



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA  
DIPARTIMENTO DI SCIENZE E TECNICHE  
AGRO-ALIMENTARI

# FoodWaStop

Understanding household food waste: a global survey on perceptions.  
Quantification and key drivers

Cordoba

04-05 march 2025



## Methodology

The developed methodology adopts an approach inspired by behavioral economics and conducts a sample survey that collects consumer perceptions regarding their food choices, specifically observing:

- Purchasing behavior
- Diet
- Household food waste

## Methodology



**Sample size:** 900 respondents

**Target:** General population



CAWI

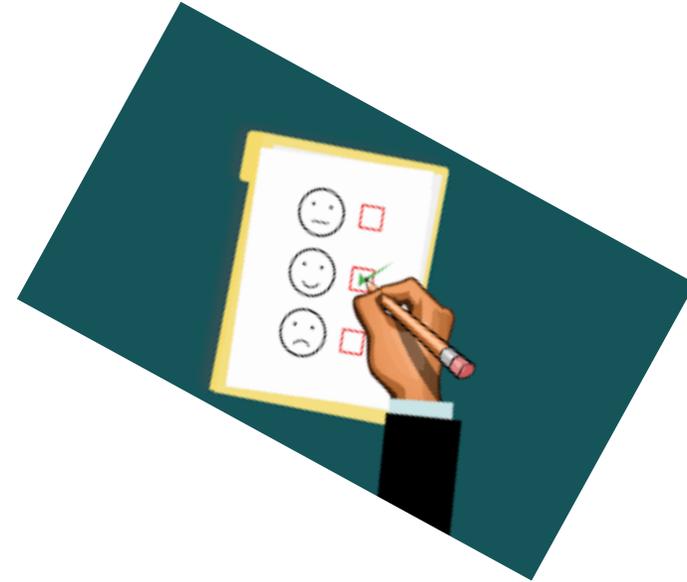
# Food Waste

## Questionary



Alamy Stock Photo

**59 countries  
from 5 continents**



**900 respondents**

# Food Waste

## Questionnaire

**MEASURING** VS. **ASSESSING**

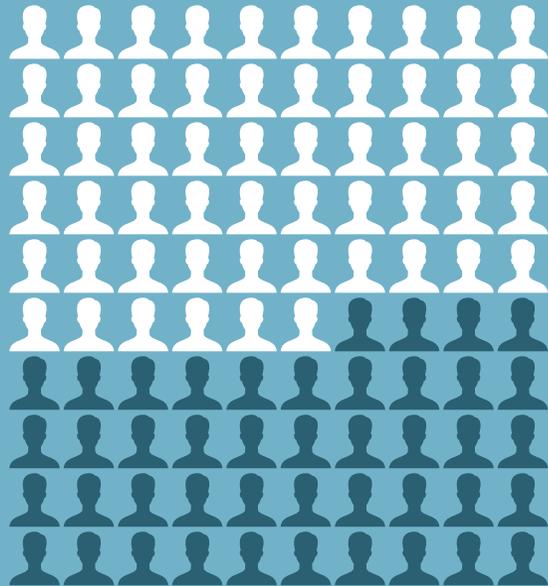
# Food Waste

What, how often, and why



## Food waste

The family's attention to food waste and their perception of not throwing away leftovers



**56%**

In the family,  
they are  
**extremely  
careful not to  
waste  
anything.**



**61%**

Wastes **MORE  
THAN** once a  
week

Base: Sample Total

## Food Waste

Individual food waste

# 1320,1 g

In the last seven days...



**39,8 gr**  
Vegetables



**42,3 gr**  
Fresh fruit



**34,1 gr**  
Fresh bread



**32,9 gr**  
Salads



**31,8 gr**  
Onions, garlic,  
tubers,

Think about the last SEVEN days, in your home, how many of the products have you thrown away?  
Base: Sample Total

# Food Waste

Profile of families that waste MORE and LESS

LOW  
EDUCATION

**+17%**

Younger  
Under 35

**+14%**

WITHOUT  
CHILDREN

**+12%**



**-19%**

WYTH  
CHILDREN

**-12%**

HIGH  
EDUCATION

**-11%**

“Less young”  
Over 35

Total average

**1320,1 g**

IN THE LAST SEVEN DAYS...

Think about the last SEVEN days, in your home, how many of the products have you thrown away?  
Base: Sample Total

# Food Waste

## Why MY FAMILY wastes food

Fruit and vegetables stored in the fridge or brought home go bad



42%

I forget about them, and they expire/spoil



37%

The food sold is already old



37%

I'm afraid of not having enough food at home



32%

There are too many special offers



32%

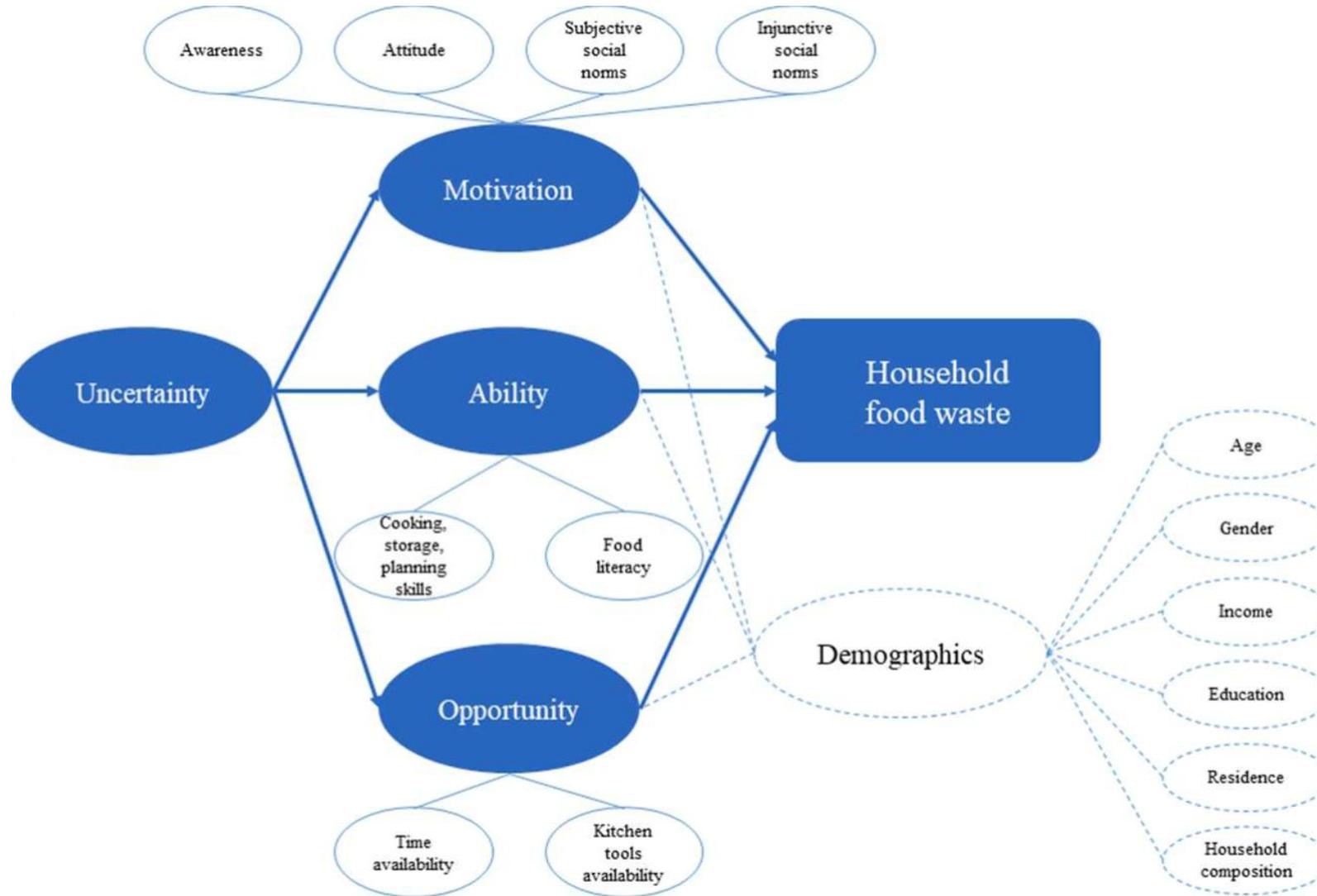
Base: Sample Total



# Understand household food waste

*Motivation-Opportunity-Ability (MOA)*

# Understand household food waste



## Understand household food waste

**Motivation** positive relation to Food Waste

More motivation more food waste

**Ability** negative relation to Food Waste

More ability less food waste

**Opportunity** positive relation to food waste

More opportunity more food waste

**Thank you for your attention**

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