



KANTAR

**Rabobank -
New Zealand
Food Waste Survey**

2025 Results

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

1

Background and Summary



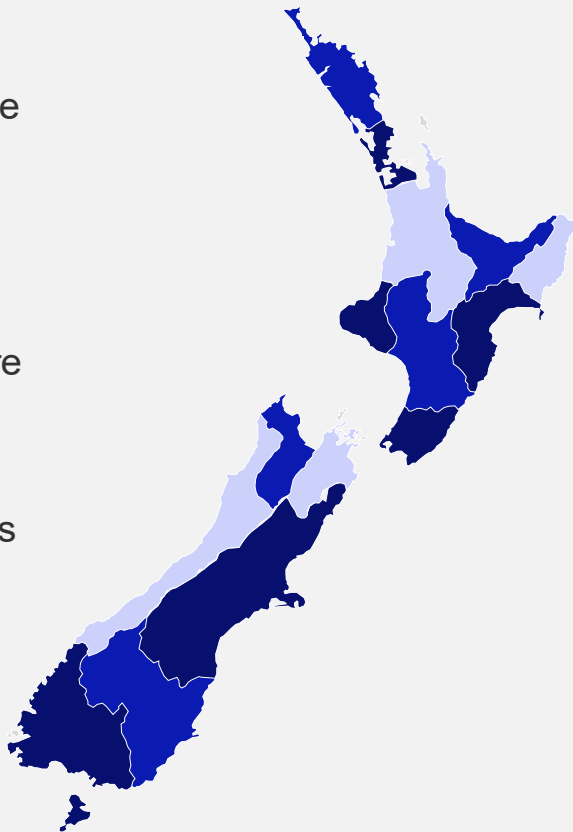
Kantar conducted the New Zealand Food Waste study in Q3 2025 to provide Rabobank and KiwiHarvest with nationally representative collateral for PR purposes

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

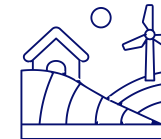
Key segment perceptions are reported throughout the report using the following icons



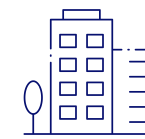
Male



Female



Rural



Urban



Gen Z



Gen Y



Gen X

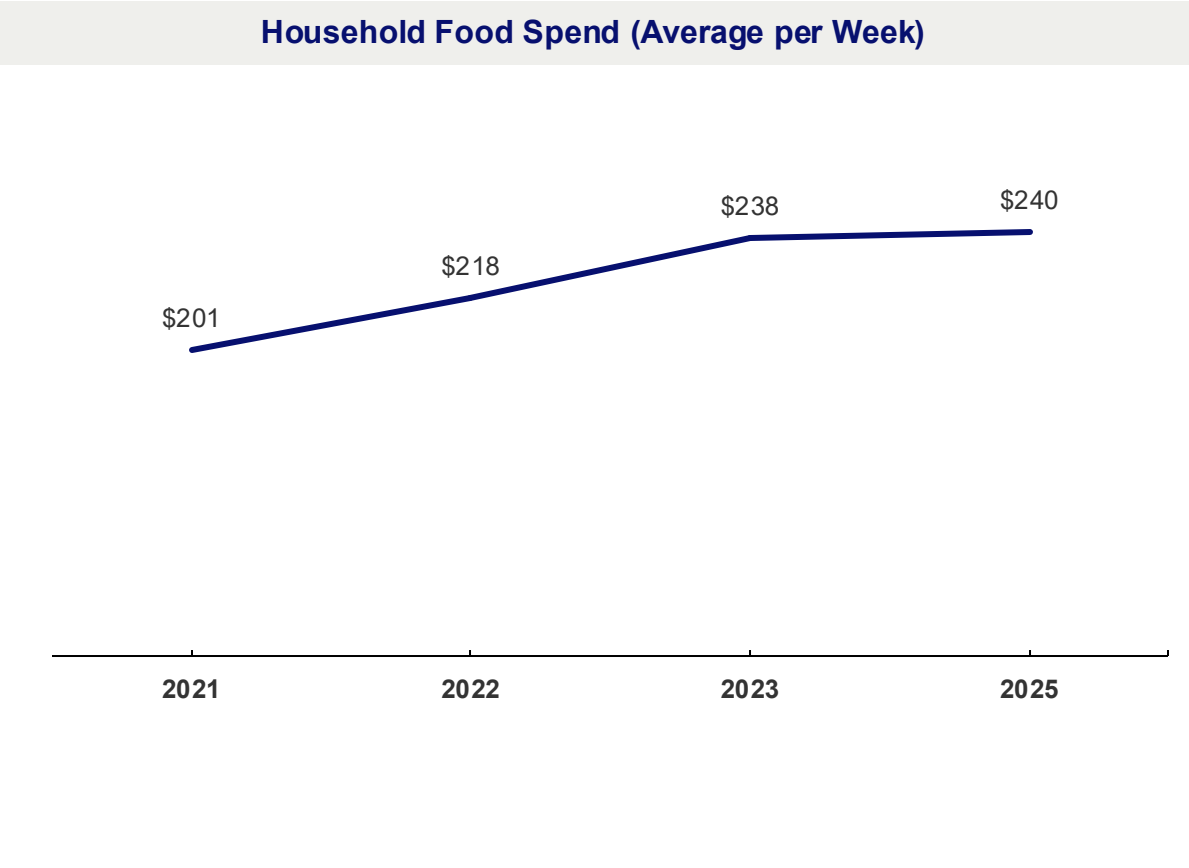


Baby Boomers
& Beyond



1 How Are Kiwis' Food and Shopping Behaviours Changing?

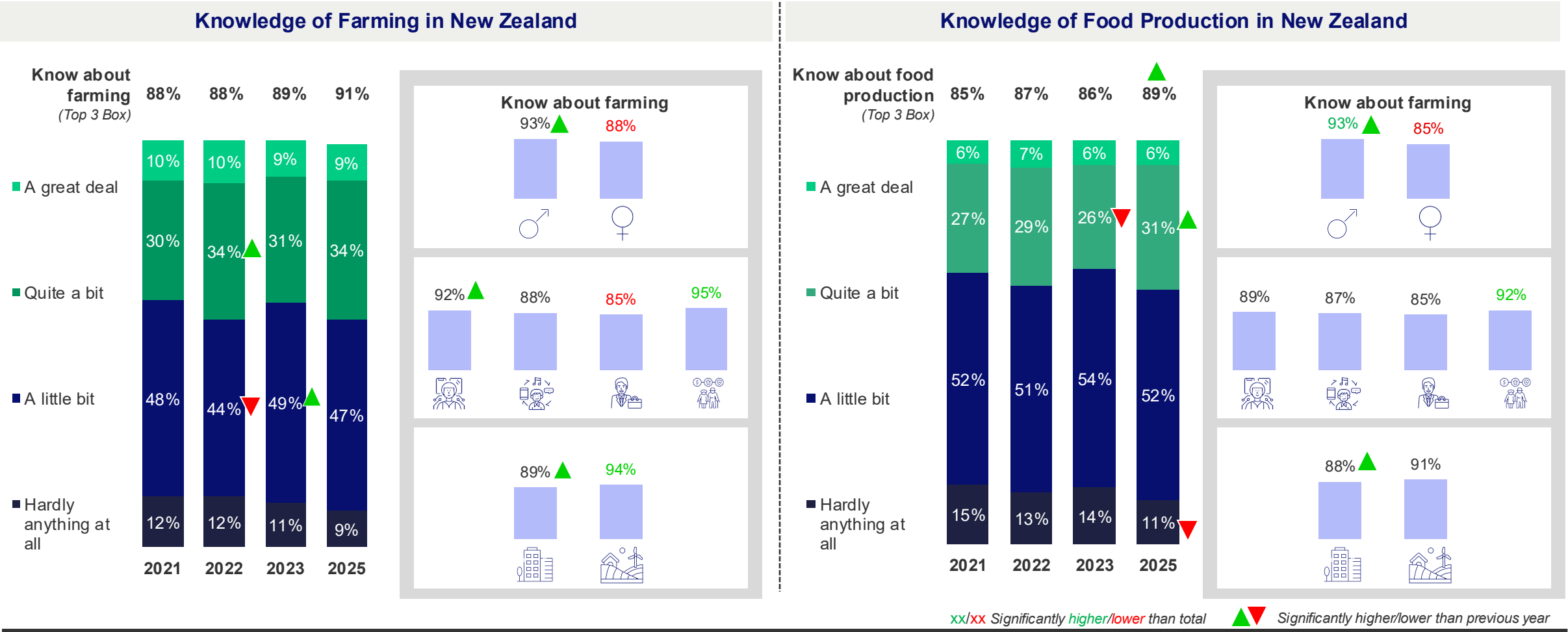
After a period of steady increase, average household spending on food stabilises, with shopping habits largely remaining unchanged, as most consumers continue to make top-up purchases.



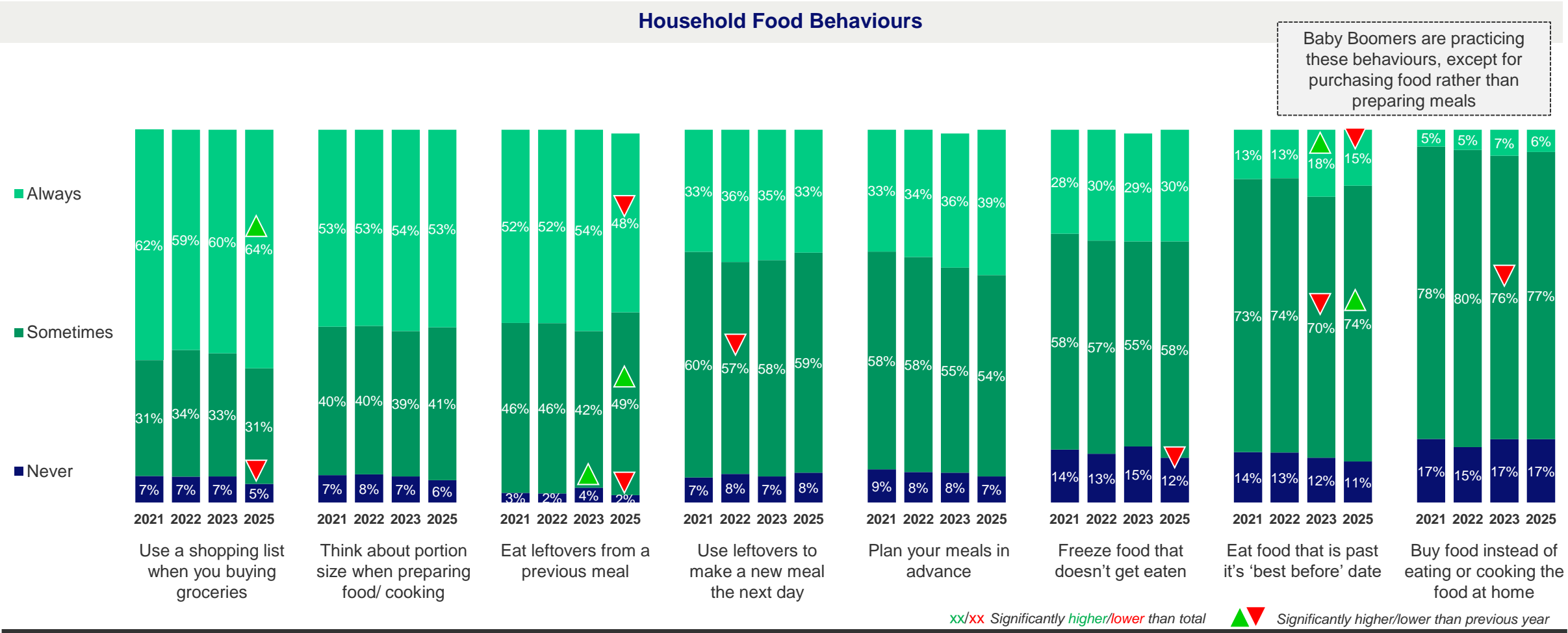
xx/xx Significantly higher/lower than total ▲▼ Significantly higher/lower than previous year

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?"

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.



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.



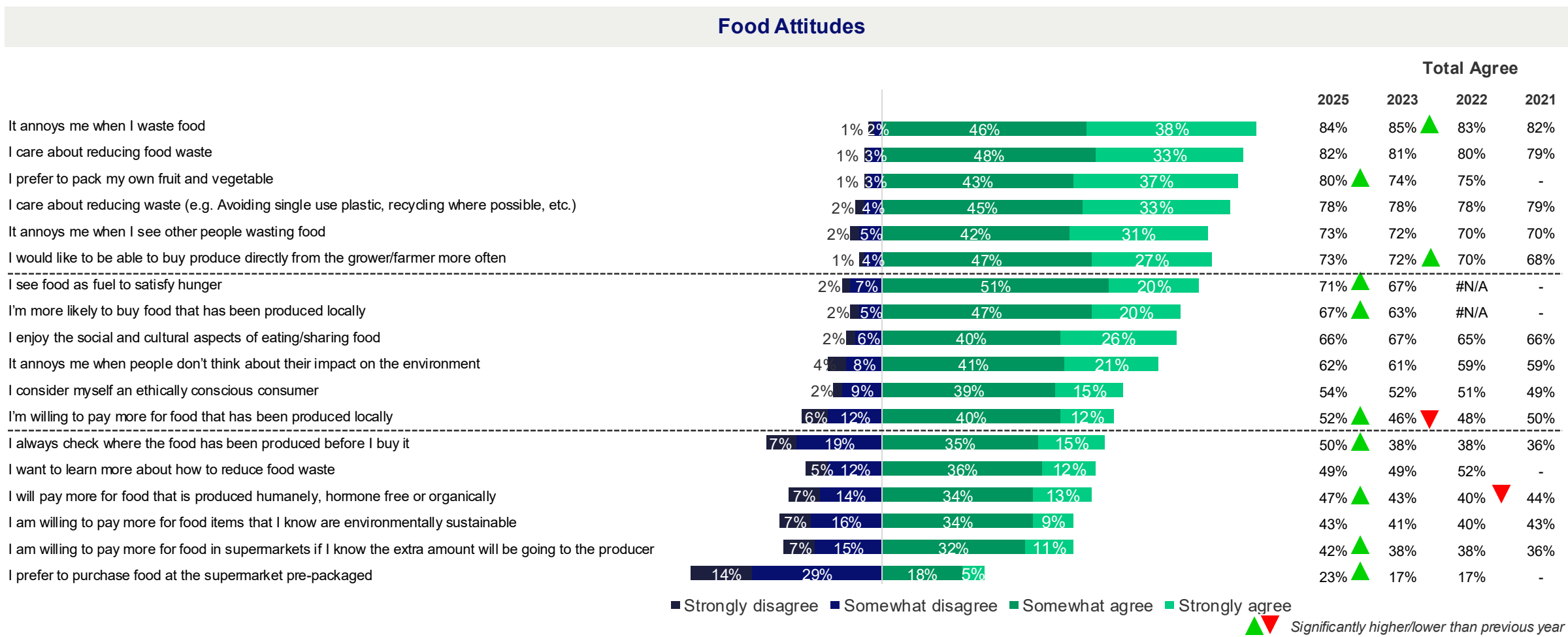
NOTES:
1. Sample Total 2021 (n=1509), 2022 (n=1502), 2023 (n=1501), 2025 (n=1501)
2. Q "And how often does the following occur in your household?"

A person is shown from the chest down, wearing a light-colored t-shirt. They are holding a cucumber in their right hand and using a white vegetable peeler to peel it. The peels are falling into a brown paper bag that is filled with various vegetable scraps, including green leafy vegetables, orange carrot peels, and other vegetable waste. The background is slightly blurred, showing a wooden table and a dark floor.

2

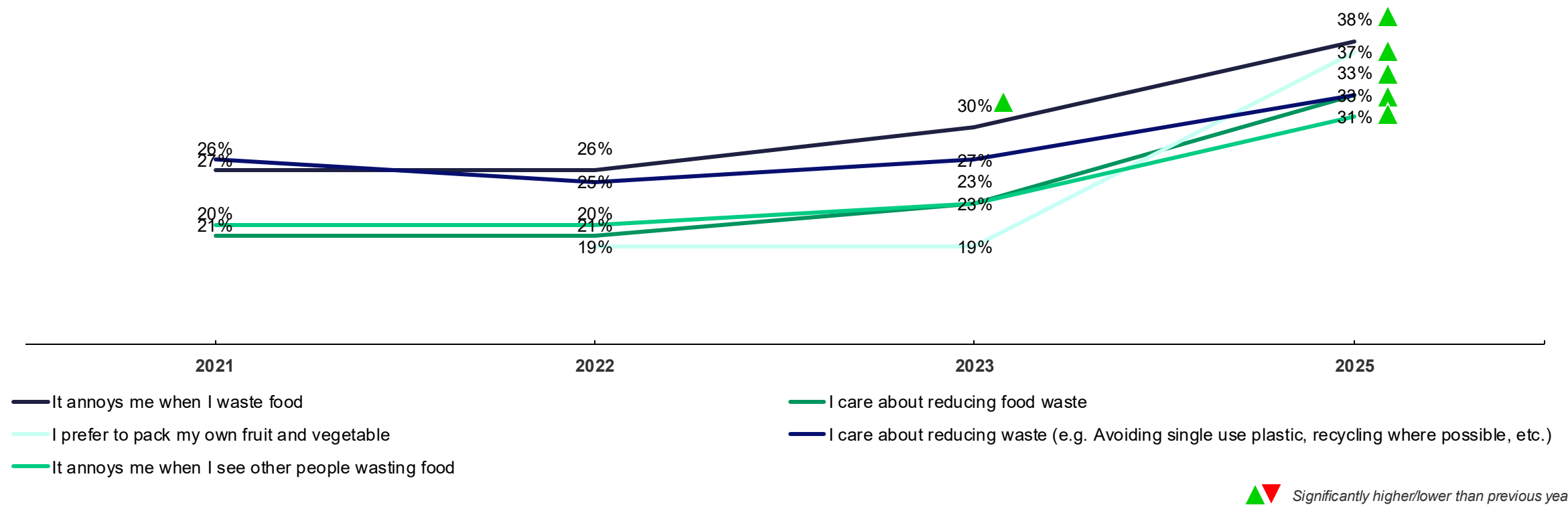
Are Kiwis Becoming
More Waste
Conscious?

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.



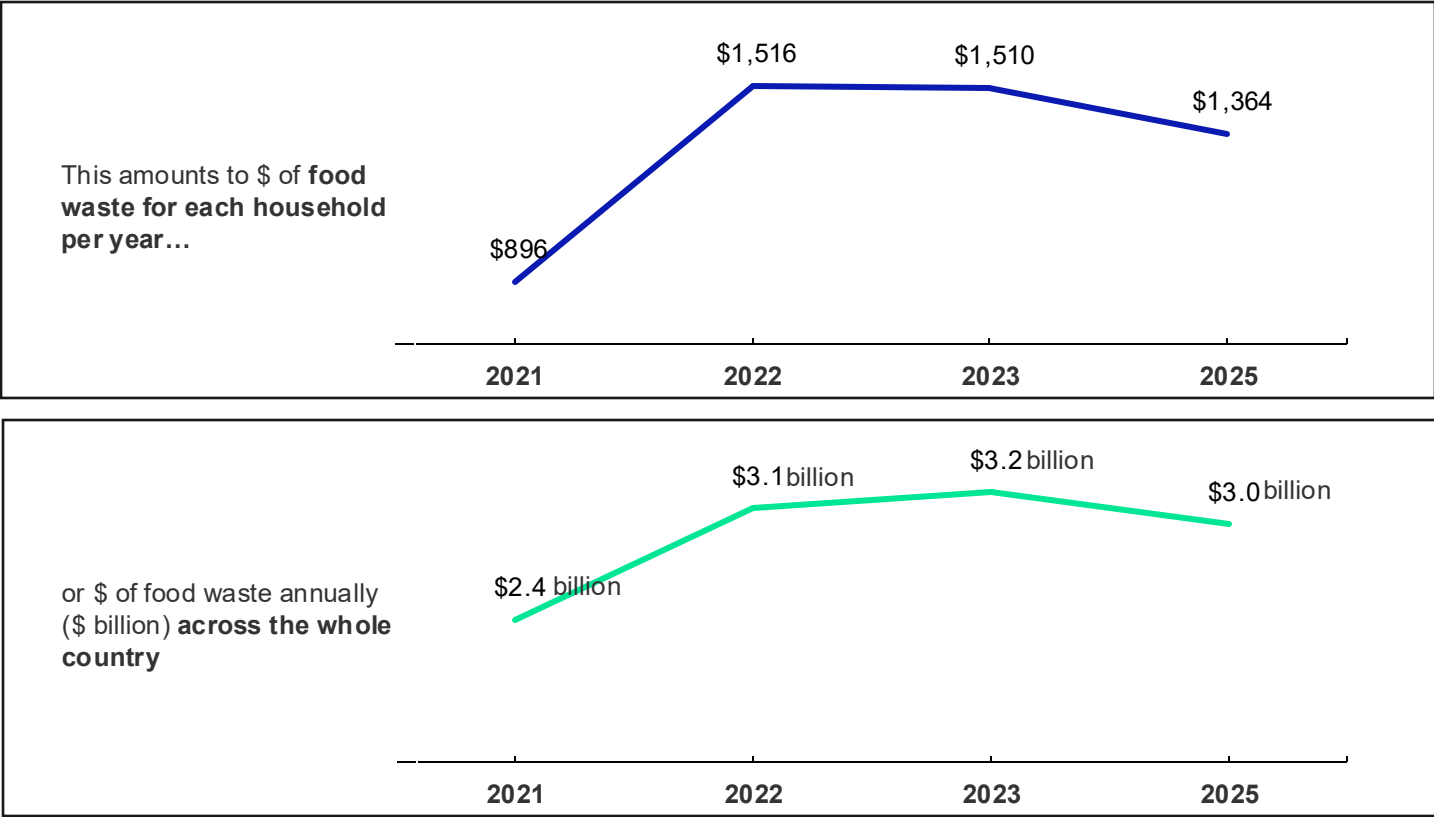
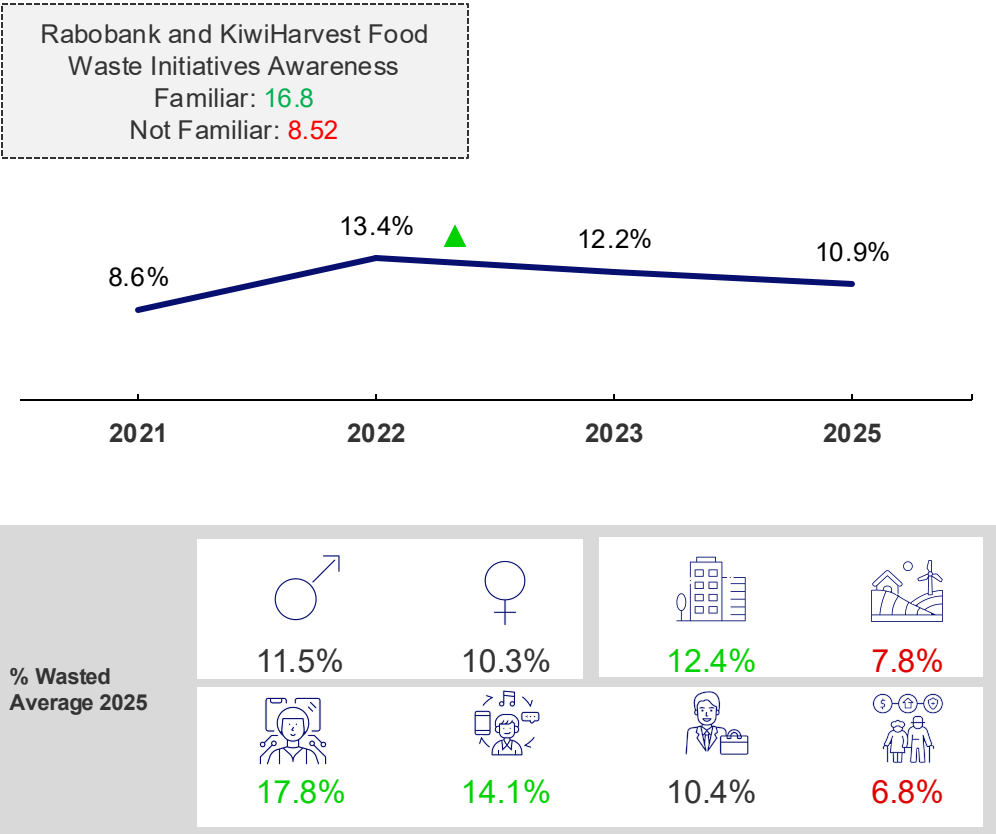
Since 2022, more New Zealanders have embraced these leading food habits, with a growing trend of packing their own fruit and vegetables.

Top 5 Food Attitudes – Strongly Agree



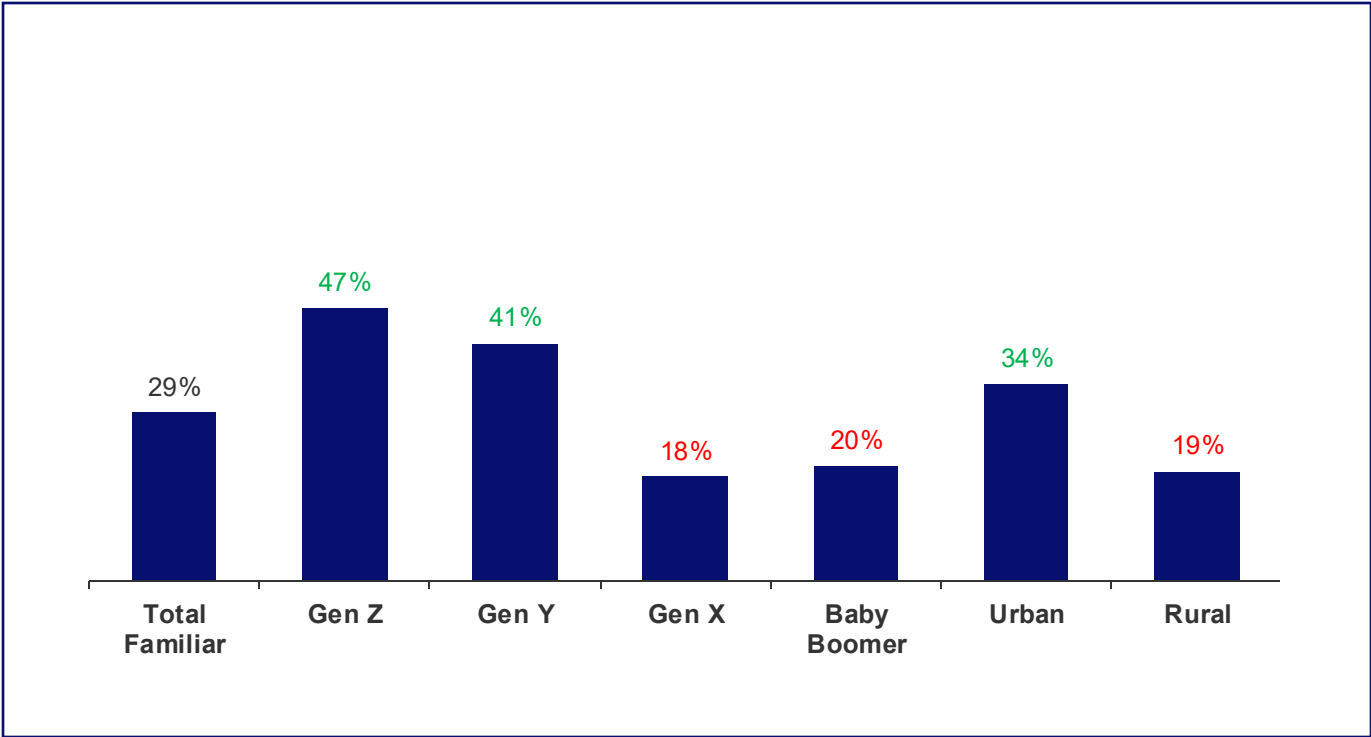
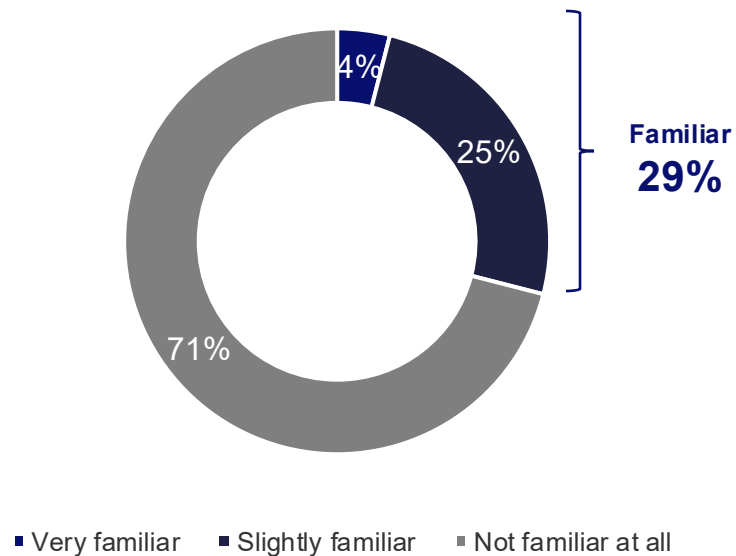
The estimated rate of food waste keeps decreasing and remains lower among rural residents and Baby Boomers. While the average food waste per household has decreased by approximately \$200 this year, the country still generates about \$3 billion in food waste annually.

Estimated Percentage of Food Waste (% of Household Spend)



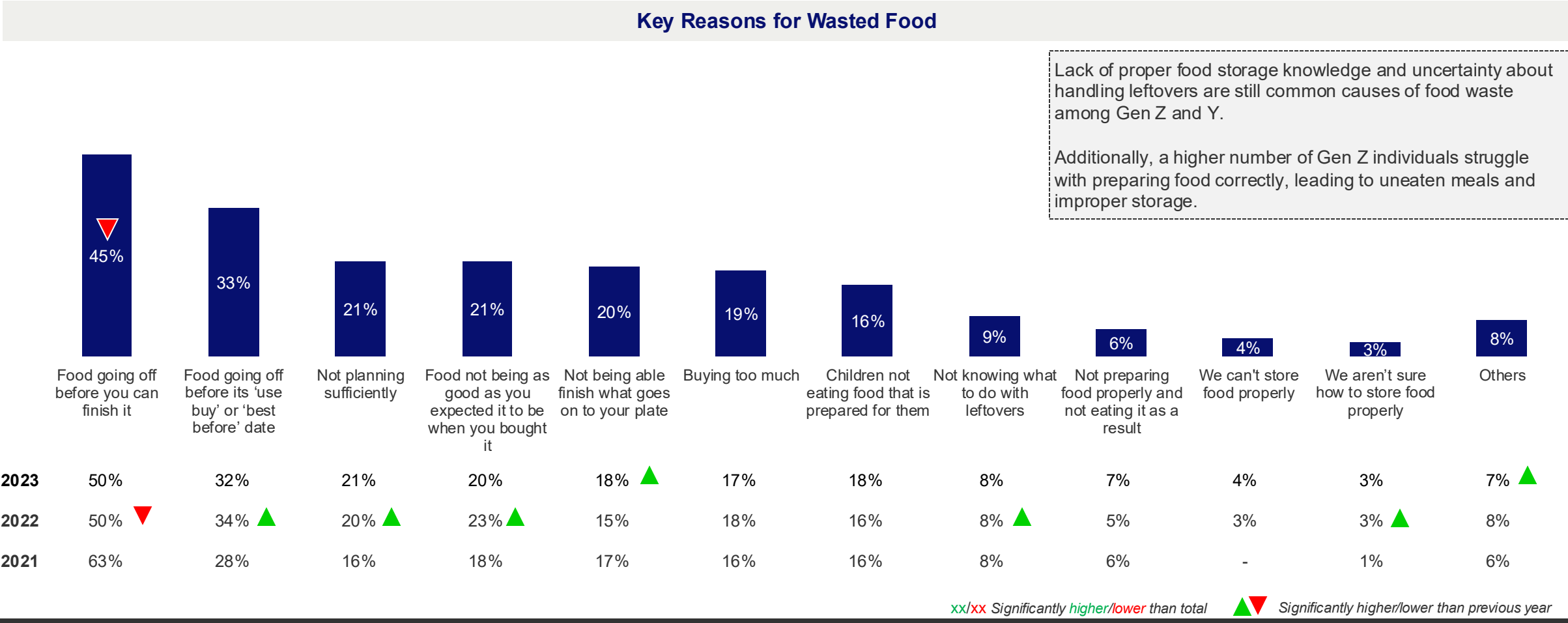
Under 30% are aware of the Rabobank and KiwiHarvest programmes, with younger people and city residents showing greater familiarity.

Rabobank and KiwiHarvest Food Waste Initiatives Awareness

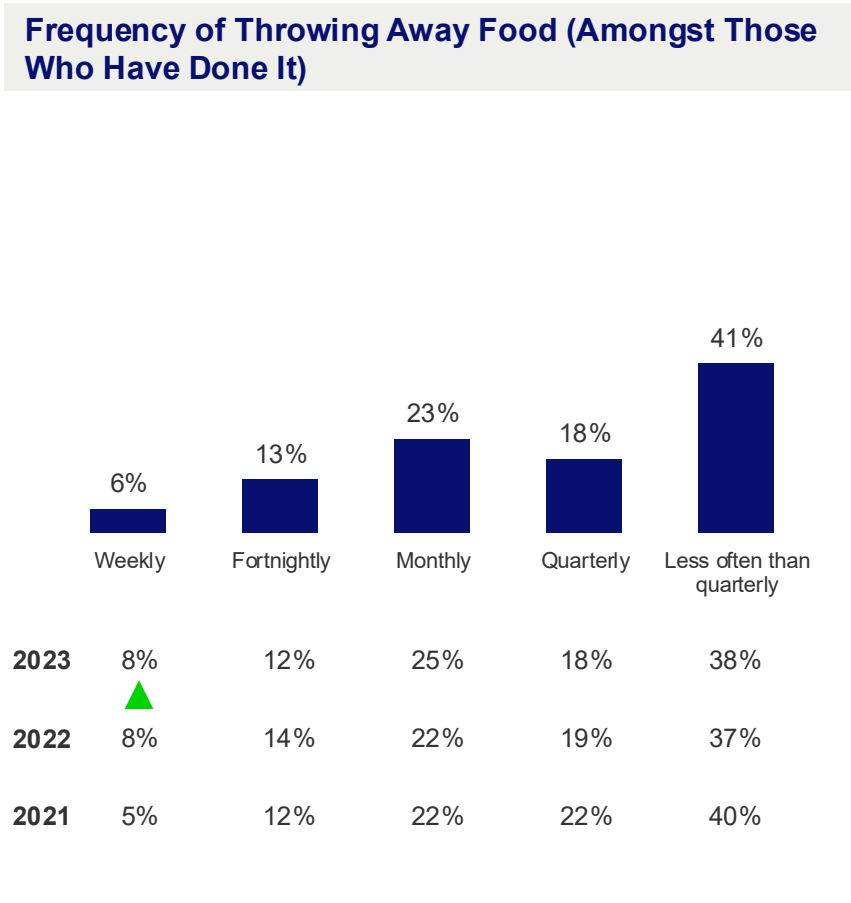
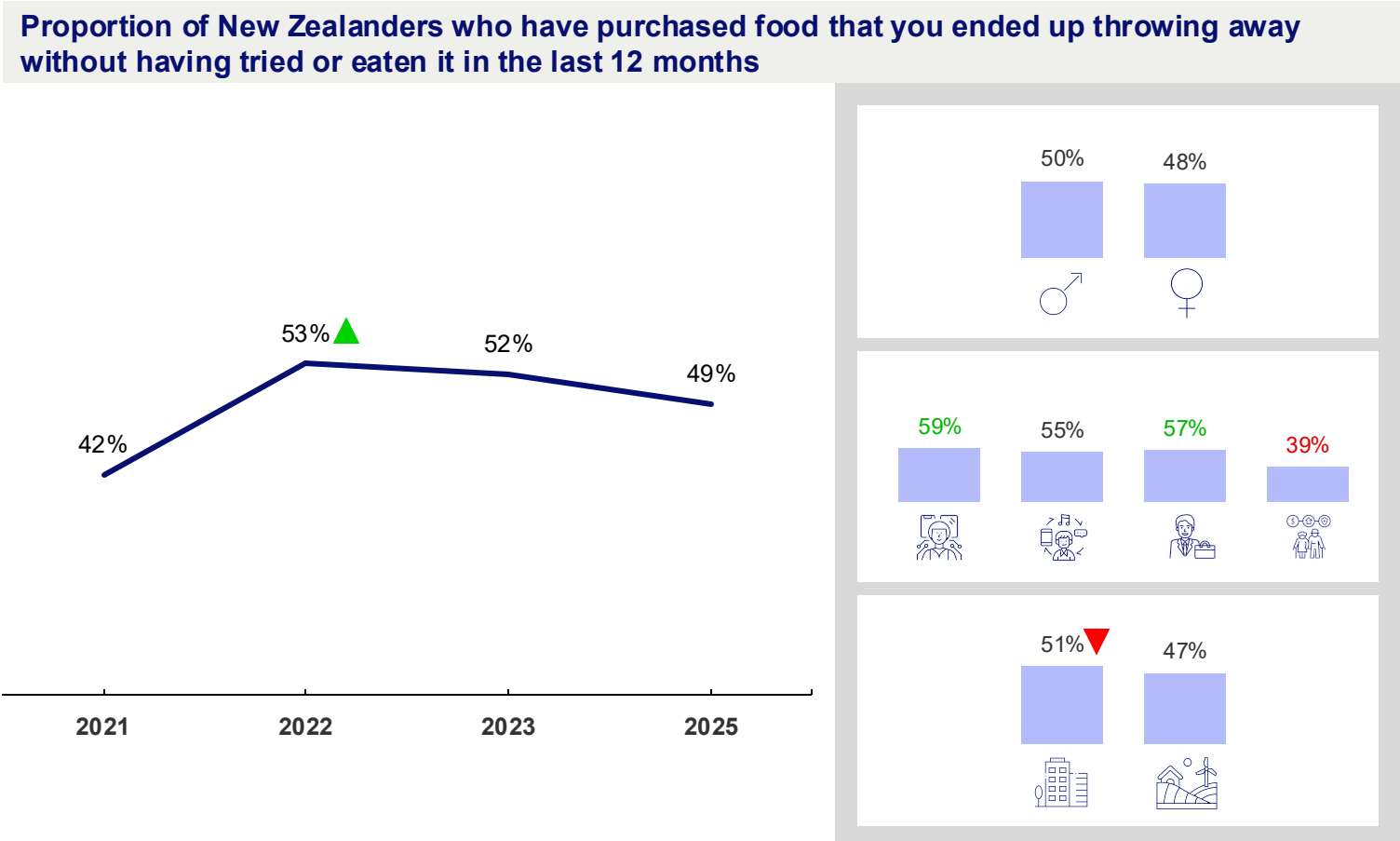


xx/xx Significantly higher/lower than total

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.



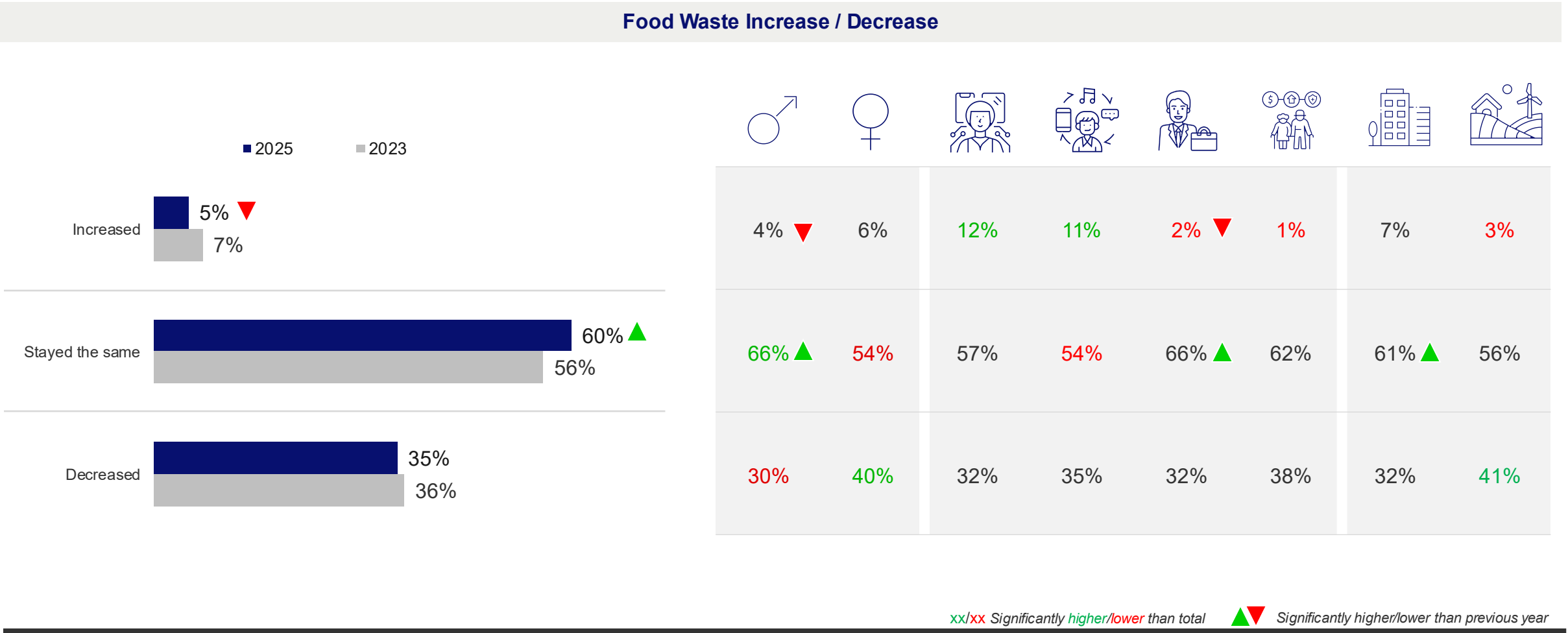
Almost half the population has thrown away food without tasting it in the past year, showing a decline since 2022, though it happens less than once every three months. It is still more prevalent in urban areas, but it is also declining.



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

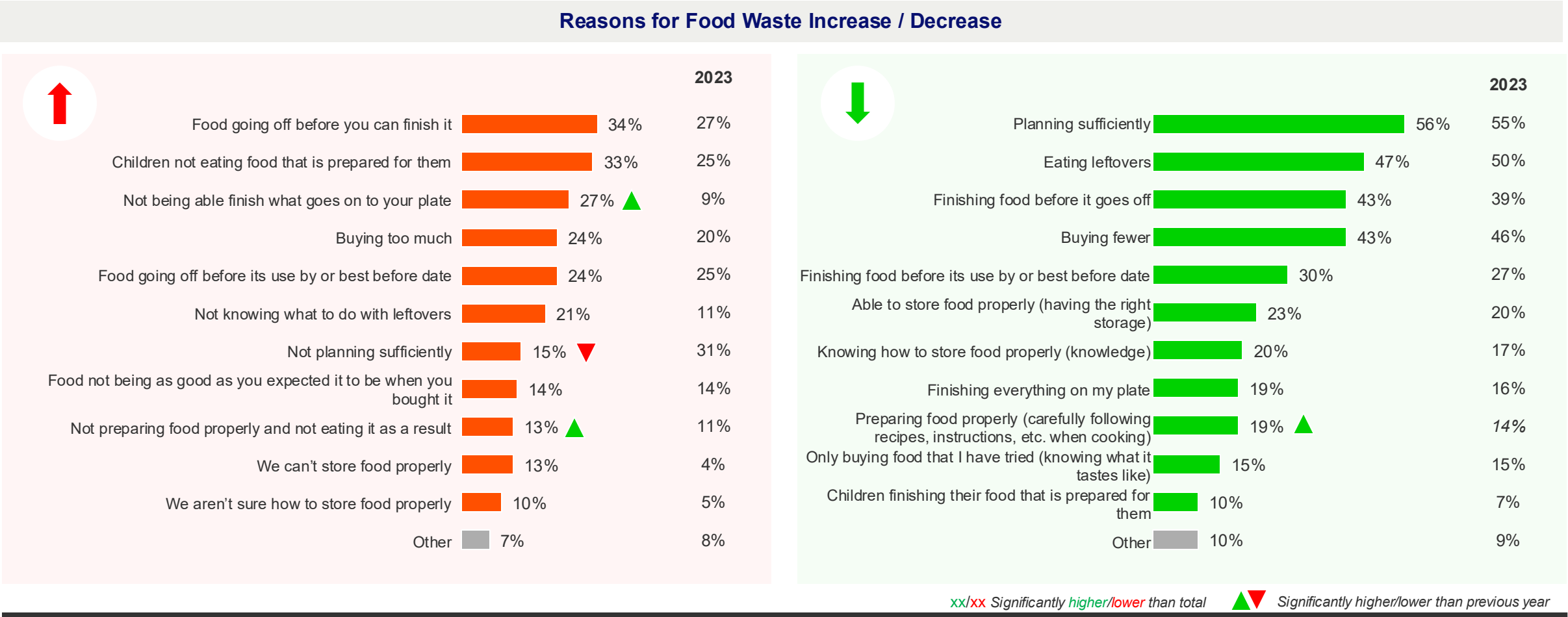
NOTES:
 1. Sample Total 2021 (n=1509), 2022 (n=1502), 2023 (n=1501), 2025 (n=1501)
 2. Q "Have you ever purchased food that you ended up throwing away without having tried or eaten it in the last 12 months?"
 3. Sample Those Who Throw Awat Food Without Trying 2021 (n=635), 2022 (n=775), 2023 (n=780), 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, while females seem to increase their waste.

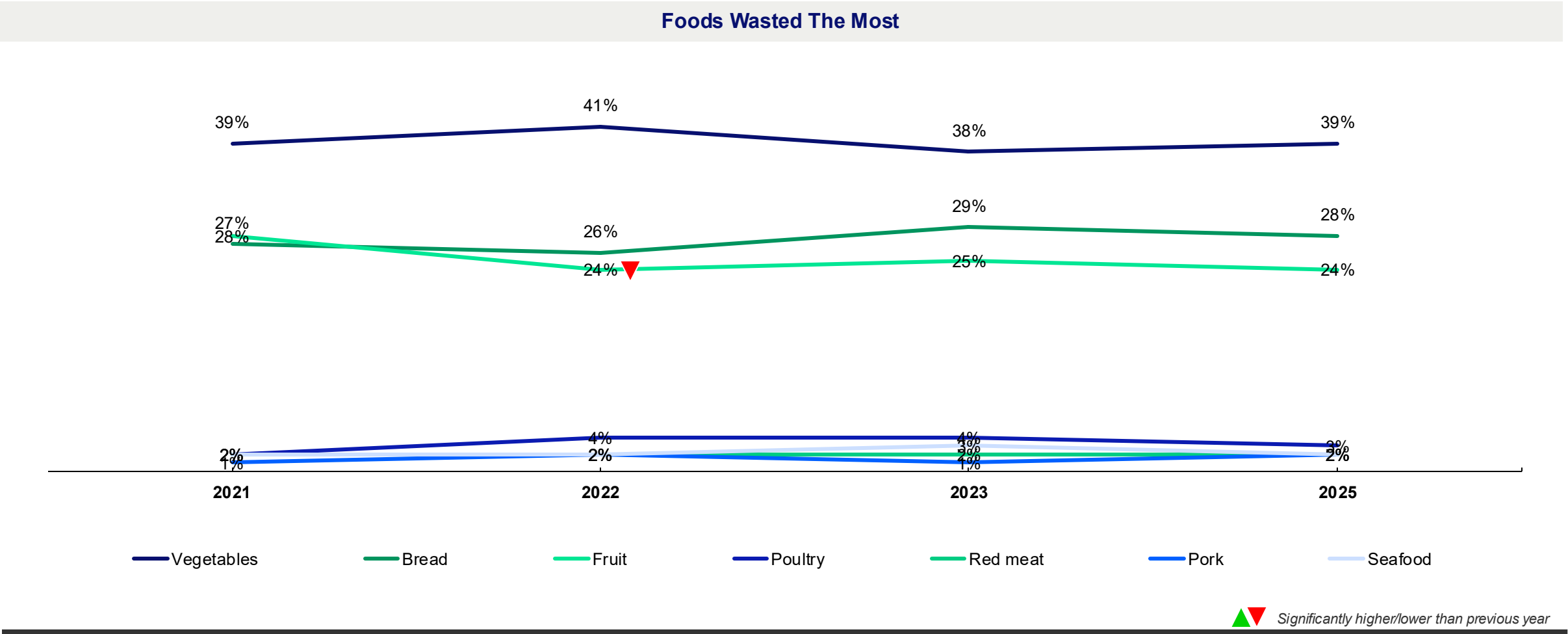


NOTES:
1. Sample Total 2023 (n=1501), 2025 (n=1501)
2. Q "In comparison to the last 12 months, do you think the proportion of food you waste in your household has increased, stayed the same, or decreased?" [New Question in 2023]

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.

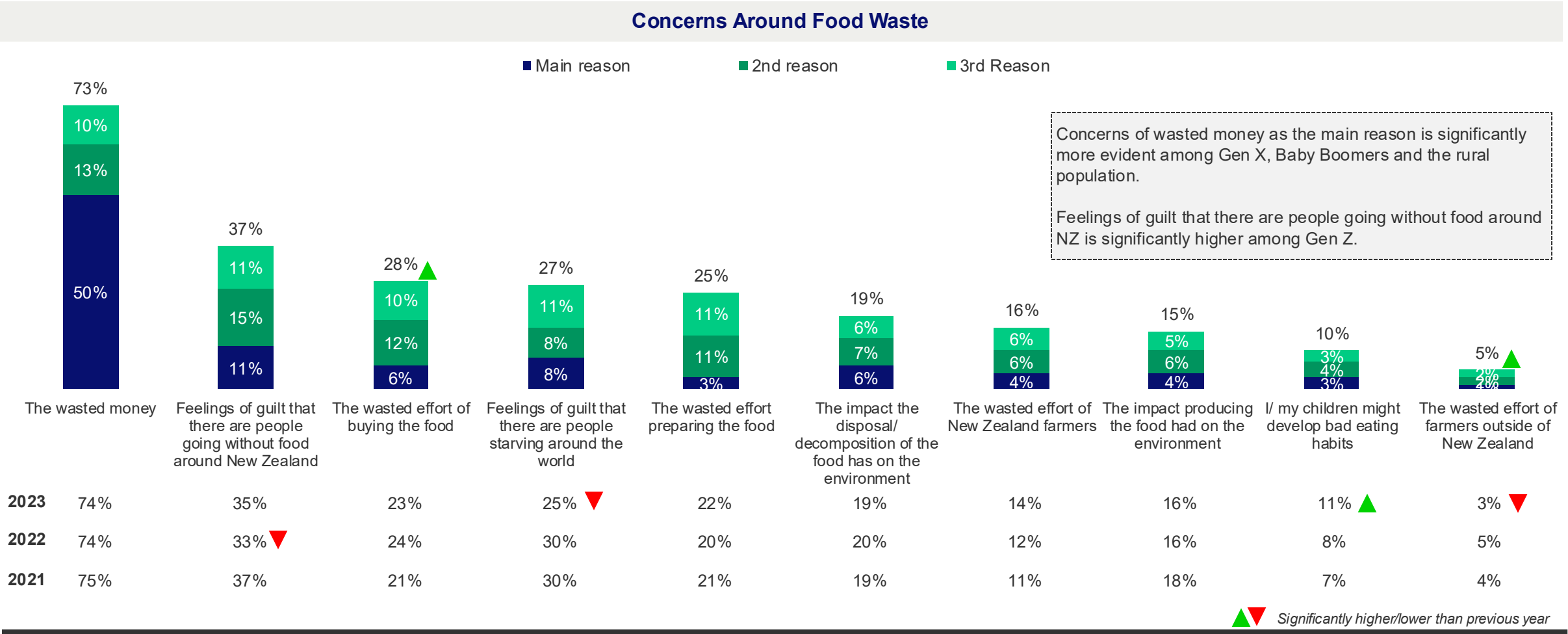


Vegetables, bread, and fruits remain the foods most frequently wasted in similar amounts to 2023.

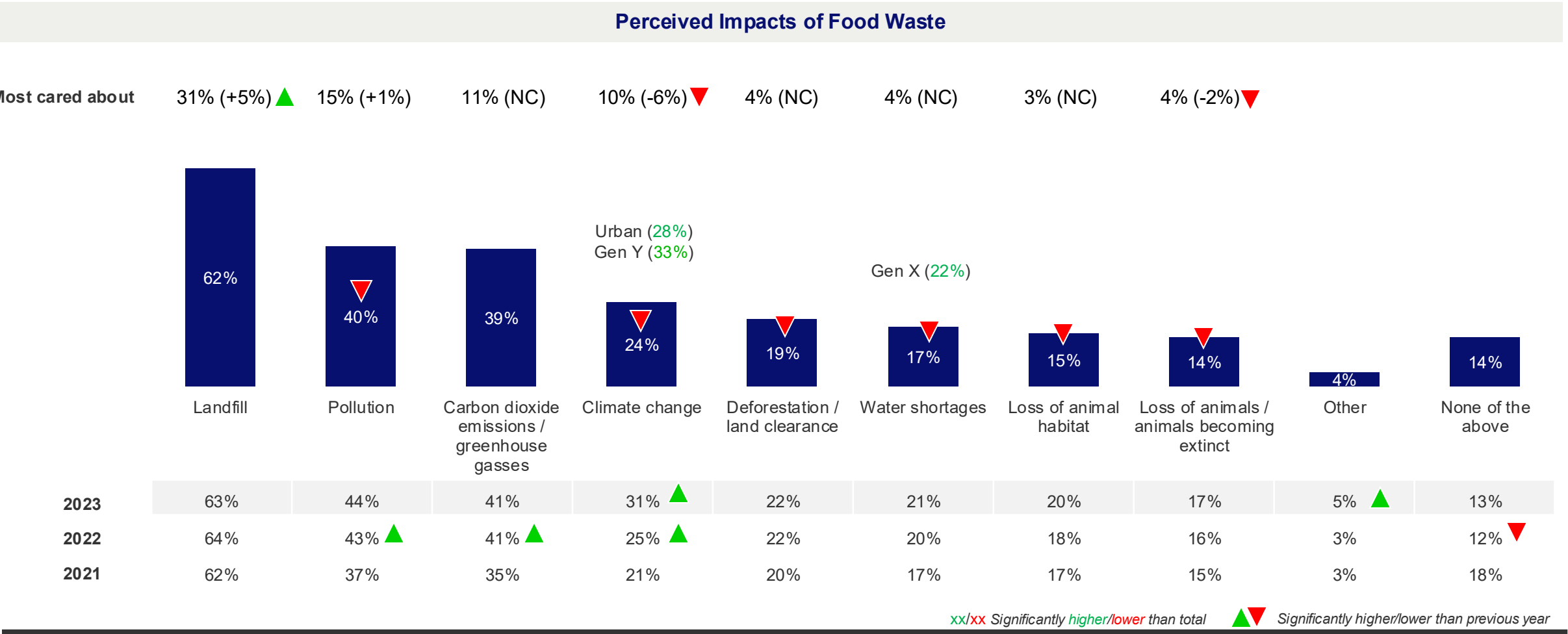


NOTES:
1. Sample Total 2021 (n=1509), 2022 (n=1502), 2023 (n=1501), 2025 (n=1501)
2. Q "What food do you waste the most?"

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.

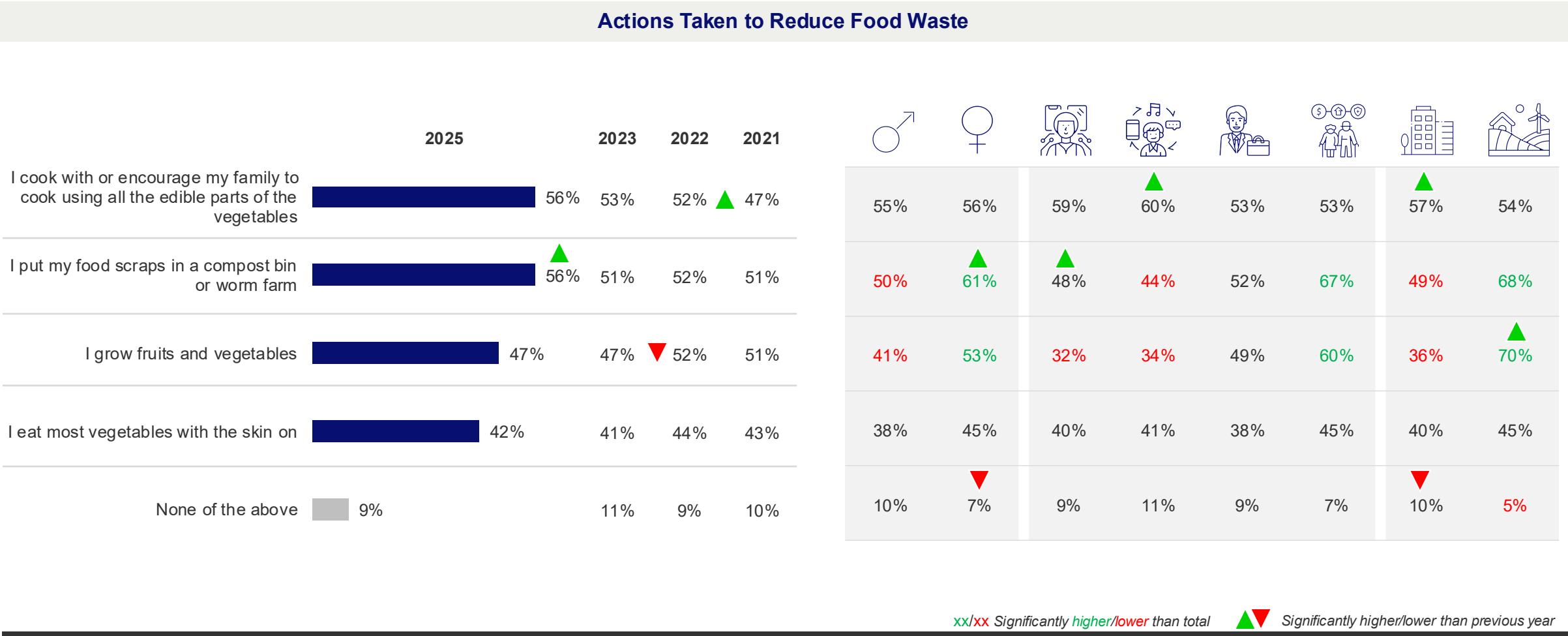


Landfills continue to be seen as the primary area affected by food waste. Although this concern remains steady, other related impacts are notably decreasing.

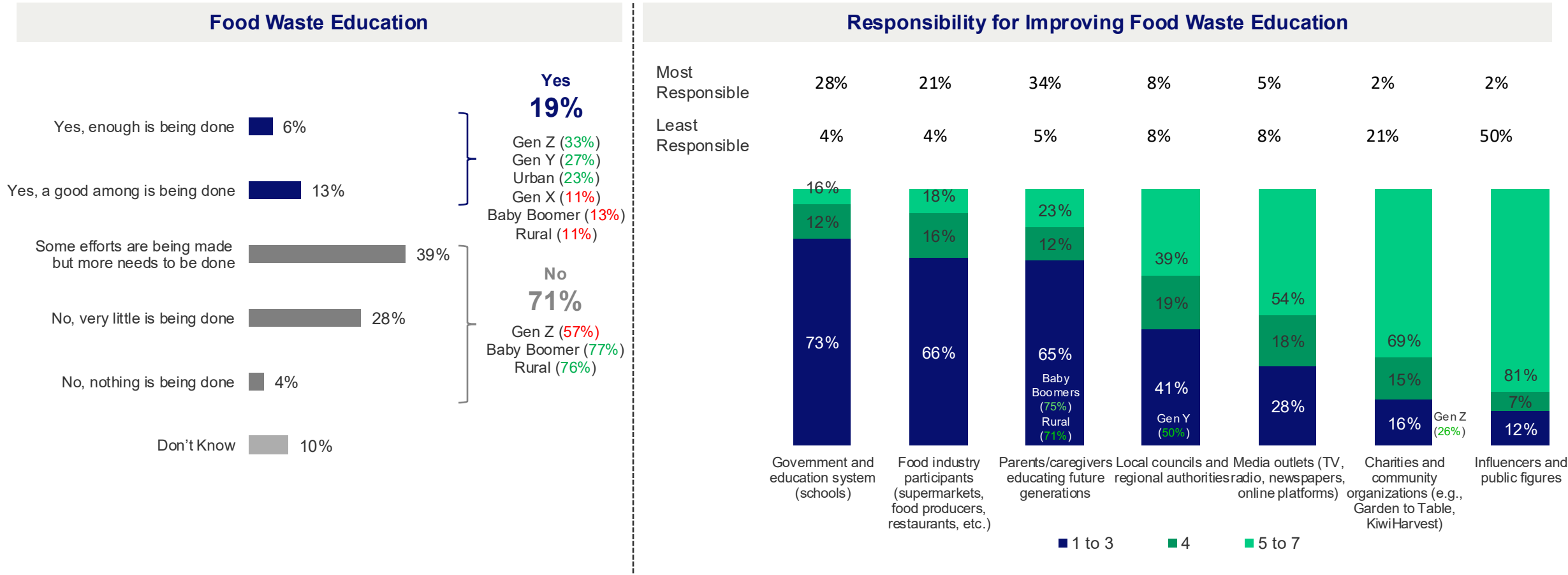


NOTES:
1. Sample Total 2021 (n=1509), 2022 (n=1502), 2023 (n=1501), 2025 (n=1501)
2. Q "What do you believe are the impacts of food waste?"
3. Q "And which of these impacts do you care about the most and the least?"

More individuals are composting food waste or maintaining worm farms—practices that are especially common among women, Baby Boomers, and those living in rural areas—while also preparing meals that use all edible portions of vegetables and promoting this habit to others.



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



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KANTAR

Level 1, 46 Sale Street, Auckland 1010

PO Box 33690, Auckland 0740

Phone (09) 919 9200

www.kantar.com

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