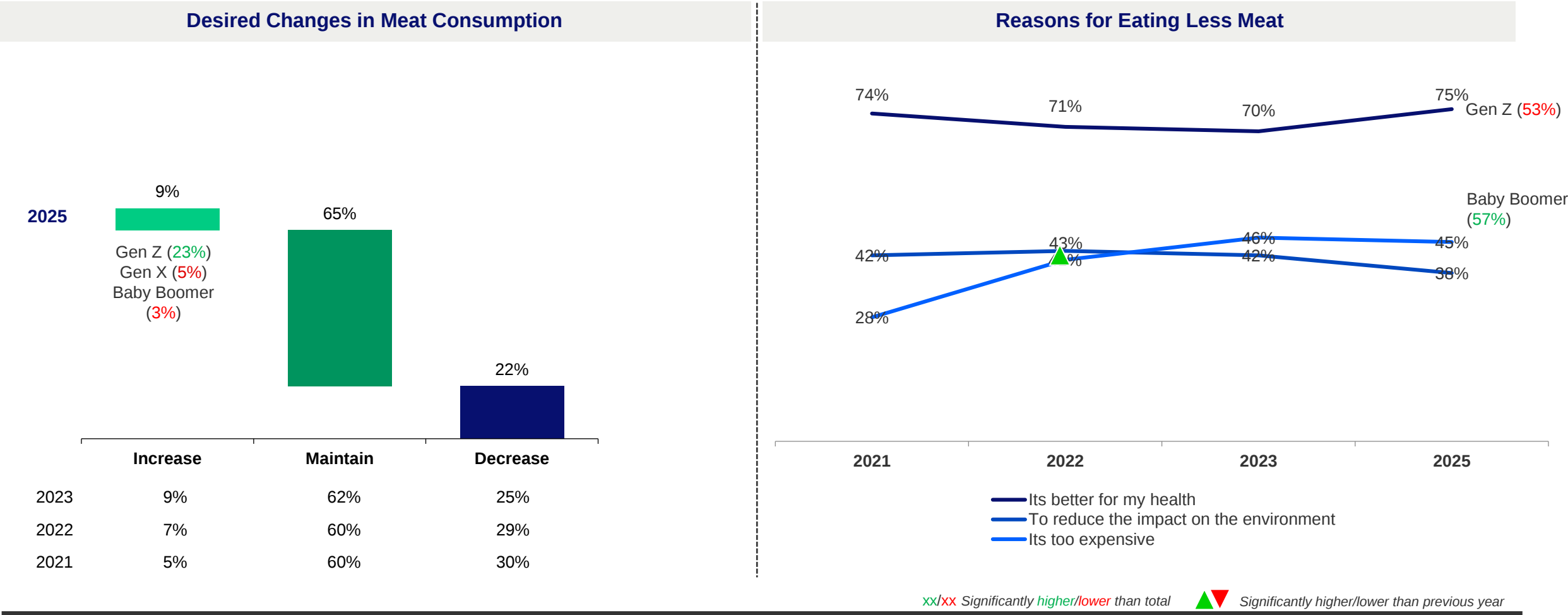
Since 2022, the number of vegetarians and vegans has decreased. Only 14% of vegetarians have kept the diet for a year, while twice as many vegans have maintained theirs. There are fewer vegetarians and vegan among the older generation.



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

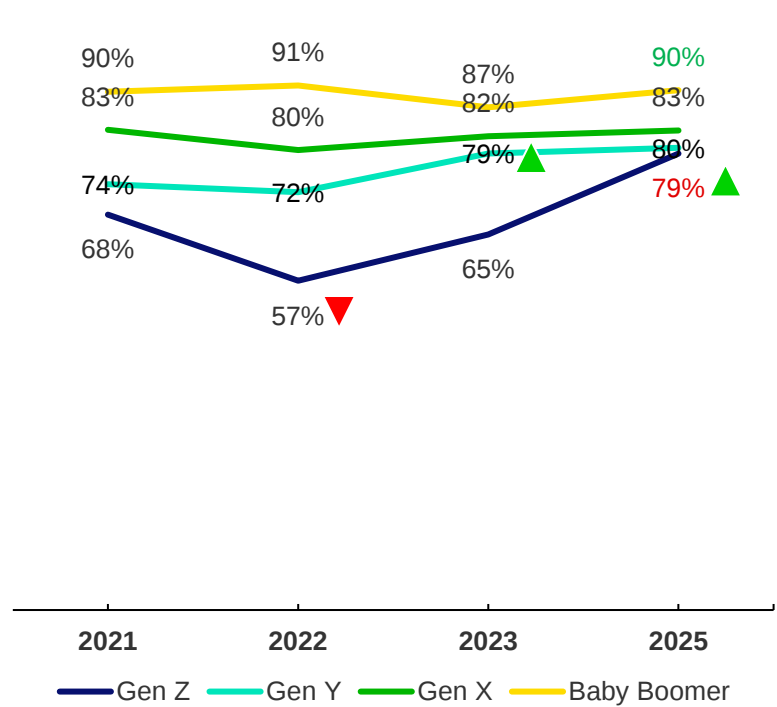
NOTES:
1. Sample Total 2021 (n=1509), 2022 (n=1502), 2023 (n=1501), 2025 (n=1501)
2. Sample Vegetarian 2021 (n=286), 2022 (n=282), 2023 (n=273), 2025 (n=244)
3. Sample Vegan 2021 (n=109), 2022 (n=116), 2023 (n=96), 2025 (n=83)
4. Are you a vegetarian?/ How long have you been a vegetarian
5. Are you a vegan?/ How long have you been a vegan

The majority of New Zealanders continue to consume similar amounts of meat, but Gen Z is increasing their intake. Those who are eating less do so primarily for health-related reasons while environmental factors are becoming less influential.

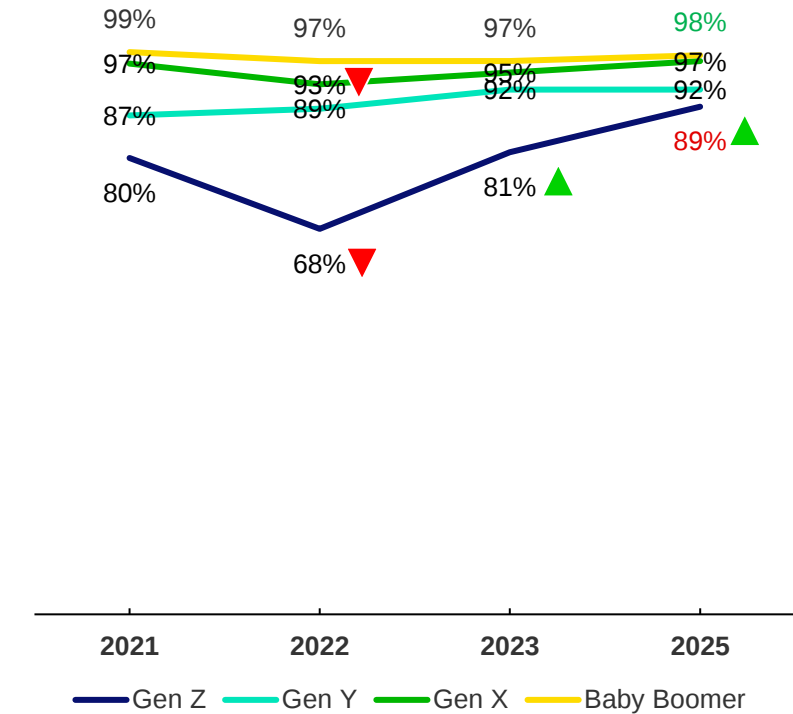


While Gen Z still has a higher proportion of vegetarians and vegans, their numbers are decreasing. This generation has generally eaten more meat than previous ones.

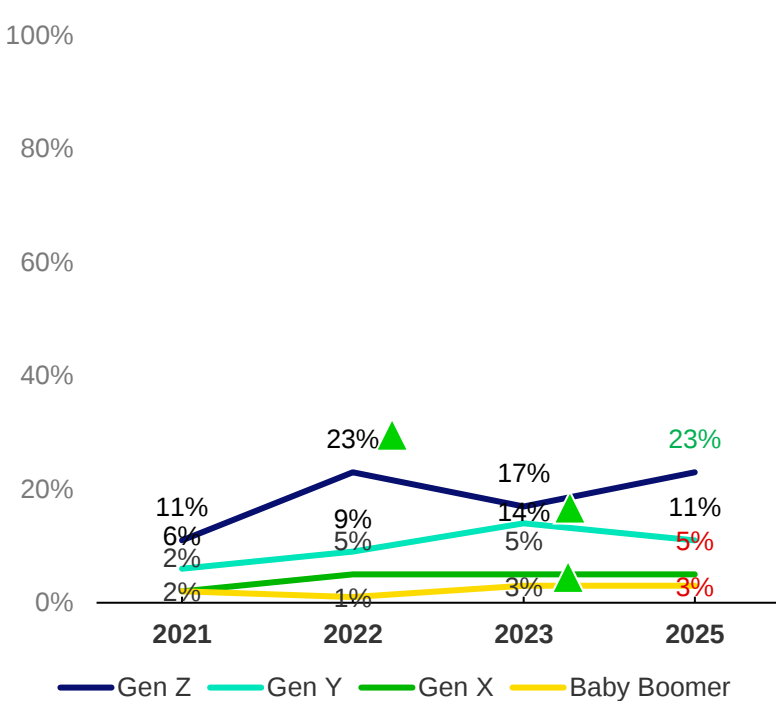
Food Behaviours – Not Vegetarian



Food Behaviours – Not Veganism



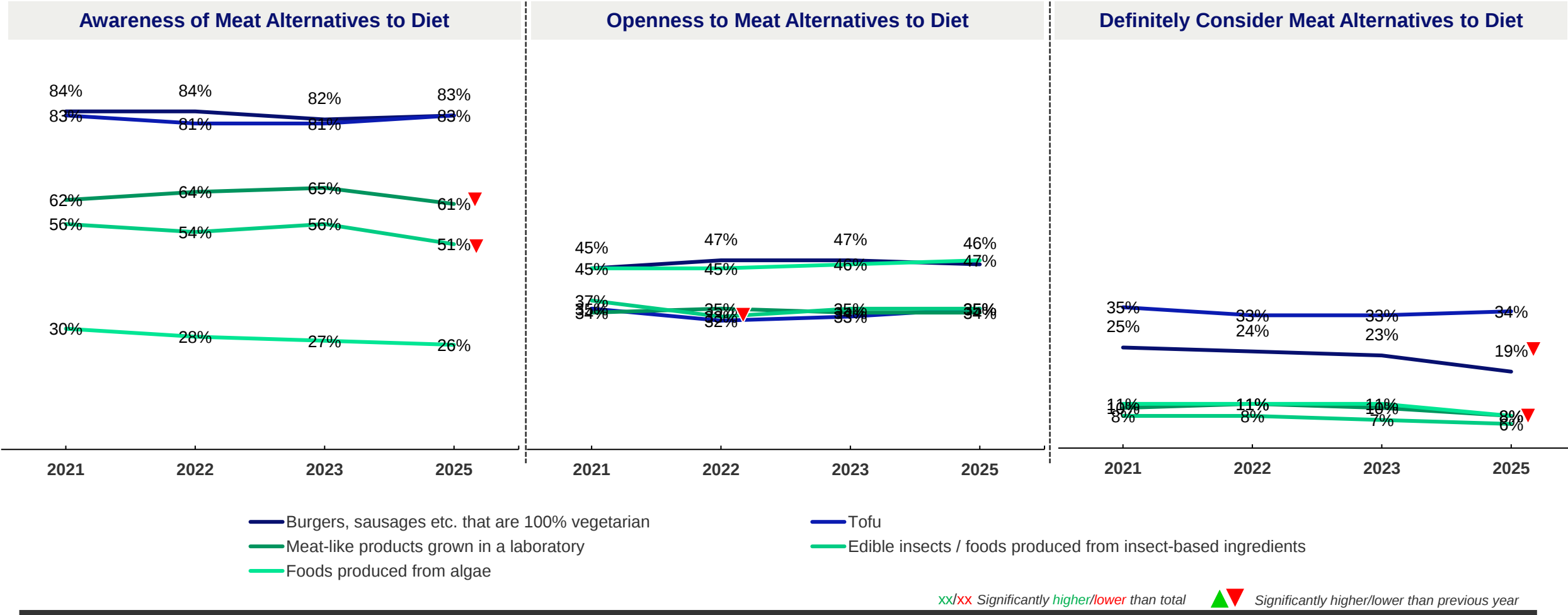
Increase in Meat Consumption



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

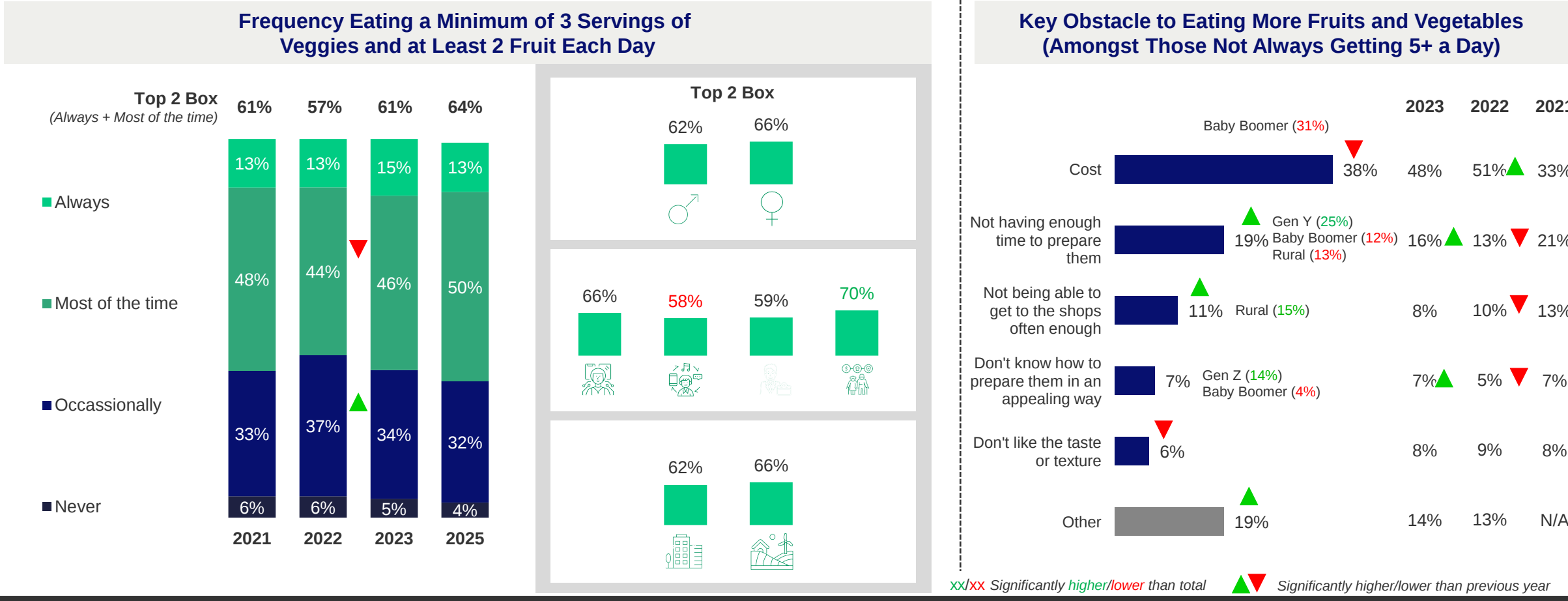
NOTES:
 1. Sample Gen Z 2021 (n=165), 2022 (n=175), 2023 (n=193), 2025 (n=297)
 2. Sample Gen Y 2021 (n=453), 2022 (n=441), 2023 (n=467), 2025 (n=396)
 3. Sample Gen X 2021 (n=329), 2022 (n=291), 2023 (n=349), 2025 (n=329)
 4. Sample Baby Boomer 2021 (n=542), 2022 (n=551), 2023 (n=535), 2025 (n=479)

100% vegetarian meat and tofu remain the most recognised meat alternatives, with nearly half the population also showing interest in algae-based foods, while tofu is highly regarded.



NOTES:
1. Sample Total 2021 (n=1509), 2022 (n=1502), 2023 (n=1501), 2025 (n=1501)
2. Before today, have you heard of any of the following?
3. How open are you to including these things in your diet?

More New Zealanders are reaching the recommended 5+ daily servings of fruits and vegetables, with almost two-thirds eating them always or regularly. While cost is still the main barrier, convenience is becoming a bigger issue, especially for Gen Y and rural residents.

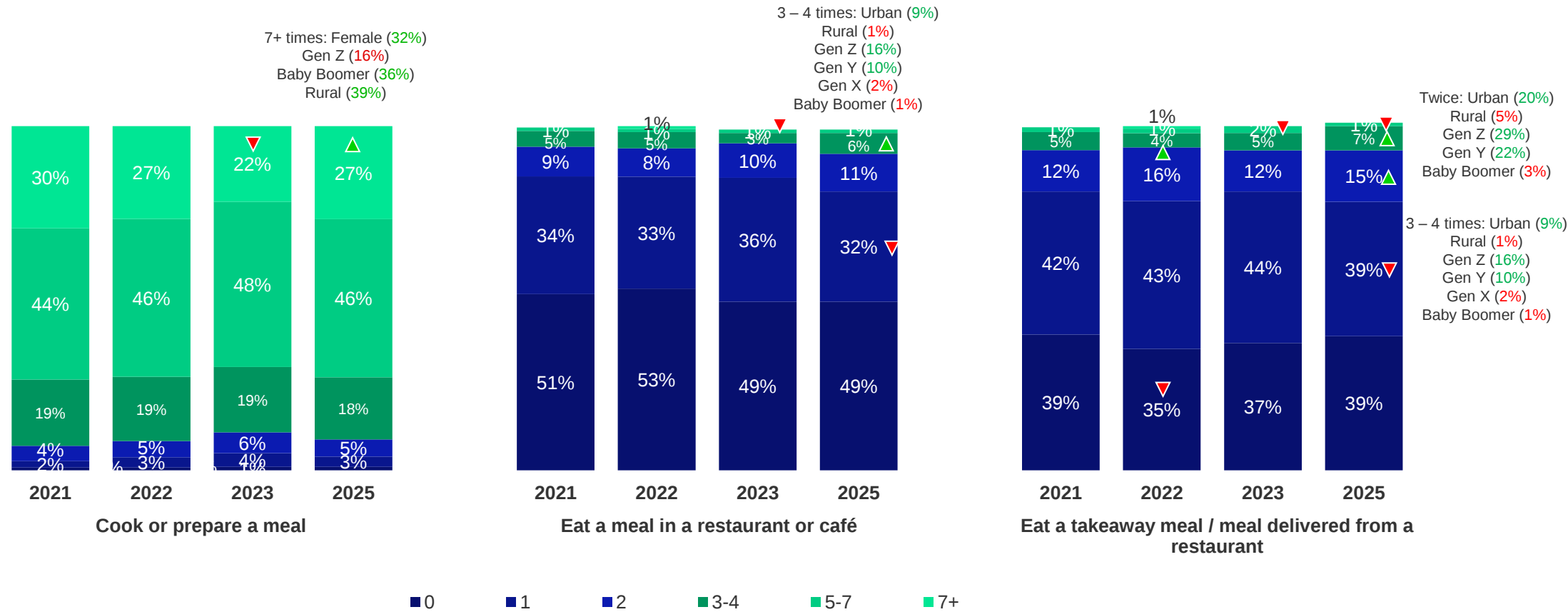


NOTES:

- Sample **Total** 2021 (n=1509), 2022 (n=1502), 2023 (n=1501), 2025 (n=1501)
- Sample **Obstacles** 2021 (n=1315), 2022 (n=1314), 2023 (n=1299), 2025 (n=1304)
- 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?"
- Q "What is the primary obstacle to you eating more fruits and vegetables?"

Home-cooked meals remain popular, especially among women, Baby Boomers, and rural residents, likely due to higher living costs. Meanwhile, dining out and takeout during the week are growing in popularity, mainly among younger people and urban dwellers.

Frequency of Food Consumption (Per Week)

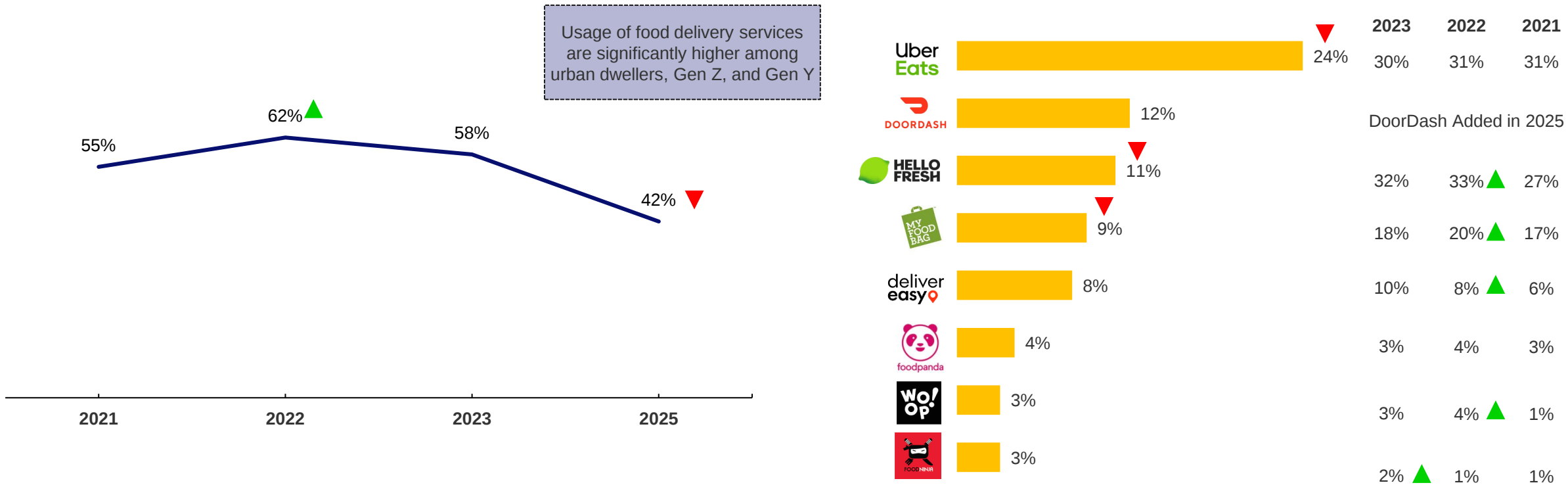


xx/xx Significantly higher/lower than total ▲ ▼ Significantly higher/lower than previous year

NOTES:
1. Sample Total 2021 (n=1509), 2022 (n=1502), 2023 (n= 1501), 2025 (n= 1501)
2. Q "In a typical week, how often would you say you or your household does the following?"

The number of food delivery service users drops to less than half. Among those who still use these services, Uber Eats remains the most popular, with just under a quarter of users choosing it, followed by DoorDash and Hello Fresh.

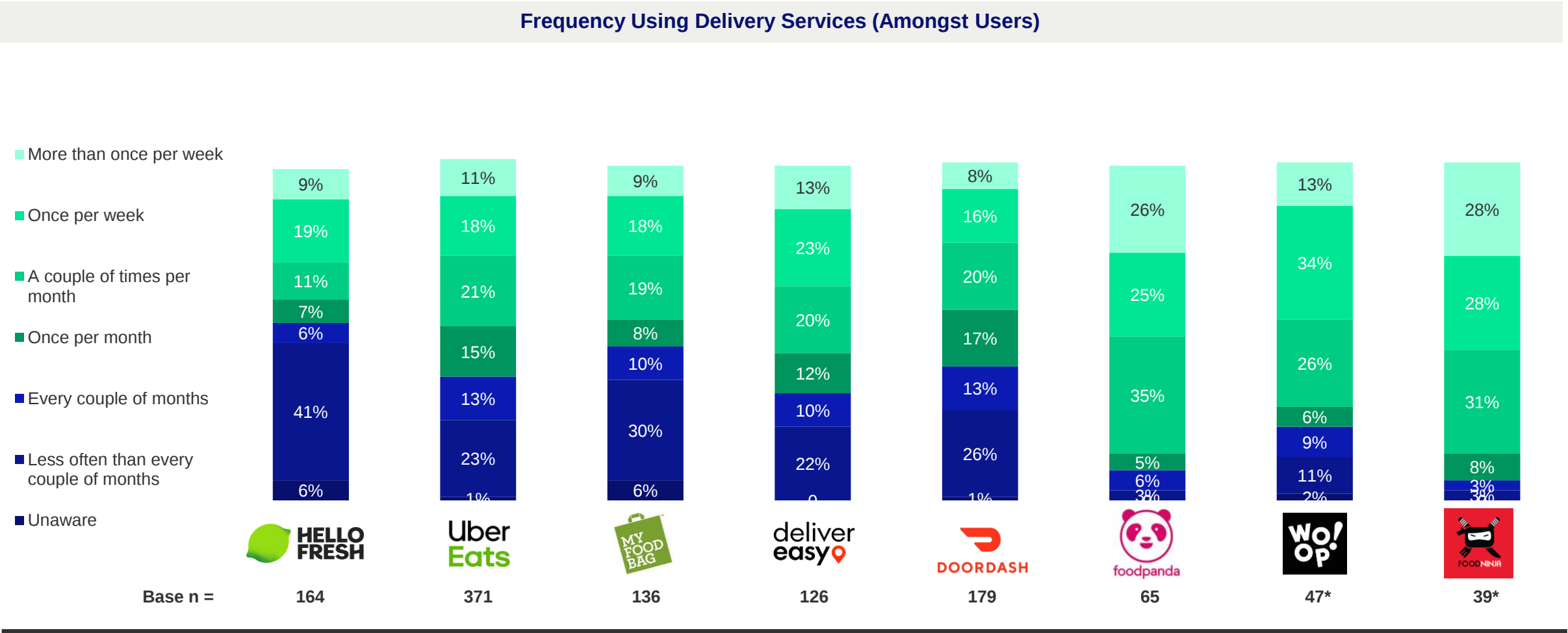
Usage of Food Delivery Services (Used Last 12 Months)



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

NOTES:
1. Sample Total 2021 (n=1509), 2022 (n=1502), 2023 (n= 1501), 2025 (n= 1501)
2. Q "Have you ever used any of the following food delivery services in the last 12 months?"

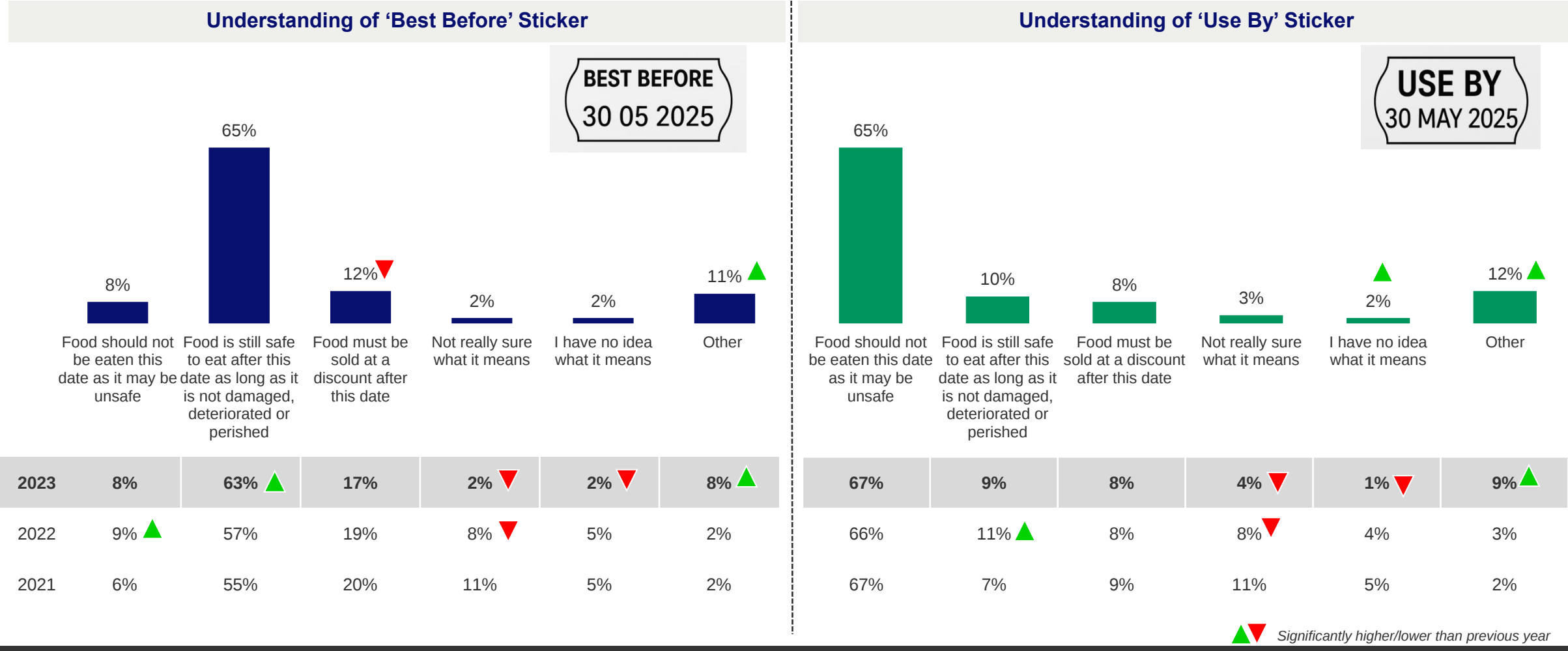
Hello Fresh and Uber Eats continue to be the leading food delivery services.



NOTES:
1. Sample User of Delivery App 2025 (n=625)
2. Q How often do you use restaurant delivery services such as Menulog, Uber Eats etc?

* Caution low base size

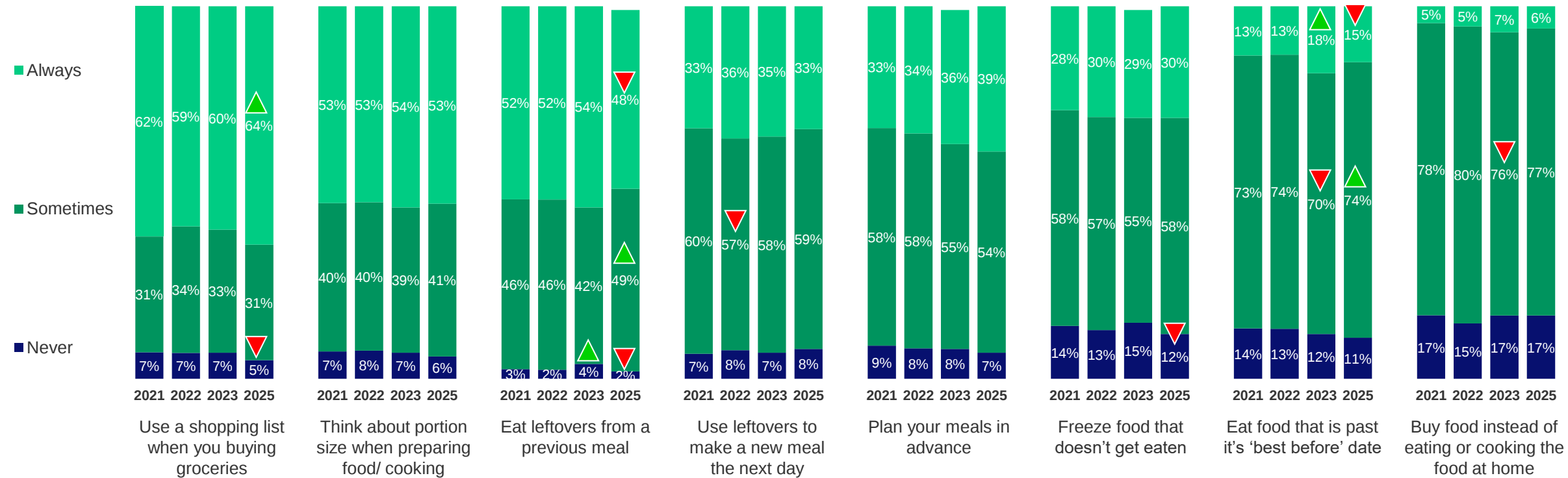
Over 60% of people continue to believe that food labelled with ‘best before’ dates remains safe to consume after the date, whereas food should not be eaten past its ‘use by’ date.



NOTES:
1. Sample Total 2021 (n=1509), 2022 (n=1502), 2023 (n=1501), 2025 (n=1501)
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?”

More people now use shopping lists for groceries, and over half always think about portion sizes when cooking. Slightly more are planning meals ahead, which could explain the decrease in leftover consumption. As the population ages, the prevalence of these behaviours increases.

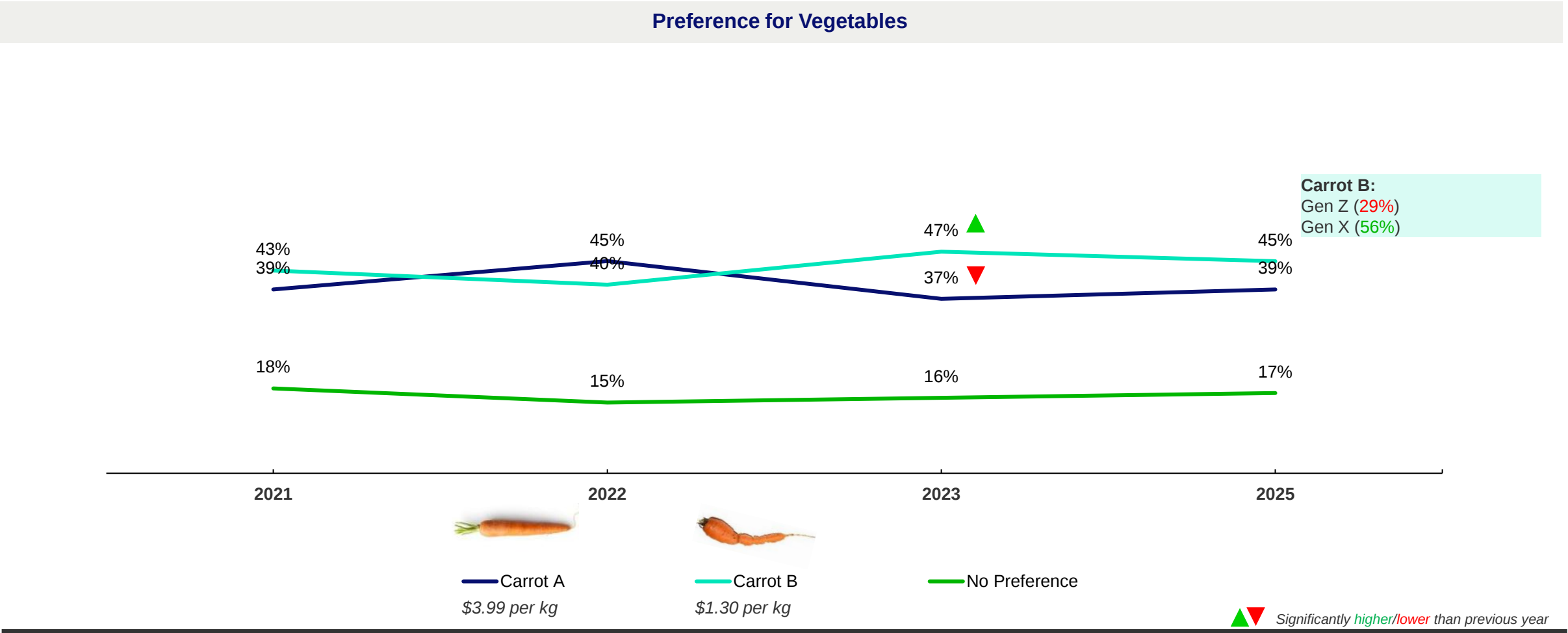
Household Food Behaviours



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

NOTES:
1. Sample Total 2021 (n=1509), 2022 (n=1502), 2023 (n=1501), 2025 (n=1501)
2. Q "And how often does the following occur in your household?"

The preference for less expensive imperfect fruits and vegetables compared to the pricier, visually perfect ones has slightly declined. Less than half prefer it and it is less popular among the younger demographic.



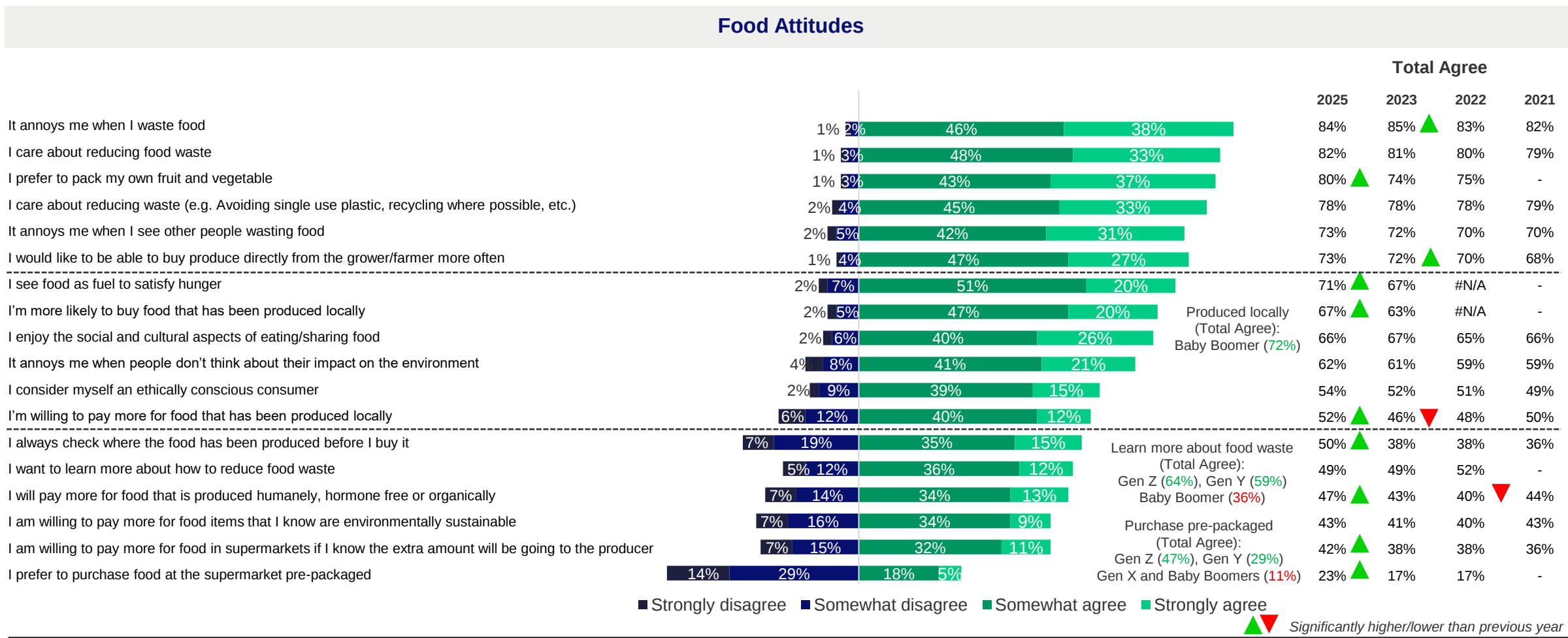
NOTES:
1. Sample Total 2021 (n=1509), 2022 (n=1502), 2023 (n=1501), 2025 (n=1501)
2. Q "Please see below for images of two carrots. Both carrots are exactly the same on the inside, Carrot A costs \$3.99 per kilogram, Carrot B costs \$1.30 per kilogram. Which carrot would you be more likely to purchase?"

A person is shown from the chest down, wearing a light-colored t-shirt. They are holding a kiwi fruit in their left hand and using a white peeler in their right hand to peel it. Below them is a large, open brown paper bag filled with various vegetable scraps, including green leafy vegetables, orange carrot peels, and other vegetable waste. The background shows a wooden table and a dark floor.

4

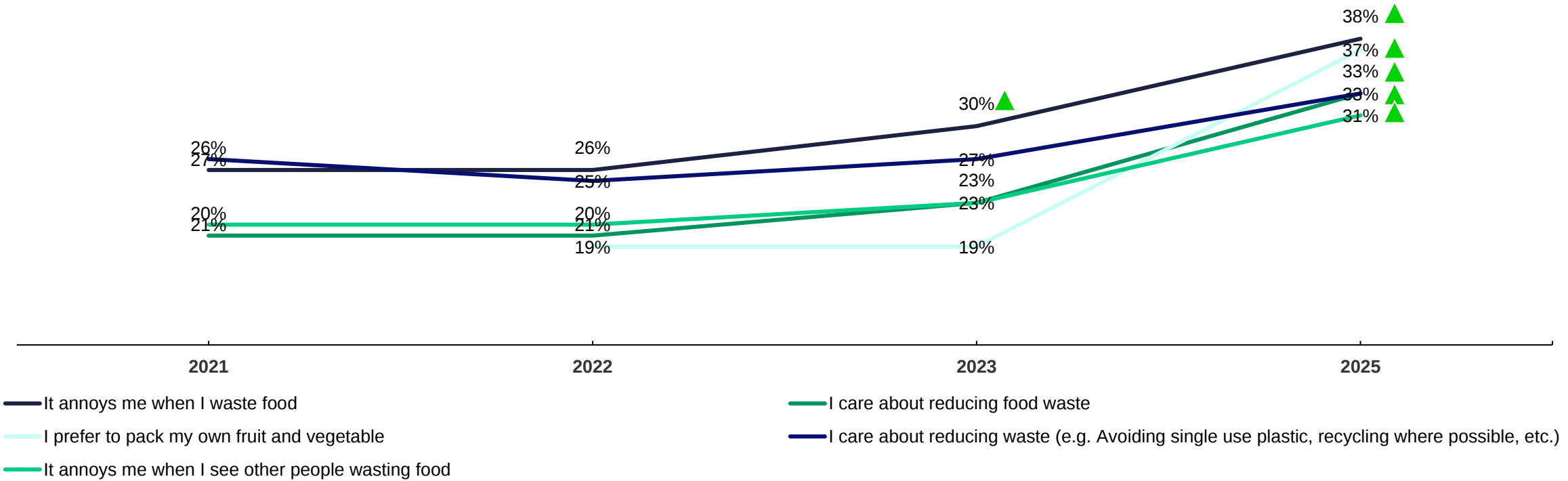
Are Kiwis Becoming
More Waste
Conscious?

Food waste continues to frustrate New Zealanders, who remain committed to minimising it. There has been a notable rise in individuals packing their own fruits and vegetables, viewing food as fuel, and showing a greater preference for purchasing locally grown products.



Since 2022, more New Zealanders have embraced these leading food habits, with a growing trend of packing their own fruit and vegetables.

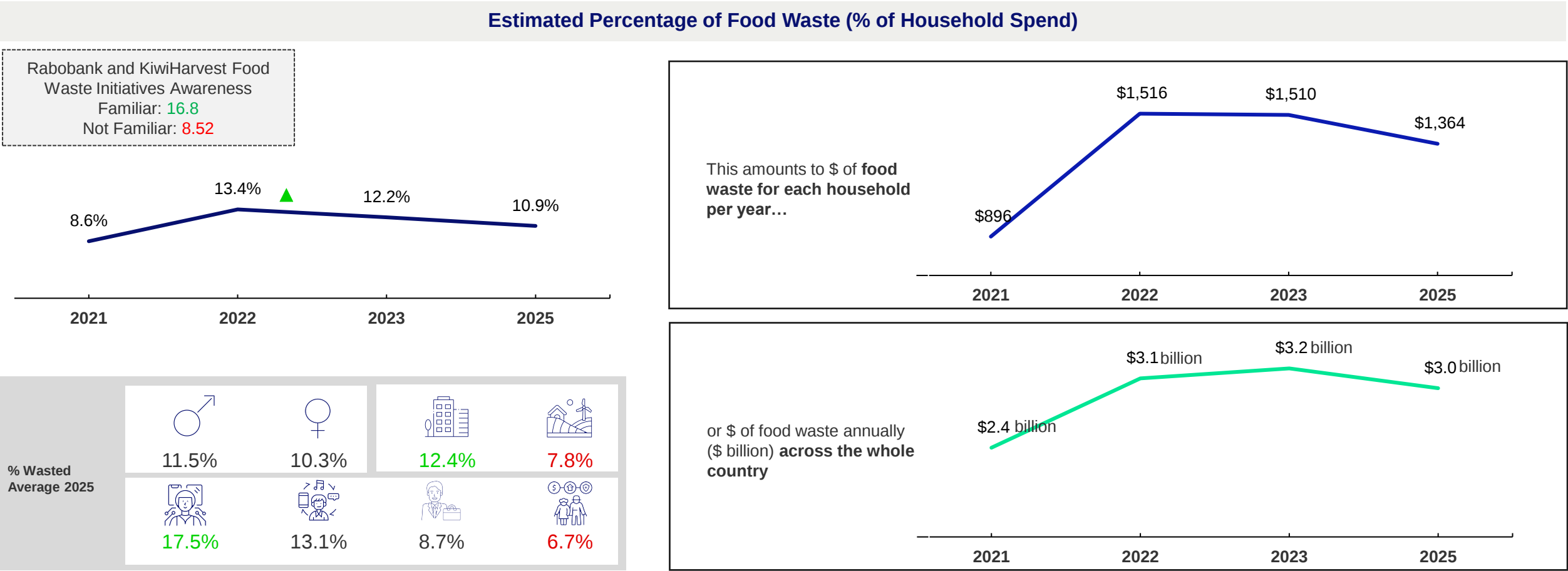
Top 5 Food Attitudes – Strongly Agree



▲ ▼ Significantly higher/lower than previous year

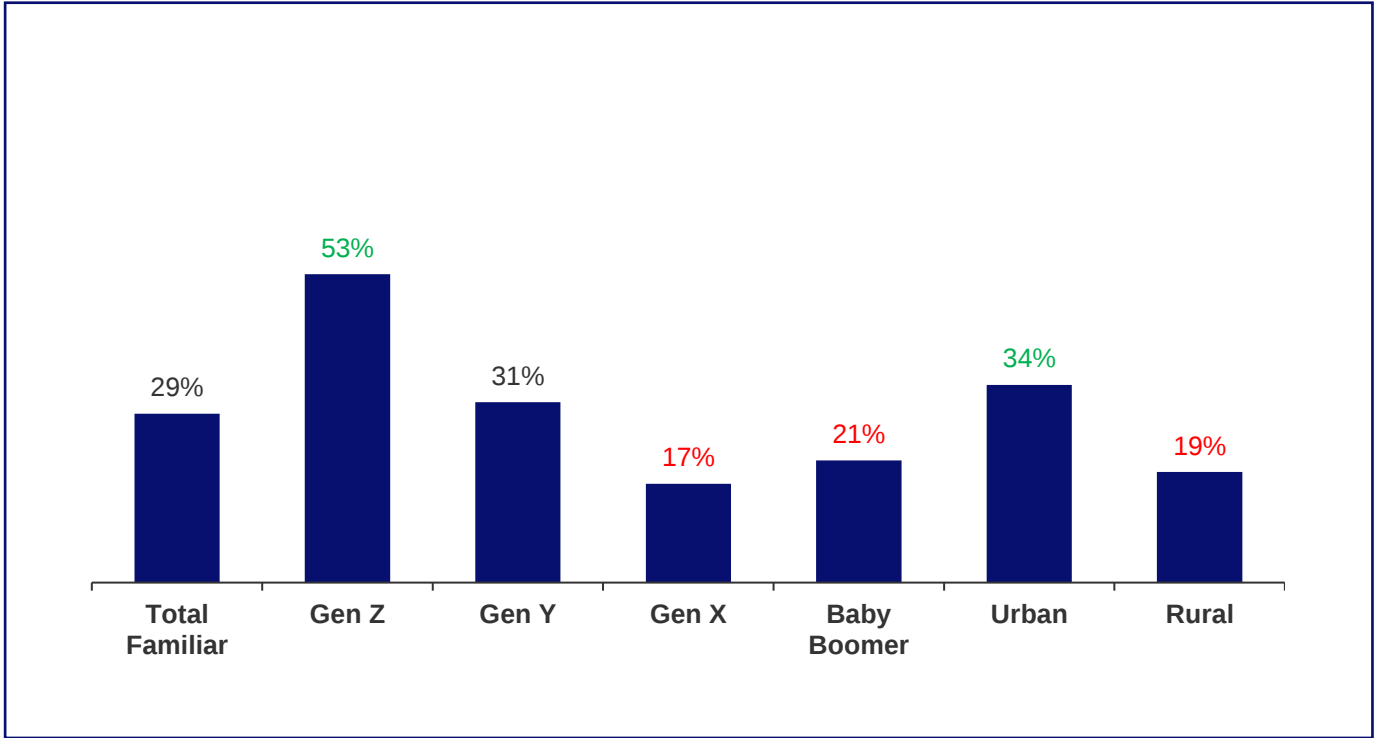
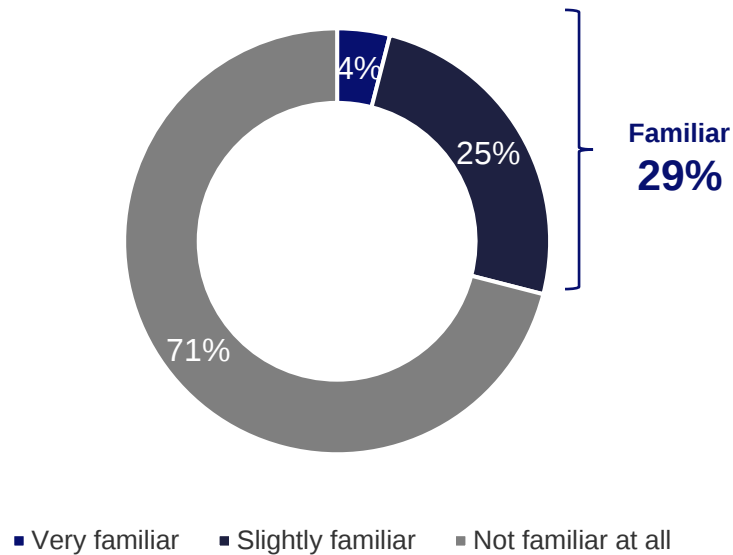
NOTES:
1. Sample Total 2021 (n=1509), 2022 (n=1502), 2023 (n=1501), 2025 (n=1501)
2. Q "To what extent do you agree with the following statements?"

The estimated rate of food waste keeps decreasing and remains lower among rural residents and Baby Boomers. While the average food waste per household has decreased by approximately \$200 this year, the country still generates about \$3 billion in food waste annually.



Under 30% are aware of the Rabobank and KiwiHarvest programs, with younger people and city residents showing greater familiarity.

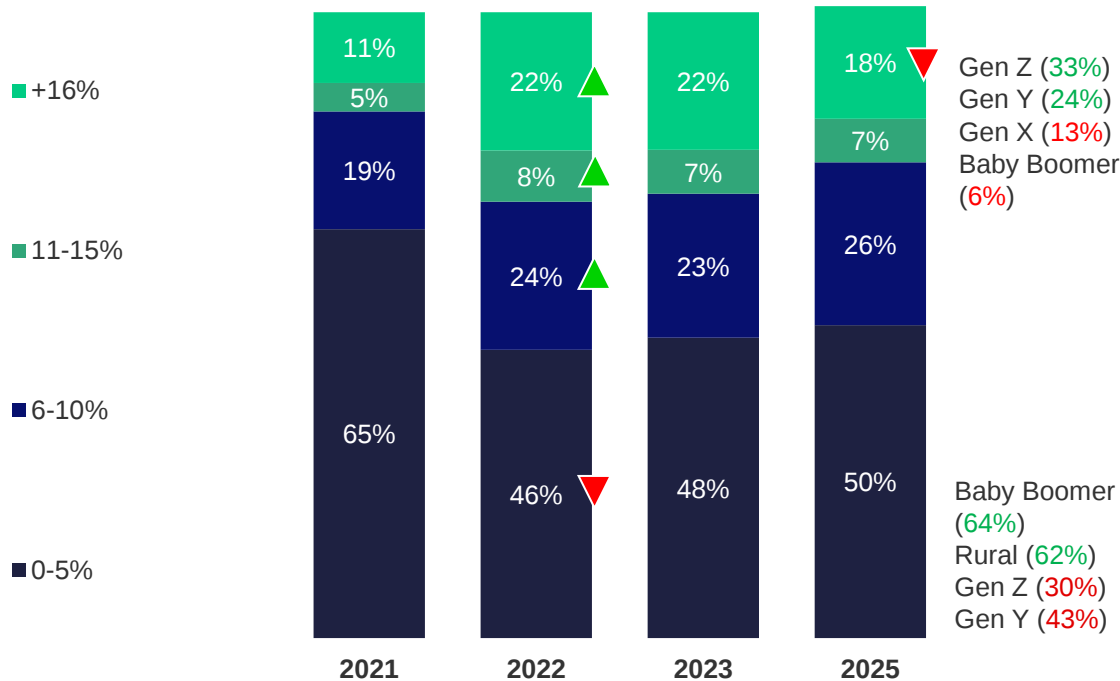
Rabobank and KiwiHarvest Food Waste Initiatives Awareness



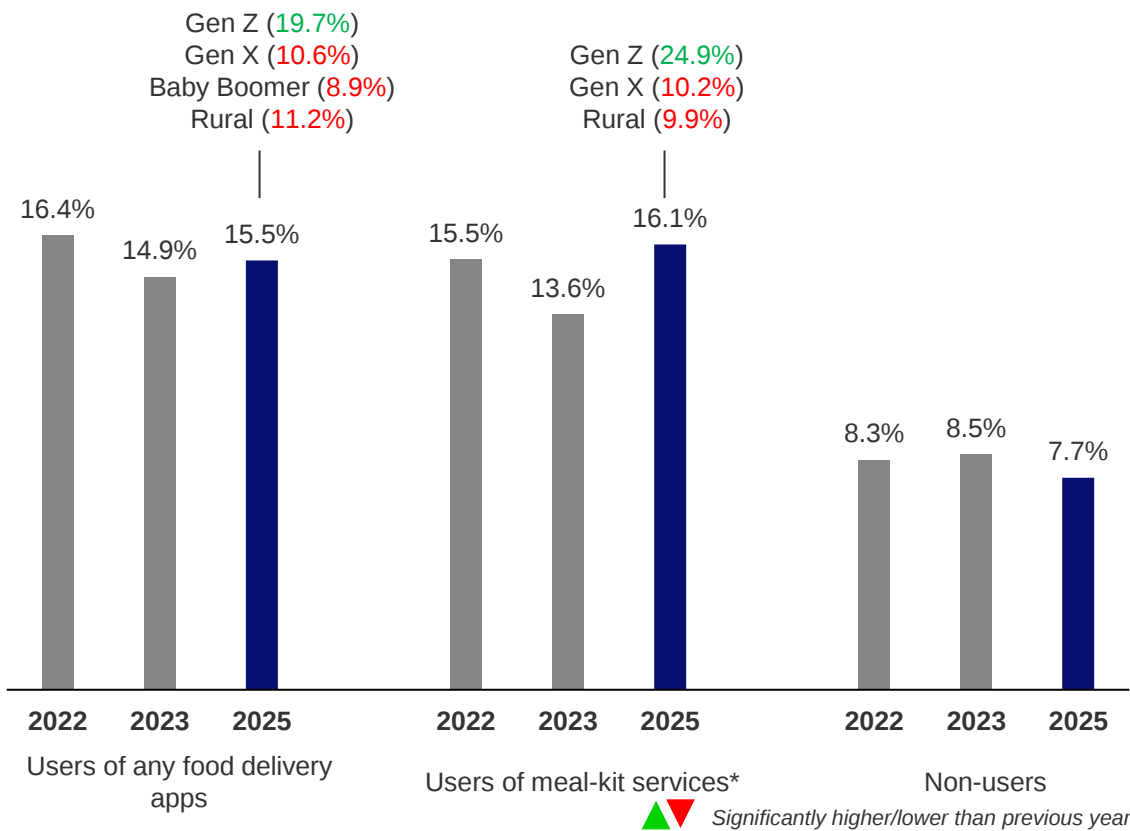
xx/xx Significantly higher/lower than total

Gen Z and Y still waste the most food, but fewer waste over 15% of their food budget. Food delivery apps users slightly increase waste, as younger generations use them more.

Grouping of Estimated Percentage of Food Waste
(% of Household Spend)

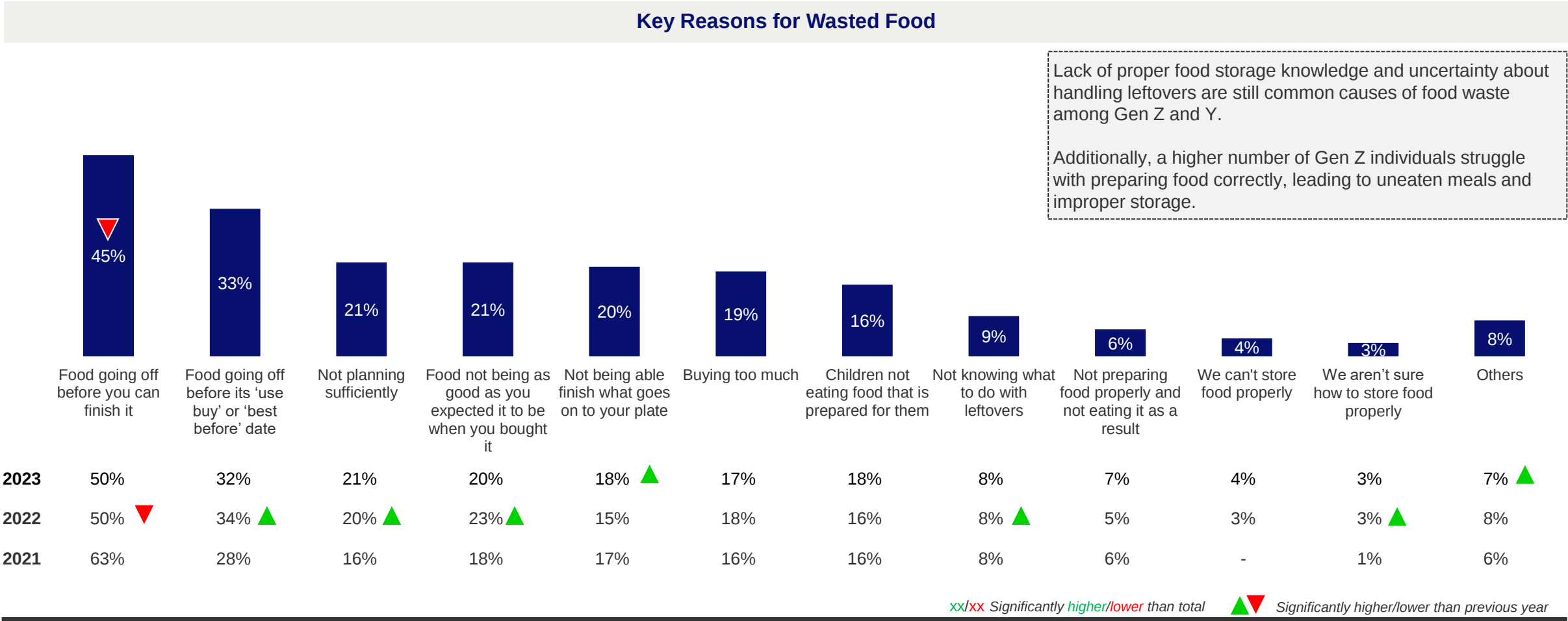


Estimated Percentage of Food Waste Among Food Delivery App Users
(% of Household Spend)



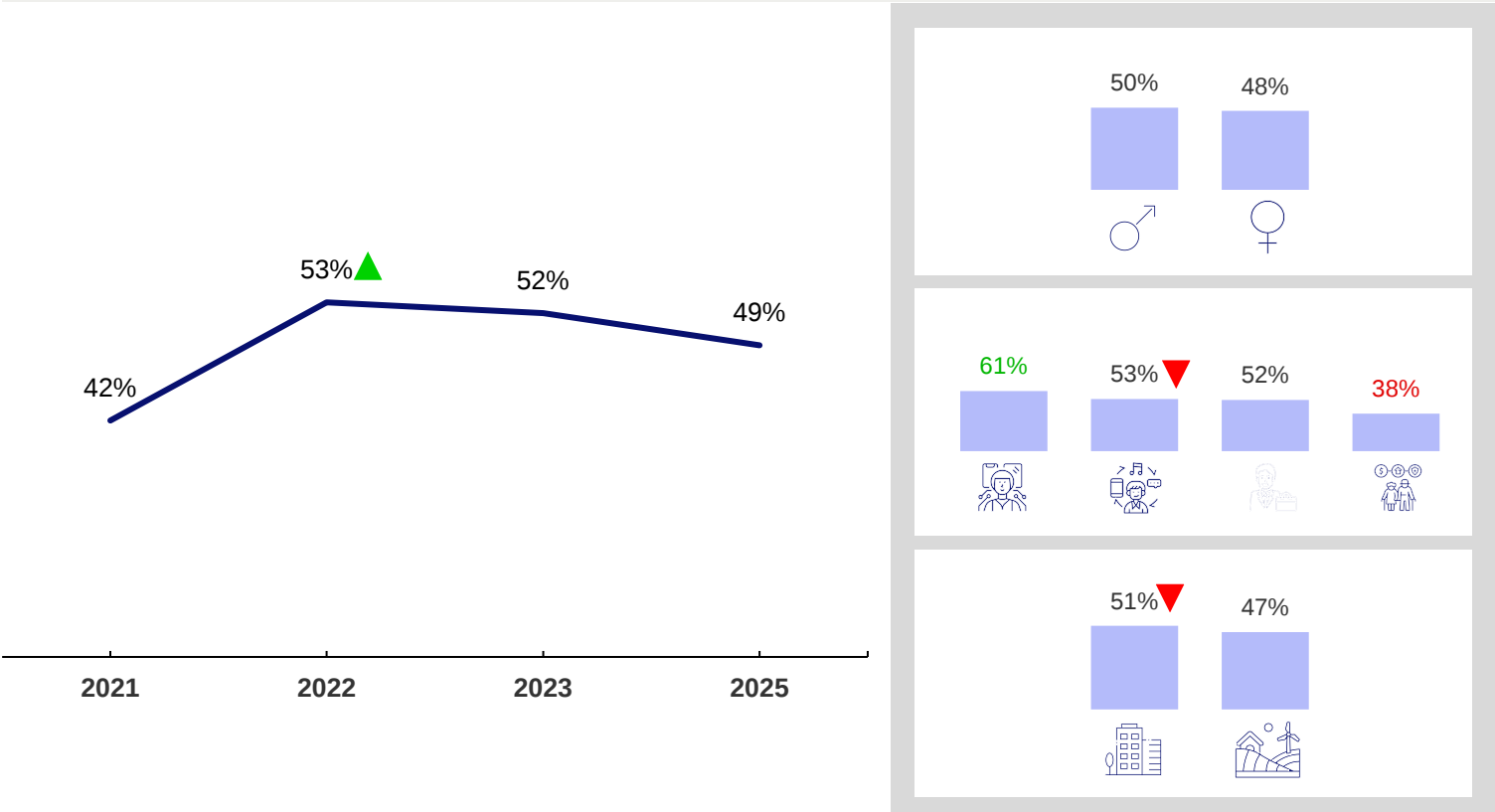
NOTES:
1. Sample Total 2021 (n=1509), 2022 (n=1502), 2023 (n=1501), 2025 (n=1501)
2. Q "Thinking about how much your household spends on food each week, what proportion do you estimate goes to waste?
Please type a percentage in the box below. Enter number from 0% to 100%
3. *Hello Fresh and My Food Bag

Food going off remains the top reason. This drops to less than half of the population while a third waste it due to it going off before its ‘use buy’ or ‘best before’ date. Additionally, 1 in 5 are still not planning sufficiently, food not being as good as expected and not being able to finish what’s on the plate.

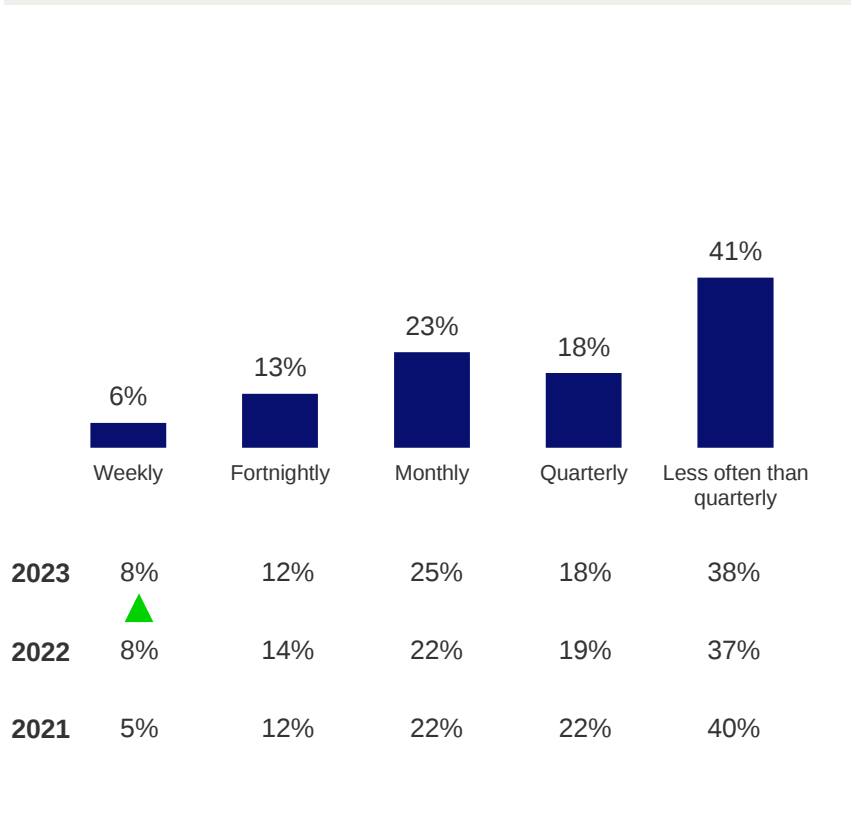


Almost half the population has thrown away food without tasting it in the past year, showing a decline since 2022, though it happens less than once every three months. It is still more prevalent in urban areas, but it is also declining.

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



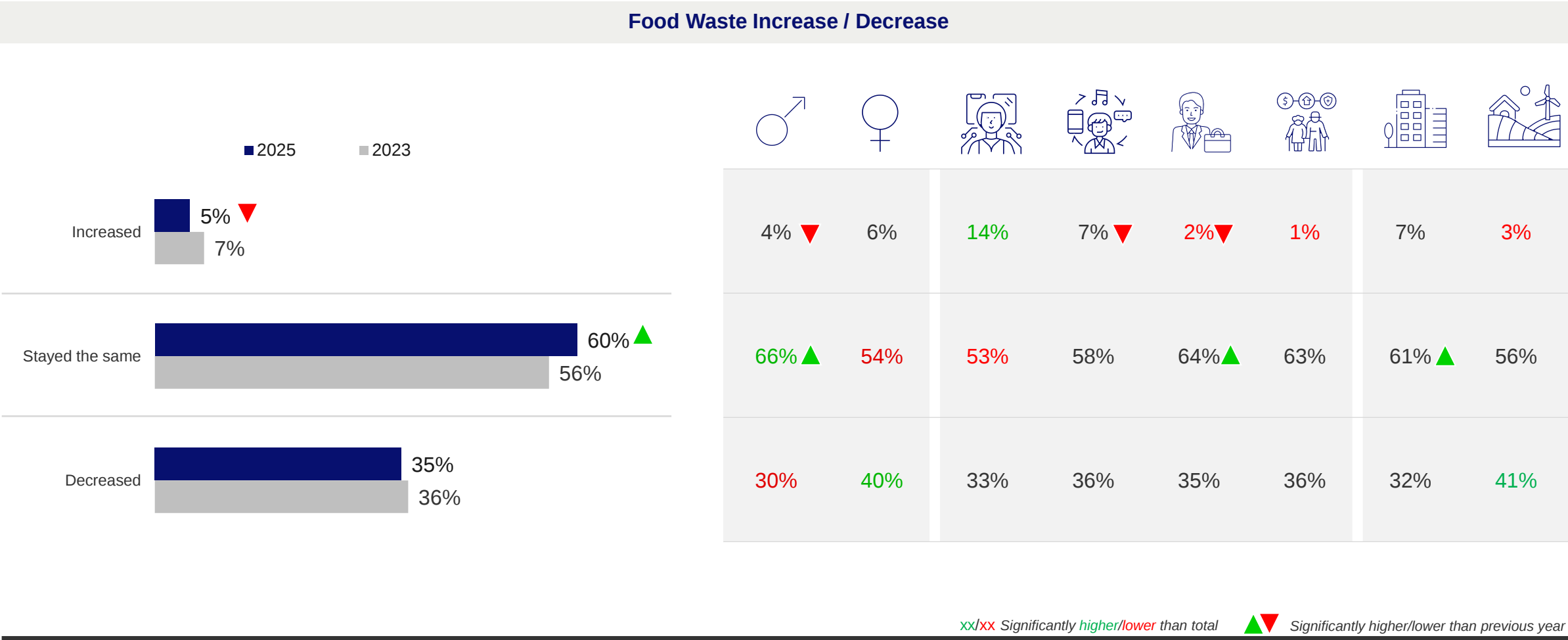
Frequency of Throwing Away Food (Amongst Those Who Have Done It)



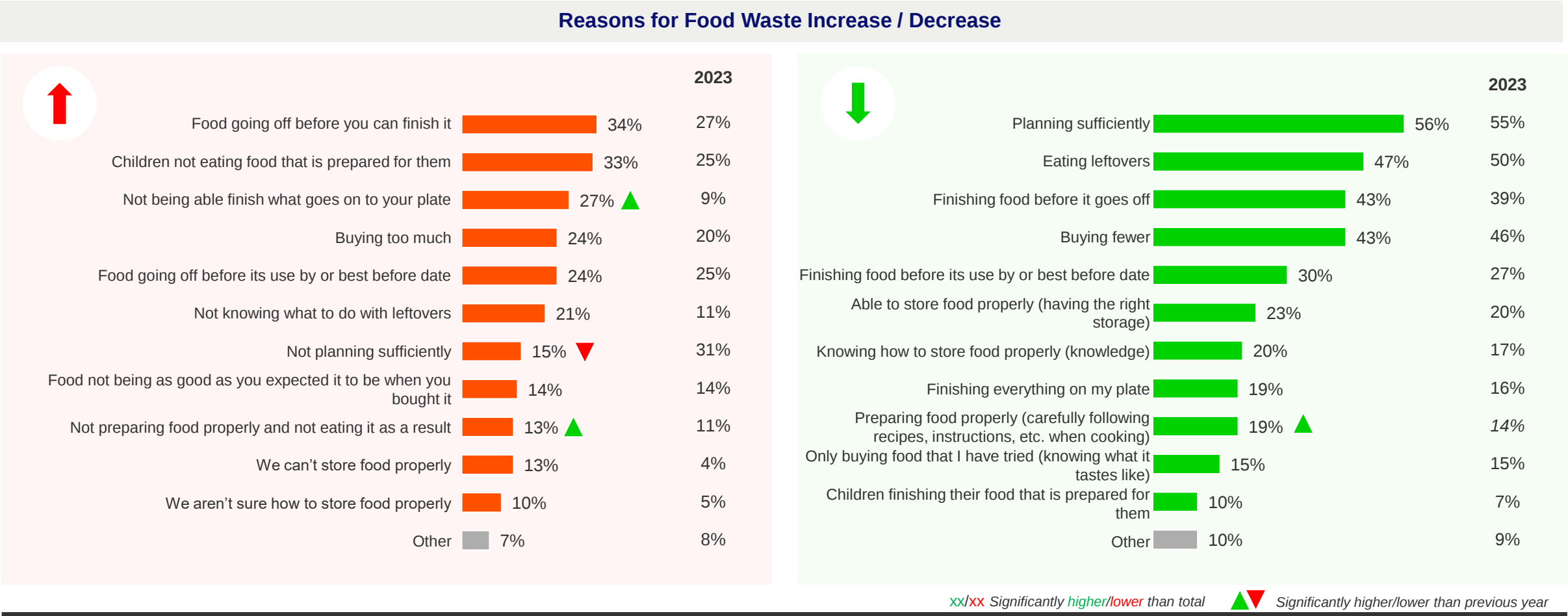
xx/xx Significantly higher/lower than total ▲▼ Significantly higher/lower than previous year

NOTES:
1. Sample Total 2021 (n=1509), 2022 (n=1502), 2023 (n=1501), 2025 (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. Sample Those Who Throw Awat Food Without Trying 2021 (n=635), 2022 (n=775), 2023 (n=780), 2025 (n=742)
4. Q "How often does this happen?"

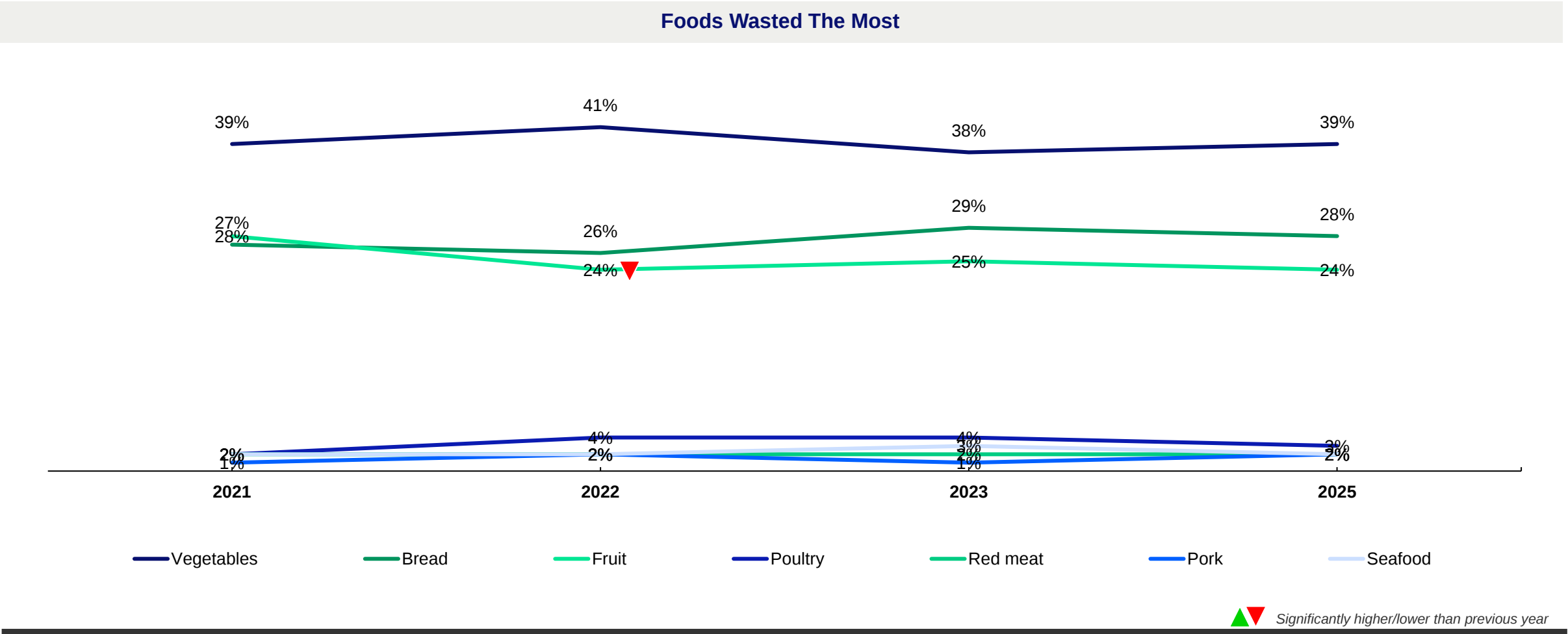
60% of New Zealanders think their food waste has stayed the same, up from last year. Fewer believe it has increased, especially older Gen X, Baby Boomers, and rural residents.



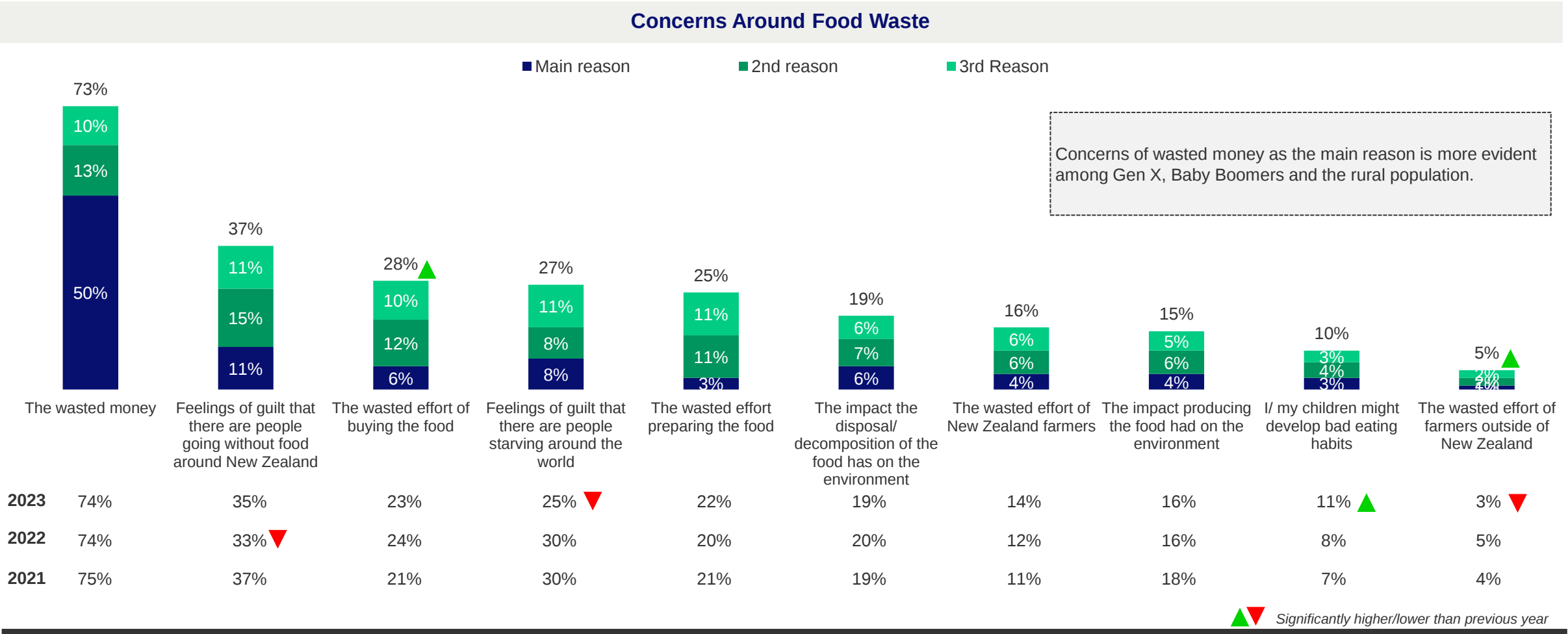
A third of New Zealanders cite food spoilage as the main cause of food waste, followed by children not finishing meals and over a quarter not finishing what’s on the plate. While among those who have reduced their food waste, over half do so by planning sufficiently, and nearly half eat leftovers.



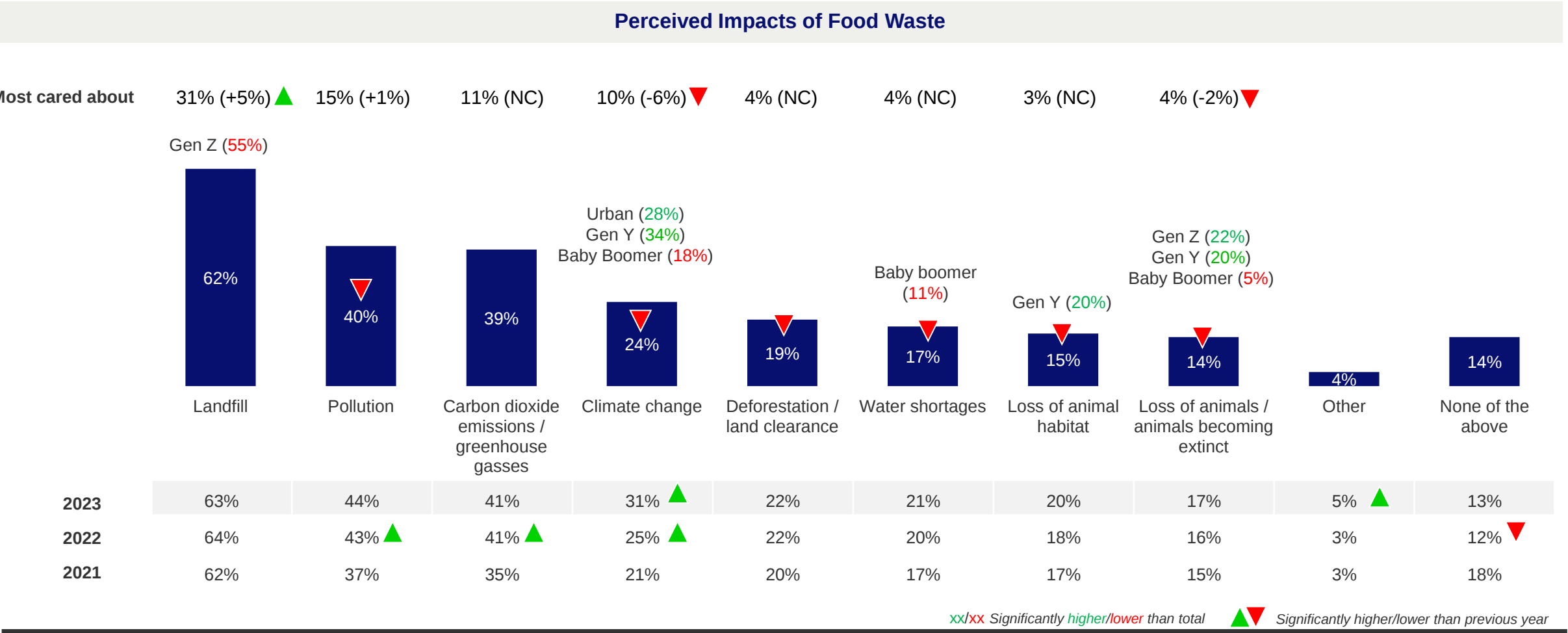
Vegetables, bread, and fruits remain the foods most frequently wasted in similar amounts to 2023.



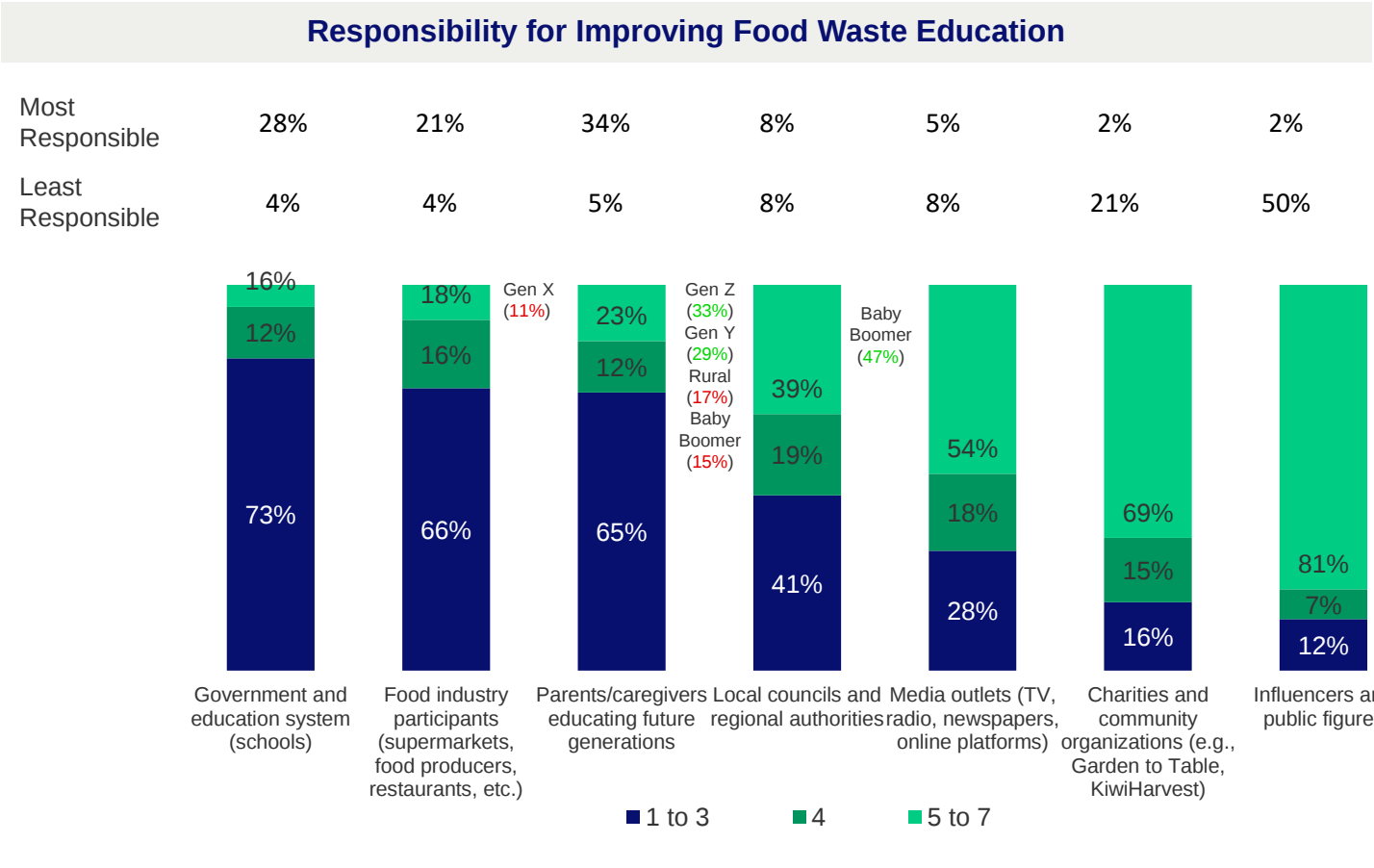
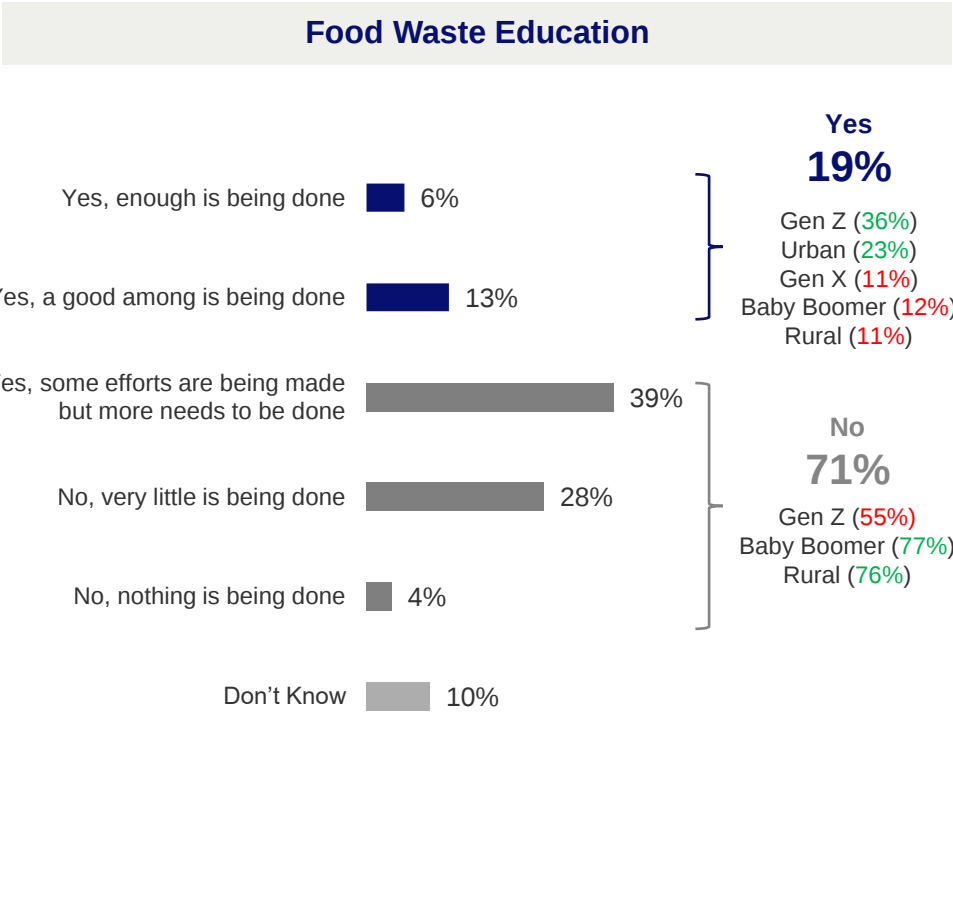
Food waste issues for New Zealanders largely persist, with financial losses continuing to be the primary concern. Although guilt is the second most common worry, a growing number also believe that buying the food is a wasted effort.



Landfills continue to be seen as the primary area affected by food waste while other related impacts are notably decreasing. Landfills is the impact that New Zealanders also caring more about.



Less than 20% of New Zealanders believe enough is being done to educate about food waste. Older generation and rural residents feel more effort is needed. Most think the government and schools should lead, with the food industry and parents also playing key roles.



xx/xx Significantly higher/lower than total

A smiling woman with blonde hair, wearing a black t-shirt and a red apron, is holding a wooden crate filled with green limes. She is standing in a grocery store, with various fruits and vegetables visible in wooden crates in the background. The lighting is warm and the atmosphere is bright.

KANTAR

Rabobank - New Zealand Food Waste Survey

2025 Results

KANTAR

Level 1, 46 Sale Street, Auckland 1010

PO Box 33690, Auckland 0740

Phone (09) 919 9200

www.kantar.com

KIWIHARVEST
FEED MORE • WASTE LESS • KAI ATU

Rabobank