



INSTITUTE FOR EVALUATIONS
AND SOCIAL ANALYSES

HOW DOES PACKAGING HELP CONSUMERS TO REDUCE THE QUANTITY OF FOOD WASTE?

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RESEARCH OBJECTIVES & BACKGROUND



To examine the extent in that the packaging characteristics impact the customer behavior and contribute to the food waste.

BIOMÜLL

METHODOLOGY



Sample size: **1.218 cases**

Sampling technique: **quota**

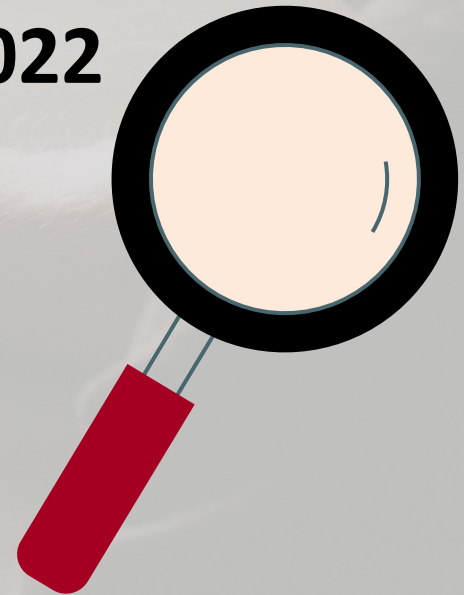
Timing: **February & March 2022**

Response rate: **56 %**

Definition of the population: **18–74 years**

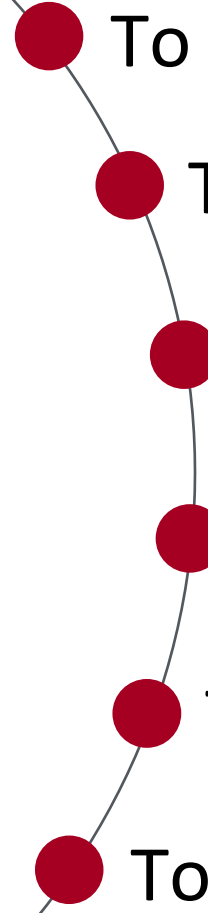
Unit of the analysis: **individuals**

Mode of data collection: **face-to-face interviews**



ROLE OF PACKAGING IN FOOD WASTE

FUNCTIONS OF PACKAGING

- 
- A decorative curved line with small grey dots at its ends, passing through the red circular markers.
- To protect the product (a content)
 - To enable easy-manipulation
 - To inform the customers
 - To promote the product (a brand)
 - To decrease the environmental impact
 - To make the consumption convenient

CONSUMPTION CHARACTERISTICS OF THE PACKAGING

- ▷ Closable (easy to re-close/re-open)
- ▷ Re-fillable (possible to re-use)
- ▷ Easy to split
- ▷ Understandable storage information
- ▷ Adequate size
- ▷ Helps the food to stay fresh
- ▷ Enables to monitor the content

RESEARCH RESULTS

BEHAVIORAL PATTERNS

AND ATTITUDES

FOOD WASTE BACKGROUND



Declared behavior

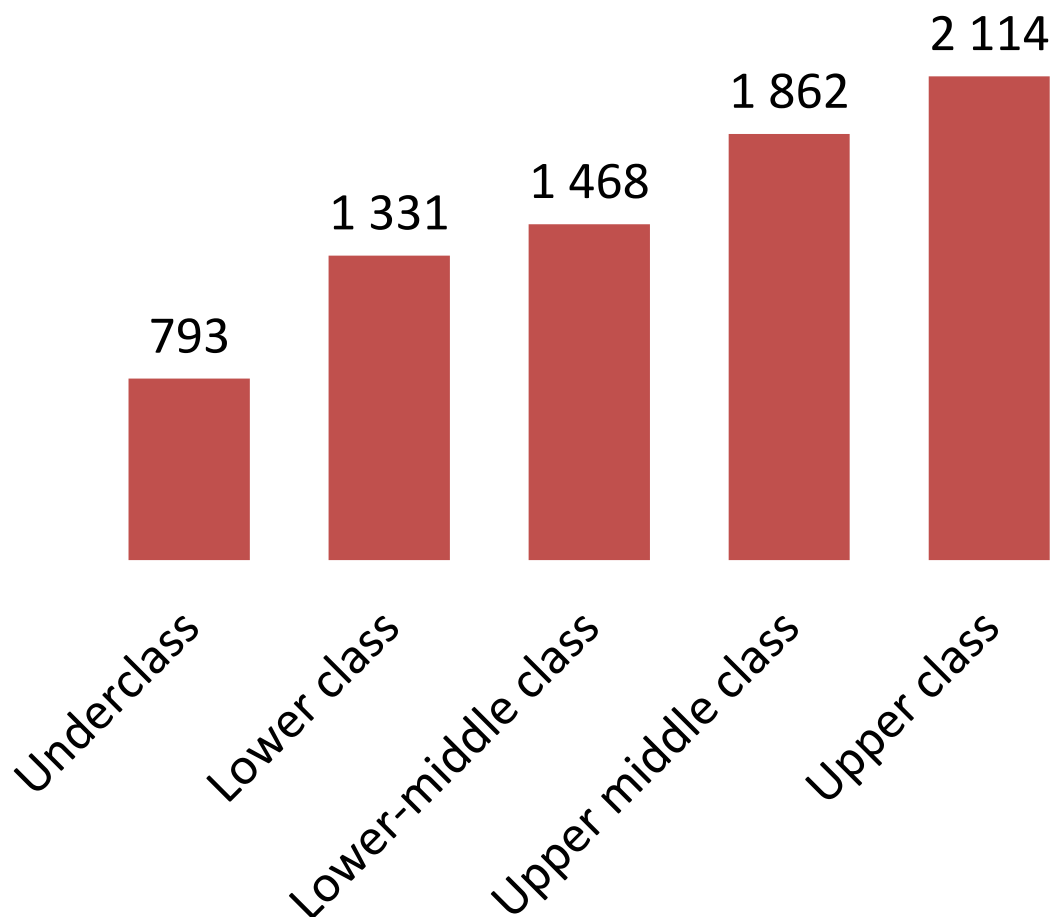
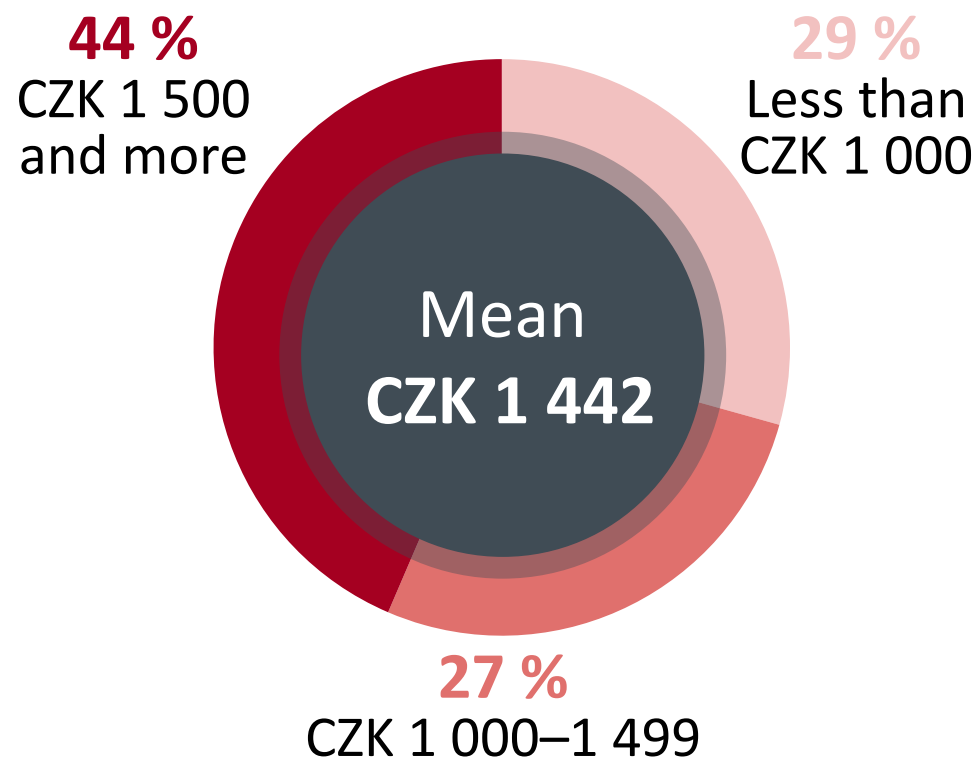
Attitudes toward food waste

Perceived importance of food waste

HOUSEHOLD SPENDING ON FOOD (WEEKLY AVERAGE)



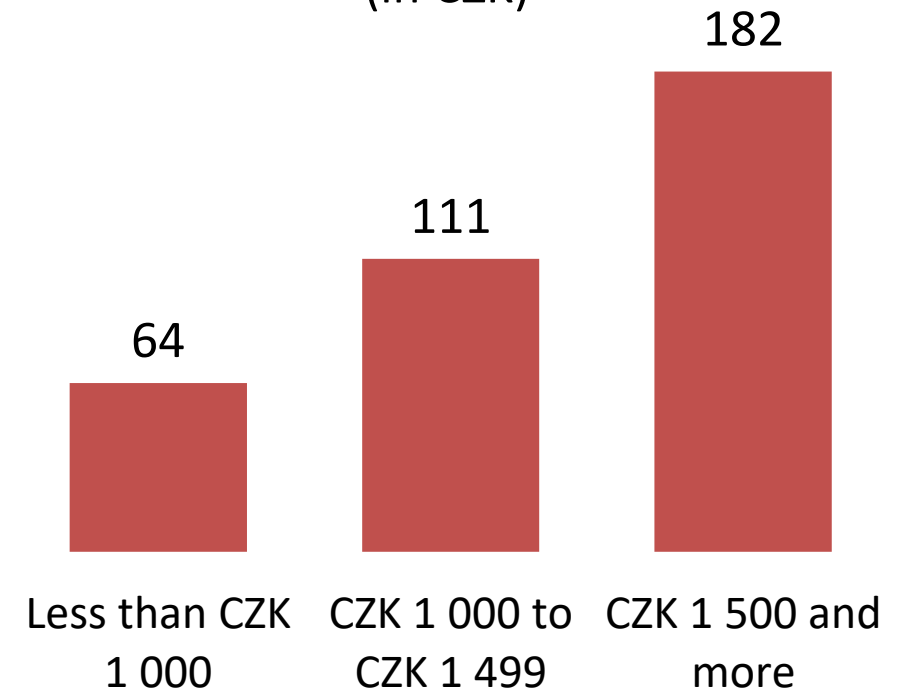
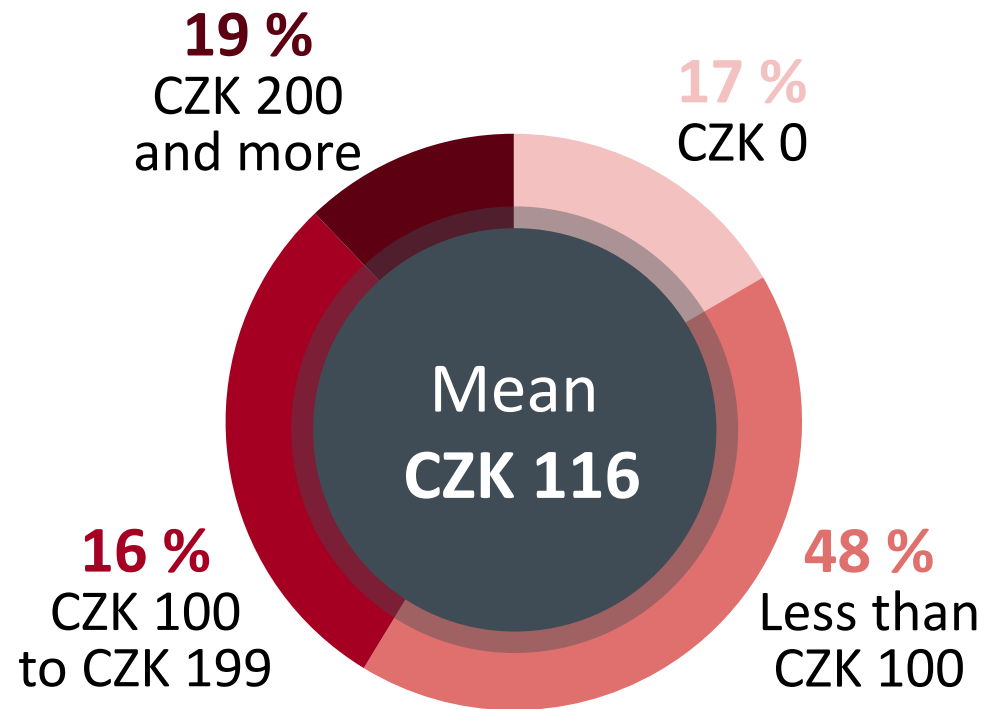
SOCIO-ECONOMIC STATUS
(in CZK)



ESTIMATED VALUE OF FOOD WASTE (HOUSEHOLD WEEKLY AMOUNT)



WEEKLY HOUSEHOLD SPENDING ON FOOD (in CZK)



FOOD WASTE BACKGROUND

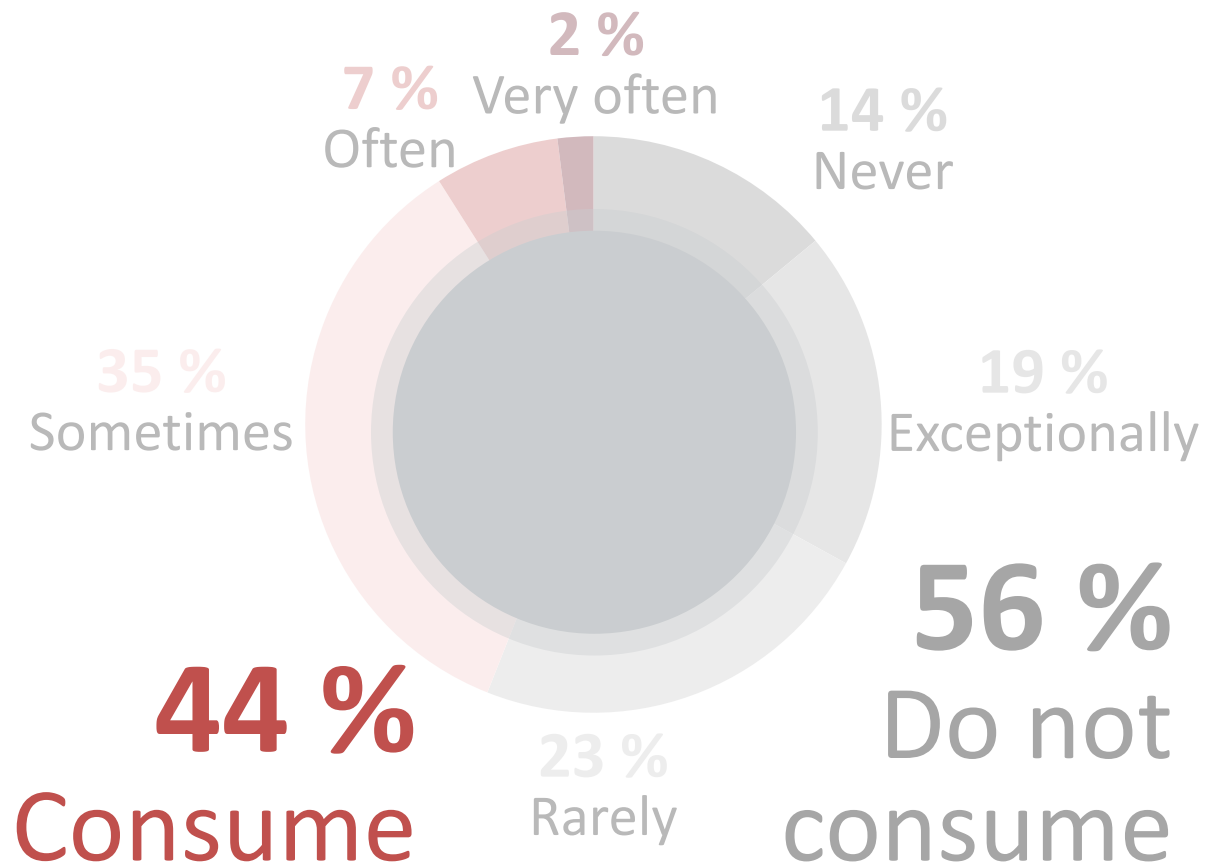


Declared behavior

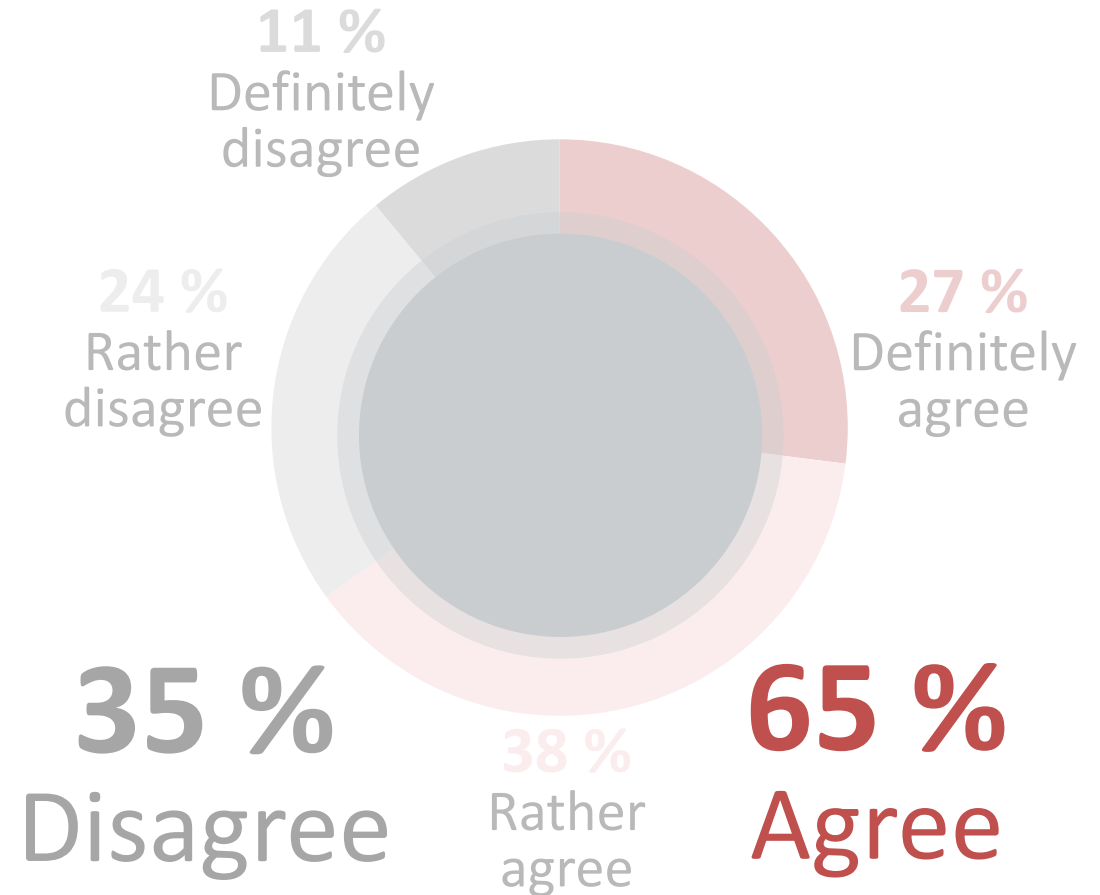
Food waste attitudes

Perceived importance

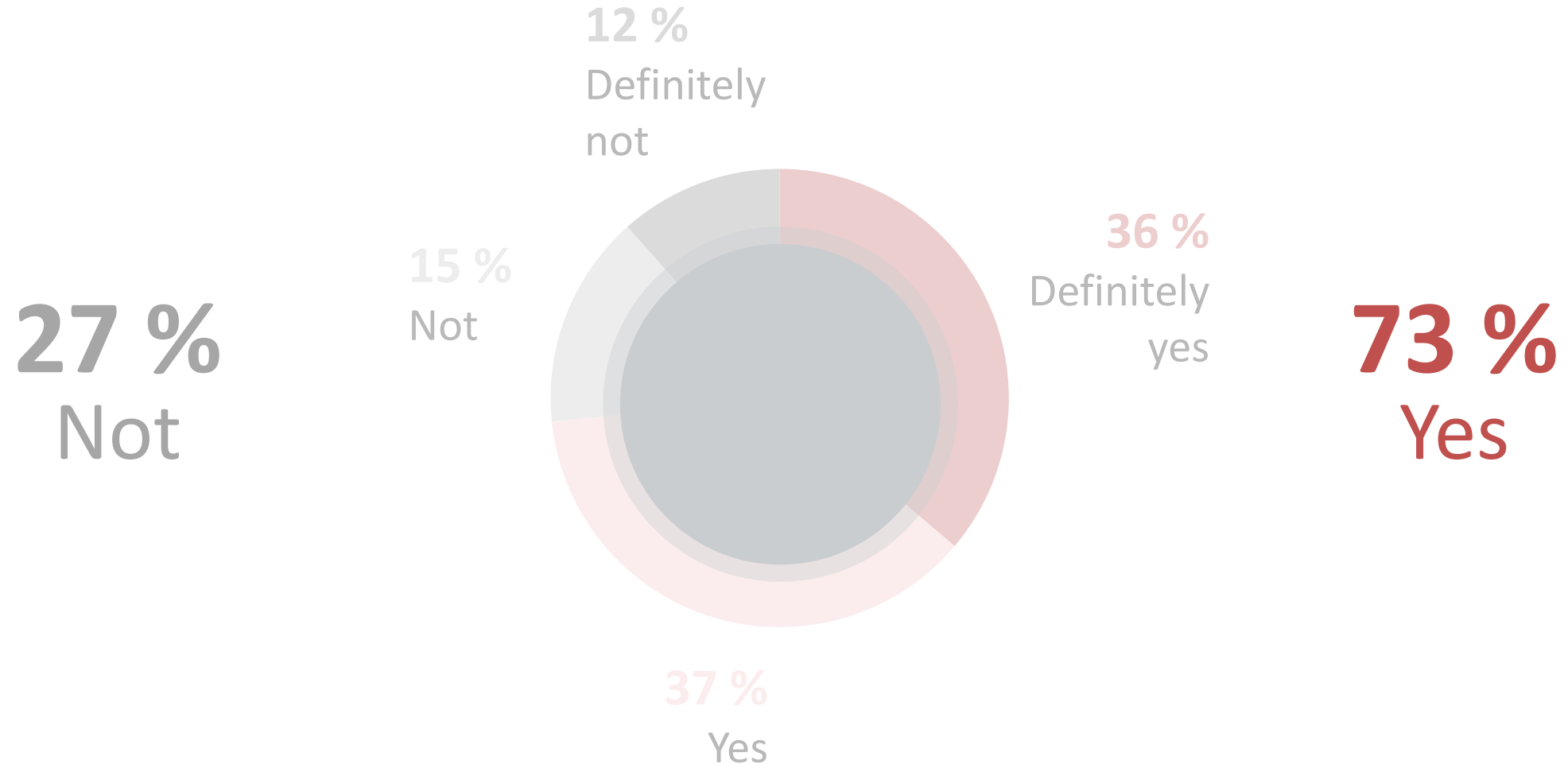
**„I CONSUME EVEN BEYOND
THE EXPIRATION DATE IF THE
FOOD STILL LOOKS GOOD.“**



**„FOOD WASTE IS NOT A
PROBLEM BECAUSE MOST
OF IT IS BIODEGRADABLE.“**



INTEREST IN INFORMATION ON PROPER FOOD STORAGE



Source: INESAN (2022)

FOOD WASTE BACKGROUND

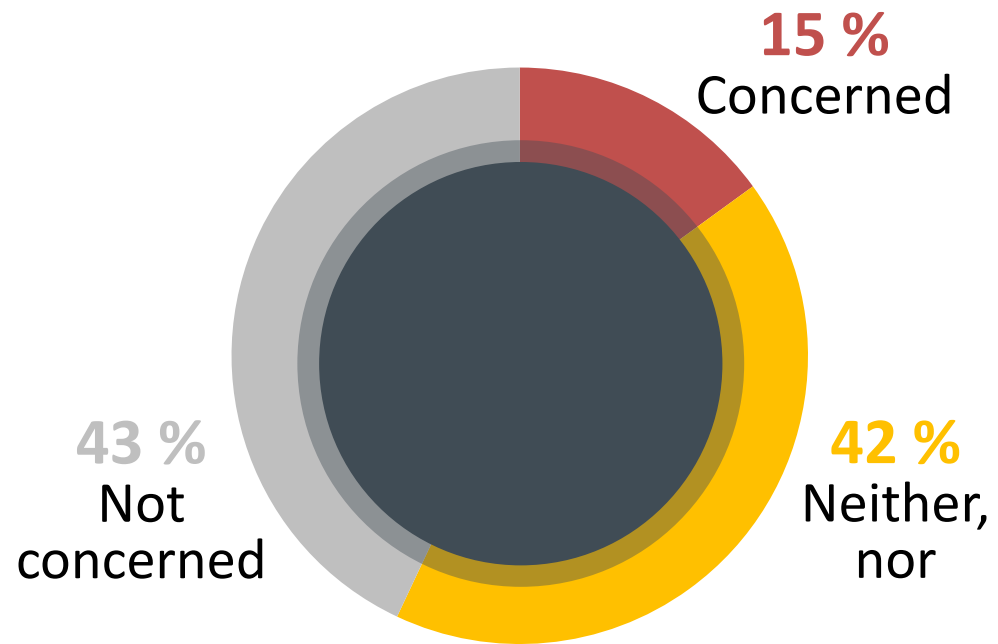


Declared behavior

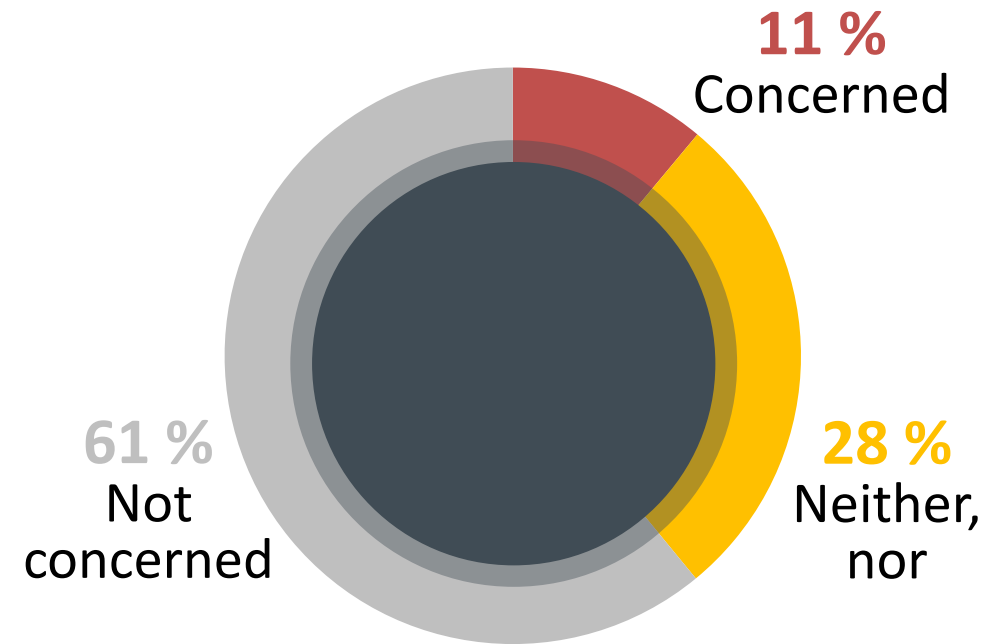
Food waste attitudes

Perceived importance

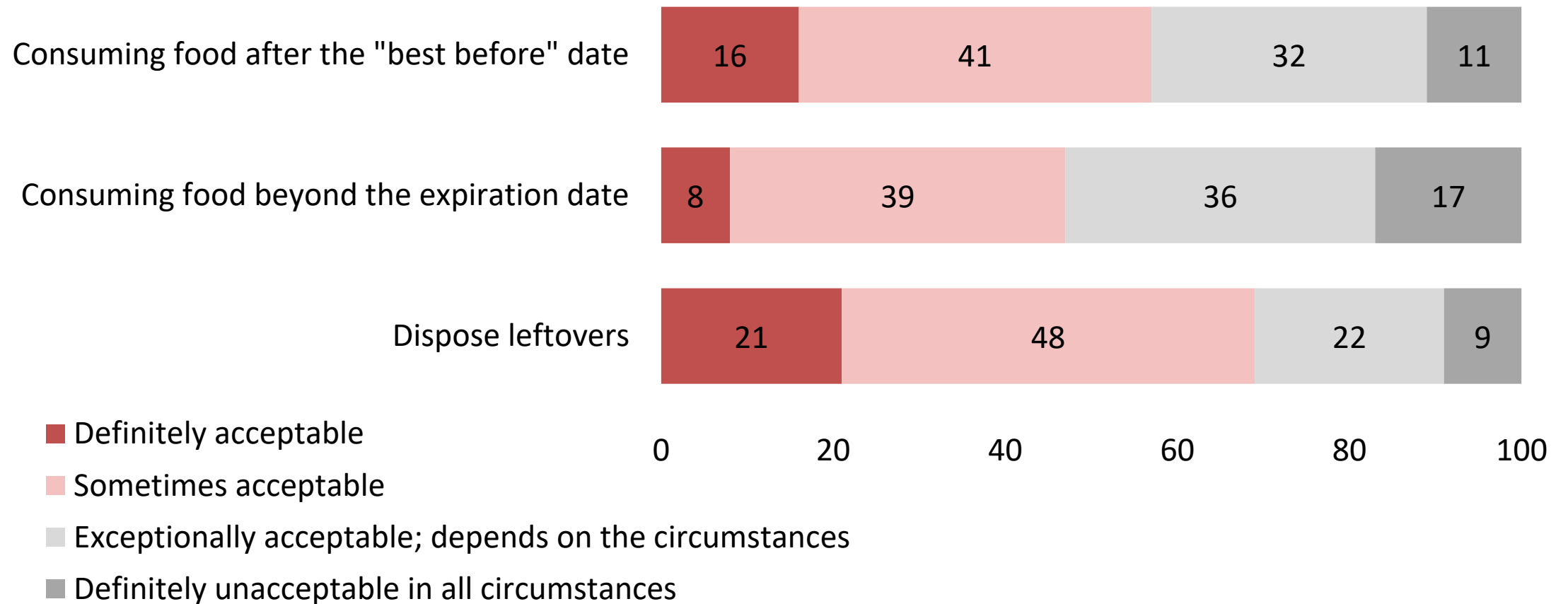
CONCERNS ABOUT FOOD WASTE



CONCERNS ABOUT EXCESSIVE PACKAGING



BEHAVIORAL PATTERNS TOLERANCE



Source: INESAN (2022)

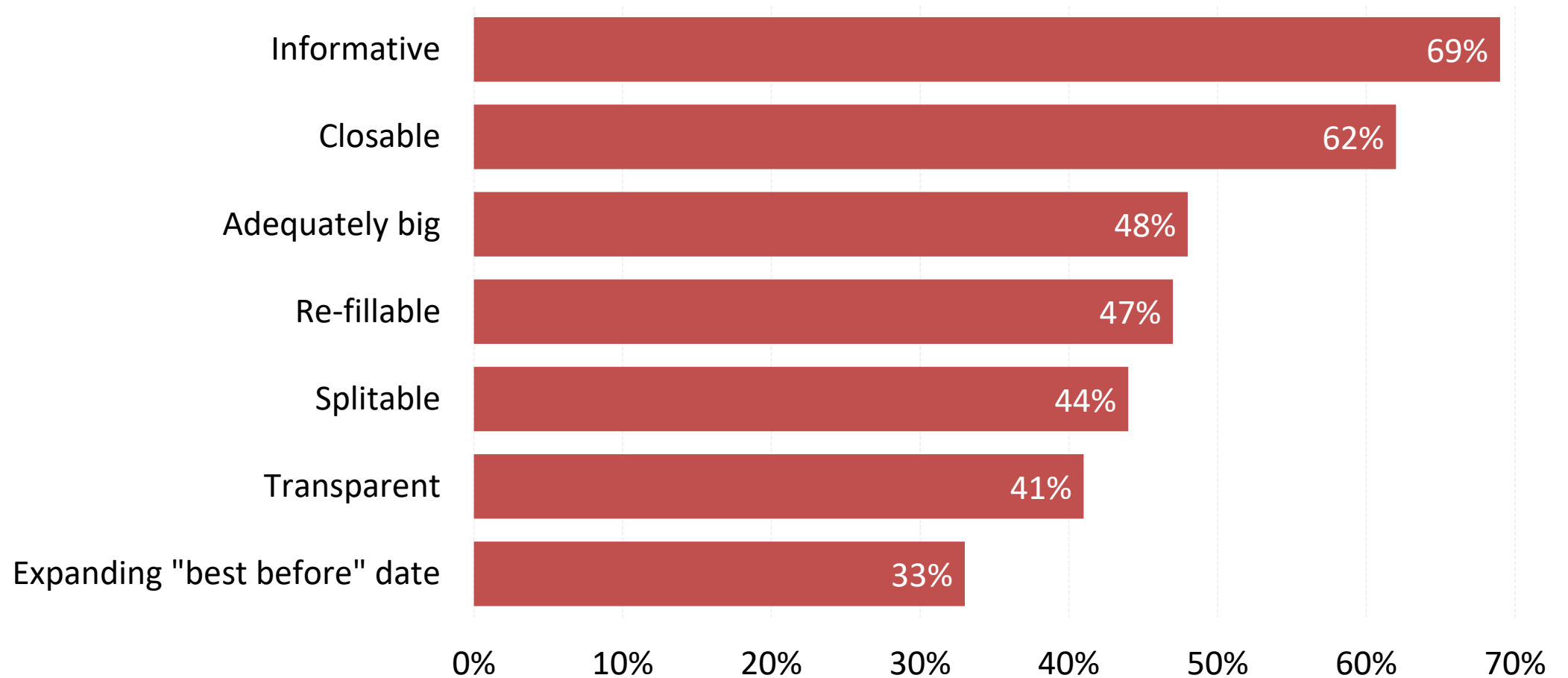
RESEARCH RESULTS

PACKAGING

CHARACTERISTICS

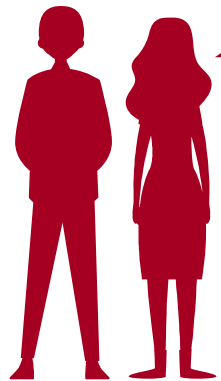
PERCEPTION

EVALUATION OF PACKAGING CHARACTERISTICS



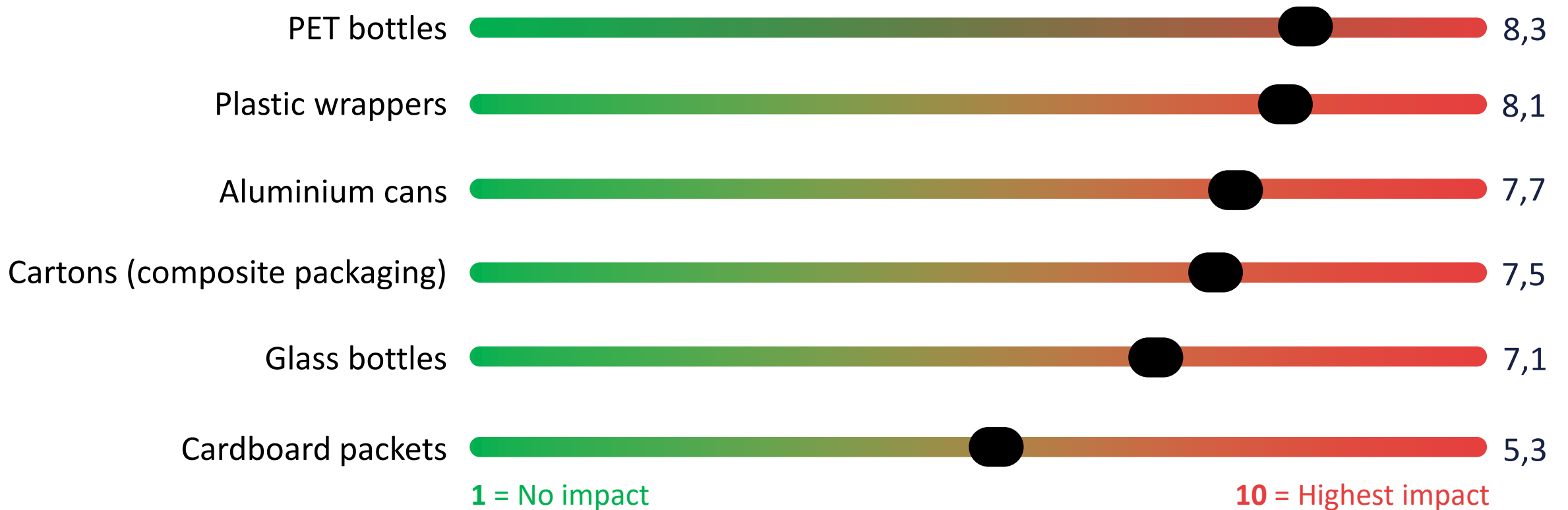
Source: INESAN (2022)

SPONTANEOUSLY MENTIONED REASONS FOR PACKAGING-RELATED FOOD WASTE



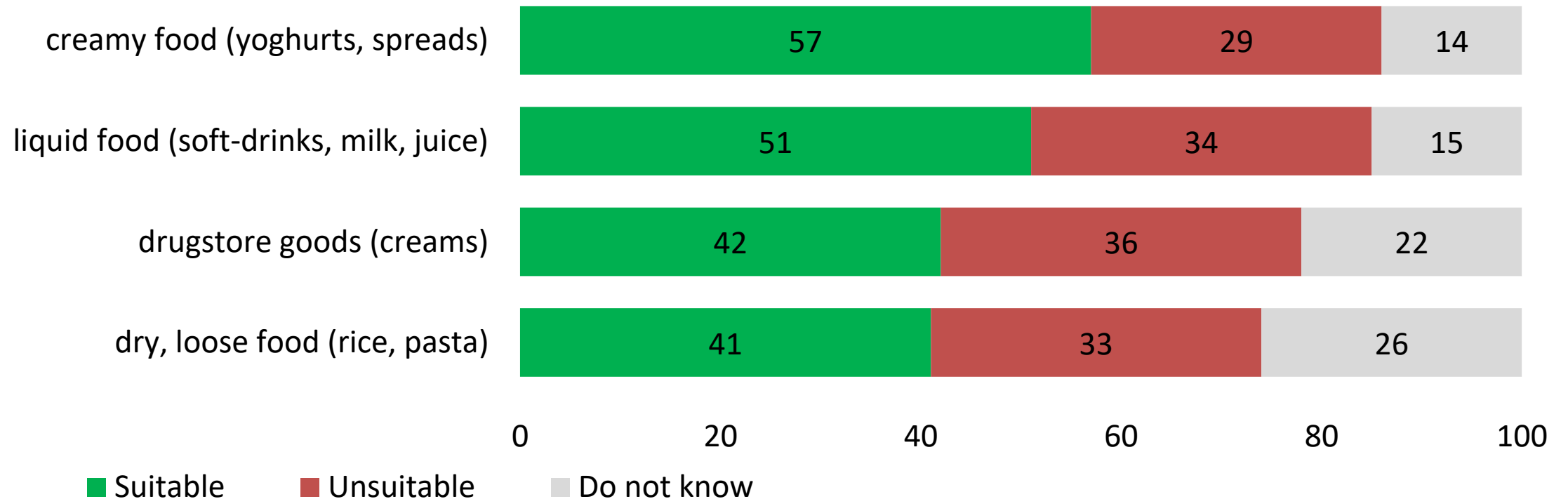
28 % cannot be re-closed/re-opened
17 % difficult to empty
12 % negative impact on taste
8 % inappropriate size
5 % content cannot be monitored

PERCEIVED NEGATIVE IMPACT OF SELECTED PACKAGES ON THE ENVIRONMENT



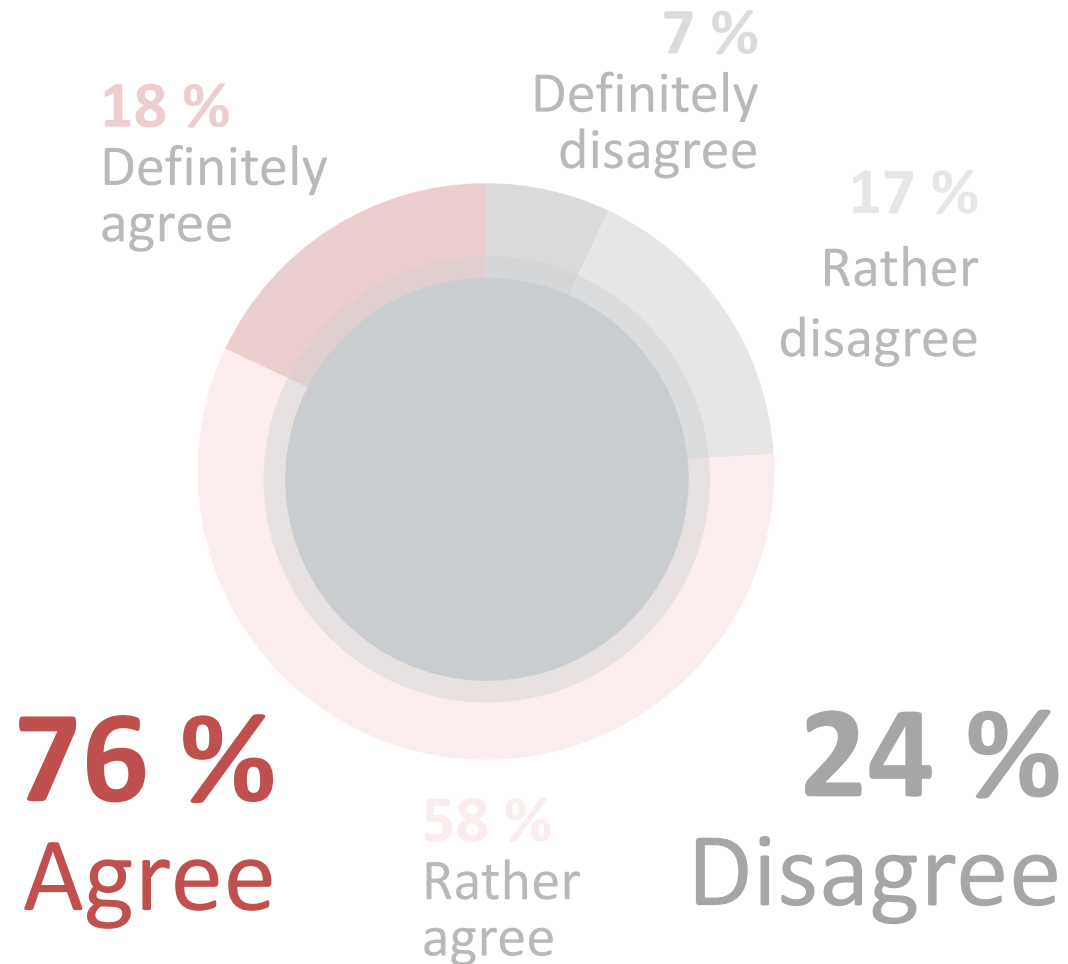
Source: INESAN (2022)

PERCEIVED SUITABILITY OF PLASTIC PACKAGES FOR SELECTED PRODUCTS

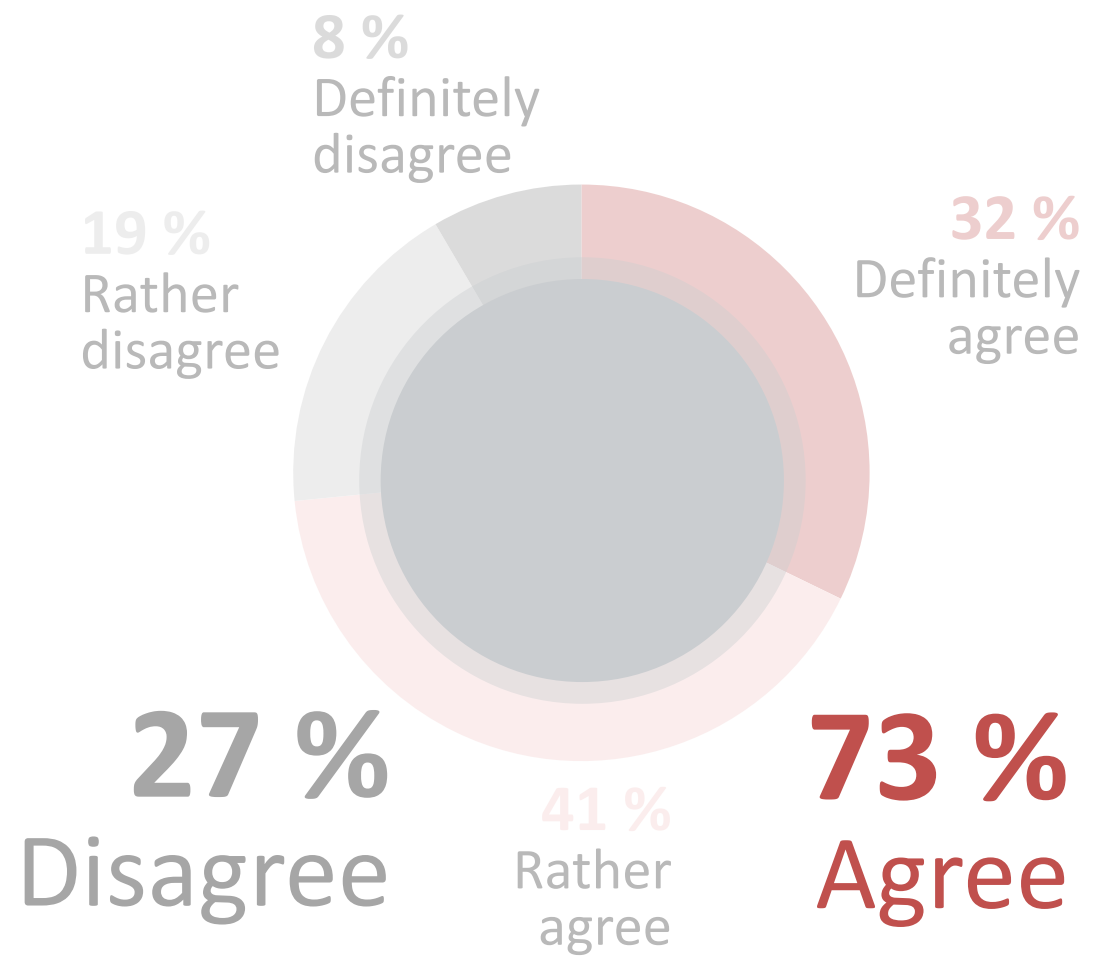


Source: INESAN (2022)

„STORING FOOD IN THE ORIGINAL PACKAGE KEEPS IT FRESH FOR A LONGER TIME.“



„PACKAGING HELPS TO REDUCE THE AMOUNT OF WASTED FOOD.“



The background of the slide is a photograph of recycling bins. On the left, a green bin is partially visible with the word "BIOMÜLL" printed on its side. To the right, a blue plastic crate is filled with various food items, including bananas, a head of lettuce in a clear plastic bag, and some packaged meat. The entire image has a semi-transparent red overlay.

SUMMARY AND CONCLUSIONS

CONCLUSIONS

- 1 Packaging characteristics are an important determinants of the food waste.
- 2 Most of the customers agreed that packaging may help to reduce the food waste.
- 3 Plastic packaging is believed to have an negative impact on the environment however, it is perceived as convenient, reusable and easily recyclable.
- 4 Consumers require additional information on the packages.

DISCUSSION & LIMITATIONS

01

Reported (declared) behavior might be biased

02

Respondents did not properly distinguished total food waste from packaged-food waste

03

Structural background and behavioral patterns of households are important



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