SAVE FUL®

Food Savings Report

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The importance of saving food

Australian households have an opportunity to make a meaningful impact on their own lives and the environment by embracing food savings. Each year, over 7.6 million tonnes of food are discarded nationwide, with households contributing more than a third of this total (Van Biene et al., 2021). Consumers understand their households discard some foods, but they tend to underestimate the actual amount (Haque et al., 2022). This suggests people may recognise the importance of saving food, but overlook the potential to improve their own habits, and underestimate how much they could be saving (Fight Food Waste CRC, 2019).

This presents an opportunity for consumers to generate considerable benefits. By making small, mindful changes in how they shop, store, and consume food, households may be able to save up to $2,500 annually (Van Biene et al., 2021). Australians are experiencing cost-of-living pressures, with the price of food a major contributor (ABS, 2025e). Financial savings achieved through saving food can be redirected toward other goals identified by household members. Beyond the financial rewards, saving food helps conserve valuable resources like water, energy, and labour that go into food production. It also supports a healthier planet by reducing methane emissions from landfills—a greenhouse gas with over 28 times the warming potential of carbon dioxide (Ayodele et al., 2020). Every meal that is saved represents a step toward a more sustainable and resilient future.

Individuals with greater food knowledge and well-developed cooking skills are more able to maximise food savings (Romani et al., 2018). Higher levels of food literacy enable consumers to interpret storage labels accurately and apply effective storage techniques, which extend the shelf life and quality of food (Aschemann-Witzel et al., 2015). Cooking skills play a vital role in promoting efficient food use. Those who feel confident in the kitchen are more likely to plan meals thoughtfully, repurpose leftovers creatively, and adapt recipes to suit available ingredients. Skills such as meal planning, portion control, and inventive cooking have been linked to more sustainable household food practices (Hebrok & Boks, 2017). Regular engagement with cooking fosters a deeper appreciation for food and the effort involved in its preparation. This heightened awareness encourages mindful consumption and supports long-term food savings (Quested et al., 2013).

When households are equipped with tools to track and understand their food use, they become more mindful of their habits and are more likely to embrace strategies such as meal planning, proper storage, and creative use of leftovers to maximise food savings (Aschemann-Witzel et al., 2015).

Saveful is an Australian app designed to help households save food and save money. It enables users to turn everyday ingredients into meals using chef-created flexible recipes that can be personalised based on ingredients they have, personal preferences and dietary requirements, provides smart storage tips, and personalised cooking hacks. The app provides feedback on the estimated amount of food saved, estimated cost savings, and the estimated likely amount of emissions avoided. As a free and accessible app, Saveful empowers households to manage food more efficiently and understand the contribution of food-saving behaviour to their budget and to the environment.

The app offers rewards like Qantas Frequent Flyer Points and Green Leaf badges, which have the potential to make sustainable habits more engaging. In addition, Saveful has created a collaborative network of partners from corporate Australia that is building momentum around food savings. This is an important activity to create collective action and drive greater impact across Australia, which is needed to enable Australia to respond to the United Nations' Sustainable Development Goal of halving global food waste by 2030 (United Nations, 2015).

Saveful offers an innovative solution to assist households to save food. By cultivating food literacy, culinary skills, and the flexibility to make meals using ingredients they already have, Saveful can assist individuals in taking meaningful steps toward enhancing both economic and environmental outcomes. Importantly, Saveful promotes a positive message about saving food. This stance can be more motivating and empowering, increasing confidence and capability, and enhancing memorability and engagement. Adopting a positive message frame can encourage behaviour change because it taps into how people process information, make decisions, and respond emotionally. Through awareness building and provision of practical strategies, Saveful can take consumers on a journey to transform the narrative from wastefulness to abundance, making food savings a part of everyday life.

User engagement with the Saveful app provides an opportunity for greater understanding of how households utilise food. Through the collection of household surveys capturing weekly food use, Saveful has amassed data representing households' reported use of several staple foods, weekly cooking frequency, and food waste. All Saveful users had the opportunity to complete weekly surveys, incentivised by the offer of Qantas frequent flyer points for completing four surveys. This report presents an analysis of this data, providing insight into household food use, and through this understanding, identifying the potential for these households to generate food savings through the use of the Saveful app tools.

When users interact with Saveful by identifying ingredients they already have in their fridge and pantry, and preparing meals using Saveful recipes, they can save

food. Over time, this can lead to meaningful budget savings and more efficient food use. This report presents an analysis of the data generated when users engage with Saveful features, describing food savings reported through the app, and identifying how these savings may be replicated with optimised and increased use of the app.

Understanding the financial implications of food waste is essential to appreciating the full value of food savings. When food is discarded, households not only lose the money spent on groceries but also the embedded costs of production, transport, and disposal. These hidden costs accumulate across the supply chain and contribute to significant economic losses at the national level. By estimating the cost per kilogram of food waste and applying inflation-adjusted figures, the potential savings available to households and the broader community can be quantified. This report presents cost estimates that highlight the tangible financial benefits of food savings, reinforcing the importance of tools like Saveful in helping households make smarter, more sustainable choices.

The potential for food savings

Throughout 2024 and 2025, Saveful users were able to complete weekly surveys about their food use. In each weekly survey, Saveful users reported how many times they cooked a meal in the past seven days. They reported how much food ended up in their bin or compost, specifically how much fruit (pieces), vegetable (pieces), dairy (litres), bread (loaves), meat (kilograms), and herbs (bunches). Additionally, they reported how often they cooked during that week, the number of cupfuls of scraps that were generated when cooking their most recent meal, and the number of leftover meals (measured in 500ml containers) that were thrown away or composted. This data provides a contemporary view of food loss within Australian households, across several common fridge and pantry foods, as well as insight into cooking frequency and food losses through cooking. These insights identify the potential for food savings and can be used to support refinement of tools such as the Saveful app to encourage households to save food.

This survey data was paired with demographic data (household composition and postcode), which is captured when users sign up to the app. Then postcodes were linked to national data to characterise a user's location by State and remoteness. The Index of Relative Socio-Economic Advantage and Disadvantage (IRSAD) ranks areas within Australia from most disadvantaged (decile 1) to most advantaged (decile 10) based on postcode. This index was used to estimate users' level of advantage, based on their location, and then users were grouped into categories of low, middle and high income. Finally, a one-year period of data was selected for each user, commencing from the first weekly survey they completed.

Who completed weekly surveys

Within a one-year period, **32,050 surveys** were completed by **10,699 users**. Not all Saveful users completed a survey, and the number of surveys completed by each user who did opt to complete surveys varied, as shown below.

Table 1: Survey completion frequency

1 survey	2-3 surveys	4 surveys	5 or more surveys
40%	15%	40%	5%

Within the group of users who completed surveys, there were many household types represented, from single adult households to large families. All States and Territories were represented, as were users located in major cities, regional areas,

and some in remote areas. Users from high, middle and low income areas were represented within the survey group. On average, there were **2 adults** and **0.5 children** in each of these households. The characteristics of survey respondents are shown in Table 2 below.

Table 2: Characteristics of survey respondents

	Frequency	Percent
Household Type		
Couple No Kids Household	4186	39
Parents With Kids Household	2512	23
Single Adult Household	2488	23
Shared Adult Household	1169	11
Multiple Adults With Kids	341	3
Missing	3	0
State		
New South Wales	3589	34
Victoria	2522	24
Queensland	2029	19
Western Australia	1285	12
South Australia	651	6
ACT	291	3
Tasmania	197	2
Northern Territory	132	1
Missing	3	0
Remoteness category		
Major Cities	8901	83
Inner Regional	1131	11
Outer Regional	513	5
Remote	113	1
Very remote	41	0
Level of advantage		
High Income	6896	65
Middle Income	3164	30
Low Income	632	6
Missing	7	0
Total	**10699**	**100**

The distribution of survey respondents across states and remoteness categories aligns with the distribution in national population statistics (ABS, 2025c, 2025d), indicating the households responding to this survey are reasonably typical of Australian households, in terms of where they reside across the country.

What household foods can be saved each week

The survey data were analysed to establish the food loss reported for each food type. Given the differences in the number of survey completions, an average value was calculated for each user, for each food type. For example, if a user completed four surveys, reporting one loaf of bread was binned or composted in two of the surveys, but no bread was binned or composted in the other two surveys, then their average bread loss would be 0.5 of a loaf (2 + 2 + 0 + 0, divided by 4 = 0.5).

From this, an average food loss across all survey respondents could be calculated. Figure 1 shows the average weekly food loss (or potentially the food that could be saved) for each food type, across all survey respondents.

Figure 1: The average amount of food loss, per week, for all respondents

Almost one-fifth of a loaf

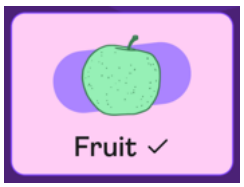
(0.18 loaves)

110ml of dairy

(0.11 litres)

Nearly one piece

(0.91 pieces)



About two-thirds of a piece

(0.68 pieces)

80g of meat

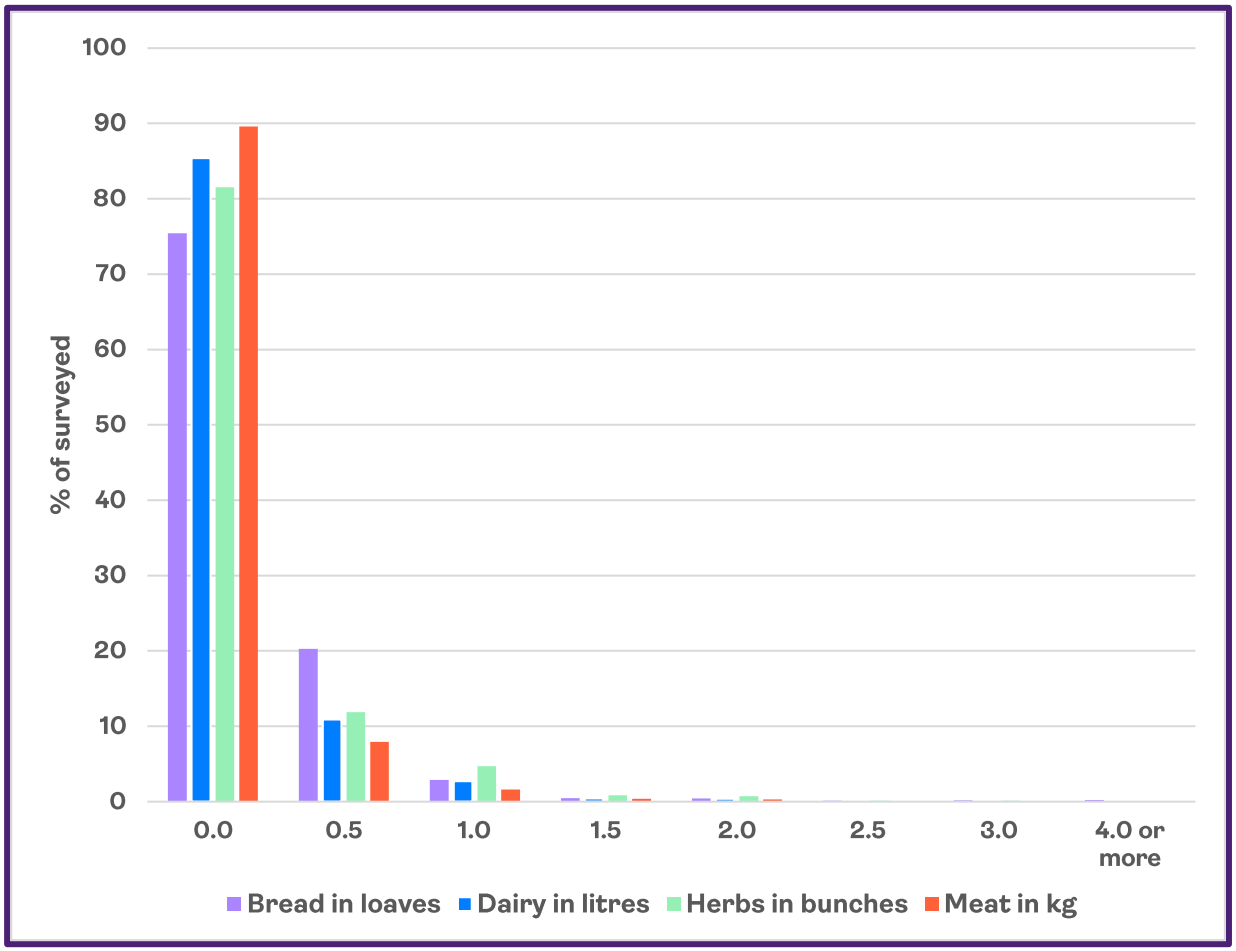
(0.08 kg)

Under one-fifth of a bunch

(0.15 bunches)

These averages for food loss appear to indicate respondents did not report binning or composting much food. A closer examination of the response frequencies reveals more detailed patterns in the data. Figure 2 provides the response frequencies for bread, dairy, herbs and meat.

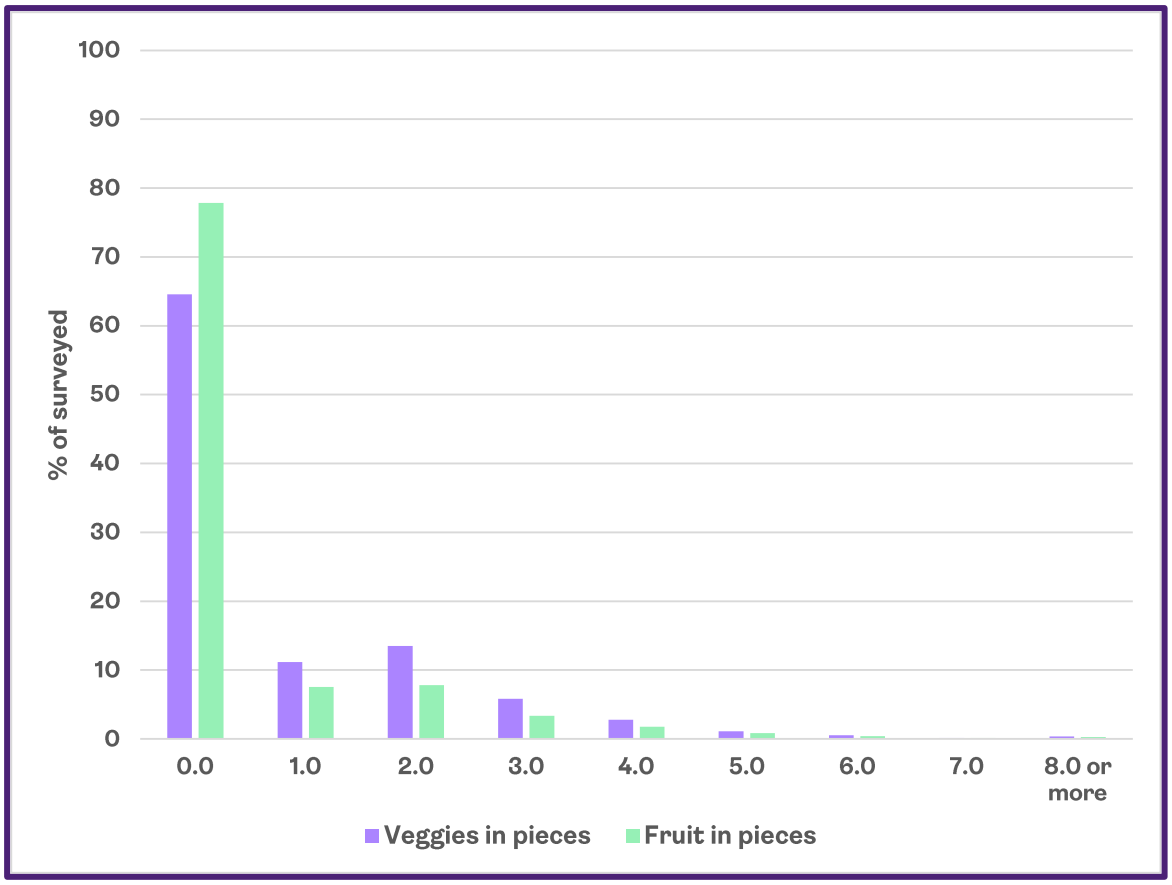
Figure 2: Bread, dairy, herbs and meat loss, per week, for all respondents



For bread, most households reported no bread loss in each week (75.4%). Some users reported binning or composting 0.5 loaves (20.3%) and 1 loaf (2.9%), with larger amounts being rare. Dairy follows a similar pattern, with 85.4% reporting no dairy loss, and small amounts such as 0.5 litres (10.9%) or 1 litre (2.7%) far more common than higher volumes. Herbs show a comparable trend, with 81.5% reporting no loss and 0.5 bunches (11.9%) being the most common, but small, amount lost. Meat loss was reported to be minimal, with 89.6% reporting no meat was binned or composted, and 0.5 kg being reported by a few users (7.9).

Figure 3 (next page) shows the weekly quantities of vegetables and fruit that were reported as binned or composted.

Figure 3: Vegetable and fruit loss, per week, for all respondents



For vegetables, 64.6% of households report no loss, while 1 piece (11.2%) and 2 pieces (13.5%) were the most common amounts when these items were binned or composted. Larger quantities were less common, with 3 pieces (5.8%) and 4 pieces (2.8%) reported by fewer households. Fruit loss was generally lower, with 77.9% reporting no amount of fruit being binned or composted. The most common small amounts of fruit loss were 1 piece (7.5%) and 2 pieces (7.8%), with larger quantities such as 3 pieces (3.3%) or more occurring infrequently. Overall, fruit waste was less prevalent than vegetable waste, and in both cases, the majority of households reported only small amounts going to the bin or compost.

As seen in Figures 2 and 3, many respondents reported zero food loss for one or more of these common fridge and pantry food items. This could be due to several reasons. The first may be that they had not purchased those items in the week of the survey, so they did not have those items in their fridge or pantry to begin with. However, people are known to underestimate how much food they do not use, due to either memory loss or socially desirable responding (not wanting to appear wasteful). To understand how much food ends up in the bin or the compost when those items are in the household (or when the user does remember or report them), the average amount was calculated using only the data where users had reported wasting food. Figure 4 (next page) shows these amounts.

Figure 4: The average amount of food loss, per week, when loss was reported

Two thirds of a loaf

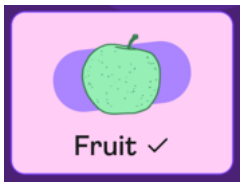
(0.68 loaves)

680ml of dairy

(0.68 litres)

Two and a quarter pieces

(2.21 pieces)



One piece

(1.05 pieces)

700g of meat

(0.7 kg)

Three quarters of a bunch

(0.76 bunches)

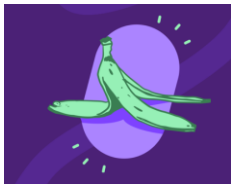
How often do households cook

Each time they completed a survey, users reported how many times they had cooked during the past seven days. The process of cooking often creates scraps (for example, peels, skins, stalks and bones). Some users may save leftover meals that they have cooked, with the intent of using them later. The survey asked users to report the amount of scraps generated in the last meal, and the volume of leftover meals that were eventually binned or composted that week. Figure 5 shows the average number of times cooked, volume of unused leftovers, and amount of scraps generated for the last meal for all survey respondents.

Figure 5: Average meals cooked, scraps generated and leftovers unused

Cook more than 4 times a week

(4.46 times per week)



Generate more than a cup of scraps

(1.3 cupfuls in the last meal)

Half a container of uneaten meals

(250ml container per week)

Cooking frequency reported by various household types and advantage levels were compared to understand any differences. Table 3 shows differences in cooking frequency, across household types and income levels.

Table 3: Cooking frequency by household type

	Mean	Number
Household Type		
Single Adult Household	3.67[a]	2488
Couple No Kids Household	4.58[b]	4186
Shared Adult Household	4.67[bc]	1169
Parents With Kids Household	4.87[c]	2512
Multiple Adults With Kids	4.99[c]	341
Level of advantage		
Low Income	4.84[d]	632
Middle Income	4.61[d]	3164
High Income	4.35[e]	6896
Total	4.46	**10692**

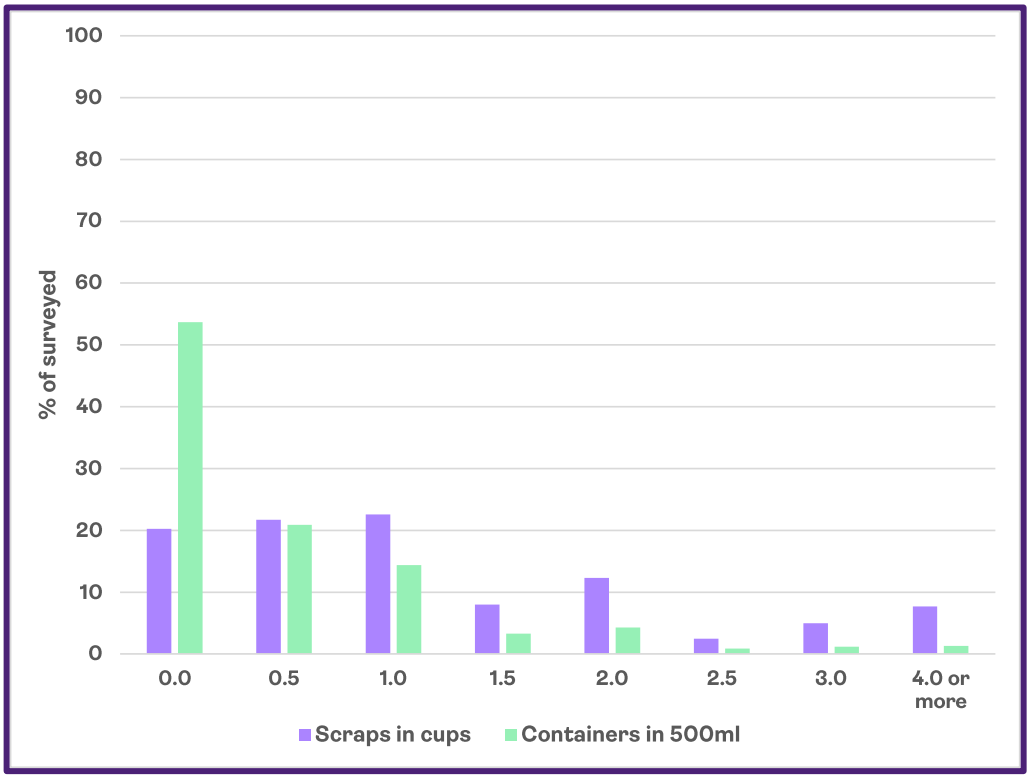
Note: When means have the same superscript letter, they are not significantly different from each other

Single adult households reported cooking the least, significantly less often than all other household types. Couples or shared adult households (both without children) cooked with similar frequency; both cooking more often than single adult households. Households with children cooked most often. These households cooked more often than single adult households and couples with no children (but not

significantly more often than shared adult households). High income households reported cooking less often than low or middle income households.

The response frequencies for scraps and unused leftovers were examined to reveal more detailed patterns. Figure 6 provides the response frequencies for scraps (in cupfuls) and unused leftovers (in 500ml containers).

Figure 6: Scraps and unused leftovers, per week, for all respondents



The pattern for generation of scraps differs significantly from that of the common fridge and pantry ingredients. Only 20.2% reported no waste; the most common amounts binned were 0.5 cups (21.7%) and 1 cup (22.6%) showing that scraps are consistently generated in meal preparation. For unused leftover containers (measured in 500ml units), 53.7% of respondents reported no discarded containers, 20.9% discarded 0.5 containers, 14.4% discarded 1 container, and smaller proportions discarded larger amounts, with 1.3% discarding more than 3 containers per week.

In addition, the Saveful App calculates the total food wasted, based on standard weights for the food items users are asked to report. This calculation includes whole food items reported (bread, dairy, meat, fruit, vegetables, herbs), as well as scraps and unused leftovers. The amount of food loss calculated per week, averaged across all survey respondents was 1.47 kilograms. Table 4 shows differences in food loss, as both total food loss in the household, and per person in the household, given the expectation that larger households would be purchasing and handling more food each week. These differences are shown for household types and income levels.

Table 4: Food loss (food items, scraps, and unused leftovers). by household type

	Mean Total	Mean per person	Number
Household Type			
Single Adult Household	1.14[a]	1.14[f]	2488
Couple No Kids Household	1.37[b]	0.68[g]	4186
Shared Adult Household	1.74[c]	0.49[h]	1169
Parents With Kids Household	1.79[c]	0.51[h]	2512
Multiple Adults With Kids	1.89[c]	0.38[h]	341
Level of advantage			
Low Income	1.54[d]	0.75[i]	632
Middle Income	1.55[d]	0.72[i]	3164
High Income	1.43[e]	0.71[i]	6896
Total	1.47		**10692**

Note: When means have the same superscript letter, they are not significantly different from each other

Single adult households reported the lowest total food loss, significantly less than all other household types. Couples without children reported the next lowest amount, also significantly lower than larger households. Shared adult households and households with children reported the highest total food loss, which was not significantly different from each other. However, when taking into account the number of people in the household, the pattern is reversed. Single adult households reported the highest food loss per person, significantly more than all other household types. Couples without children reported the next highest per person amount, also significantly higher than larger households. Shared adult households and households with children reported the lowest per person food loss, which was not significantly different from each other. Food loss per person did not differ across income household categories.

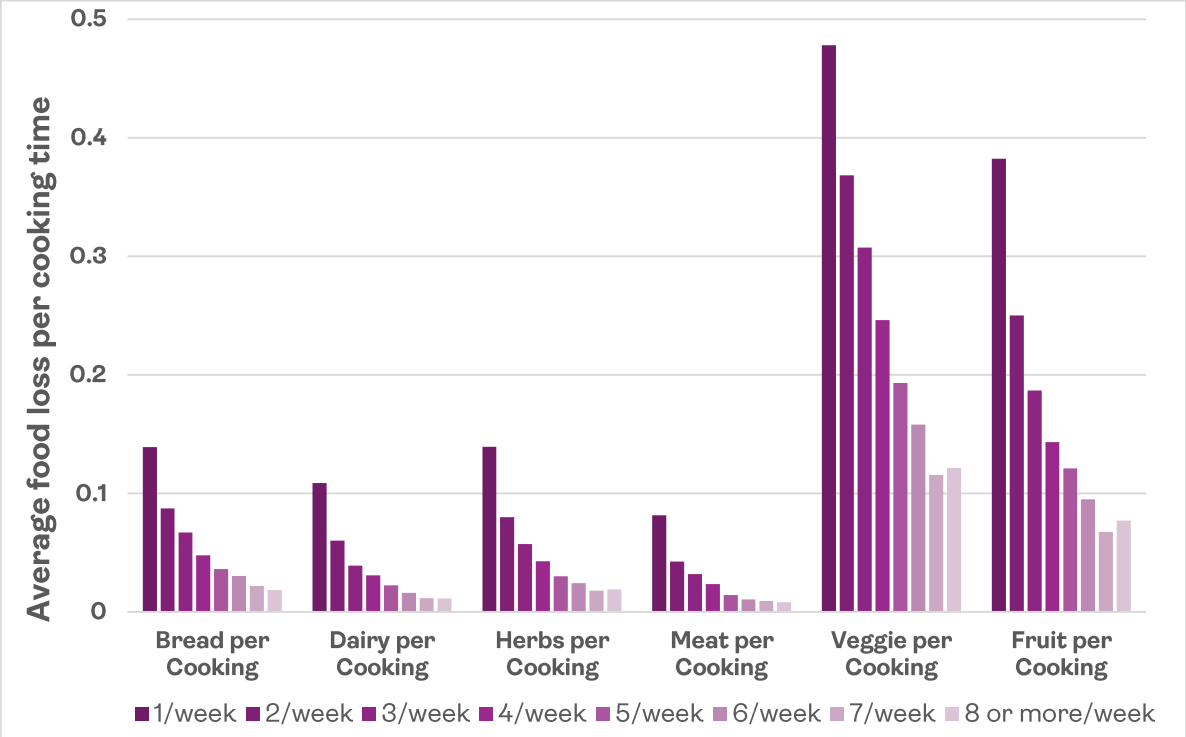
How cooking relates to saving food

Evidence exists showing that people who cook are able to use food more efficiently and, in doing so, generate food savings. Given that each survey captured the amount of bread, dairy, vegetables, fruit, herbs, and meat respondents did not use, as well as how often they cooked a meal within that week, the relationship between cooking frequency and food use could be examined.

To do this, the number of meals each user reported cooking was recoded so that values 1–7 represent the exact number of times that user cooked per week, and 8 represented when a user cooked more than seven times. Then, fruit and vegetable loss was recoded, with 1–7 indicating the number of pieces binned or composted, and 8 representing more than seven pieces. Dairy and meat were recorded in kilograms, and herbs in bunches, so those were recoded so that 1–3 (including 0.5 steps) indicate the exact quantities, and 4 represented more than three kilograms.

Figure 7 shows the average amount of food loss per cooking event for fridge and pantry staples, grouped by cooking frequency, where 1 is the least frequent number of cooking events and 8 the most frequent number of cooking events.

Figure 7: Food loss per weekly number of cooking events



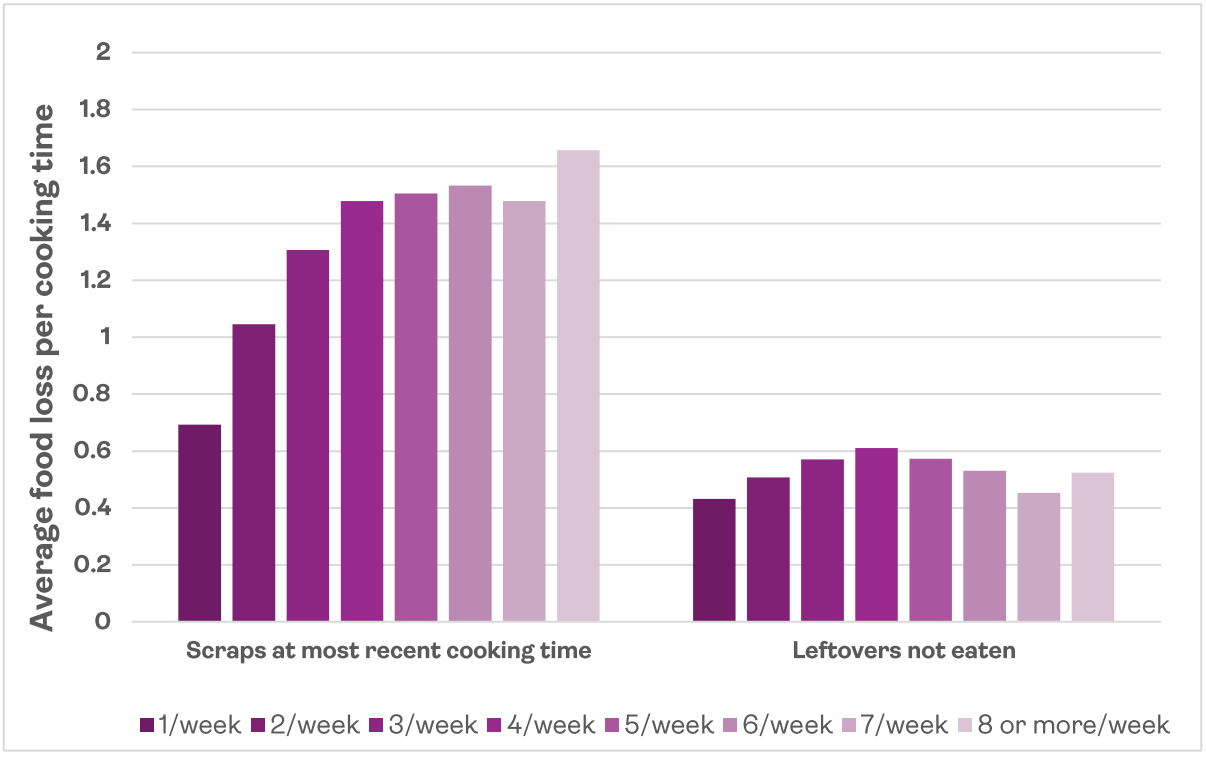
For **bread**, waste averaged 0.139 loaves for the least frequent cooks, falling steadily to 0.019 loaves for the most frequent cooks, with all adjacent frequency groups showing significant differences. **Dairy** waste declined from 0.109 L to 0.011 L, again with significant differences across most cooking-frequency comparisons. **Vegetable** waste was the largest in absolute terms, decreasing from 0.478 kg for the least frequent cooks to 0.121 kg for the most frequent, with all but the very closest frequency groups differing significantly. **Fruit** waste showed the same trend, dropping from 0.382 kg to 0.077 kg, with most pairwise comparisons significant. **Herb** waste fell from 0.139 bunches to 0.019 bunches, with significant differences between nearly all groups. **Meat** waste was smaller overall but still declined significantly from 0.081 kg to 0.008 kg.

As cooking frequency increased the amount of ingredients binned or composted per cook decreased significantly

Scraps were measured only for the most recent cooking event, not as a total of scraps for the entire week. Scrap waste from the last cooking event increased with cooking frequency. Those cooking once per week reported the lowest average scrap waste (0.69 cups), while the highest levels were recorded among those cooking eight times per week (1.66 cups). Differences between low-frequency cooks (1–2 times/week) and high-frequency cooks (6–8 times/week) were statistically significant, although some neighbouring mid- and high-frequency groups (e.g., 5–7 times/week) did not differ significantly from each other. Given that earlier analysis indicated that larger households cook more often, this increase in scraps per meal is likely to indicate that those households are cooking larger meals, for more people.

Container waste showed a different pattern, being more consistent across the categories of cooking frequency. Average waste was lowest among those cooking once per week (0.43 containers, 500 mL each) and increased to a peak of 0.61 containers among those cooking four times per week, before declining slightly for the most frequent cooks. Significant differences were observed between low-frequency cooks (1–2 times/week) and many mid-frequency groups (3–6 times/week), but differences among higher-frequency cooks were generally smaller and often non-significant. However, given that leftovers may not be generated at every meal, and some leftovers may be saved and used later as intended, it is reasonable to expect that food loss from uneaten leftovers may not strongly correlate with how often meals are cooked.

Figure 8: Cooking scraps and unused leftovers by cooking frequency



Food savings in action

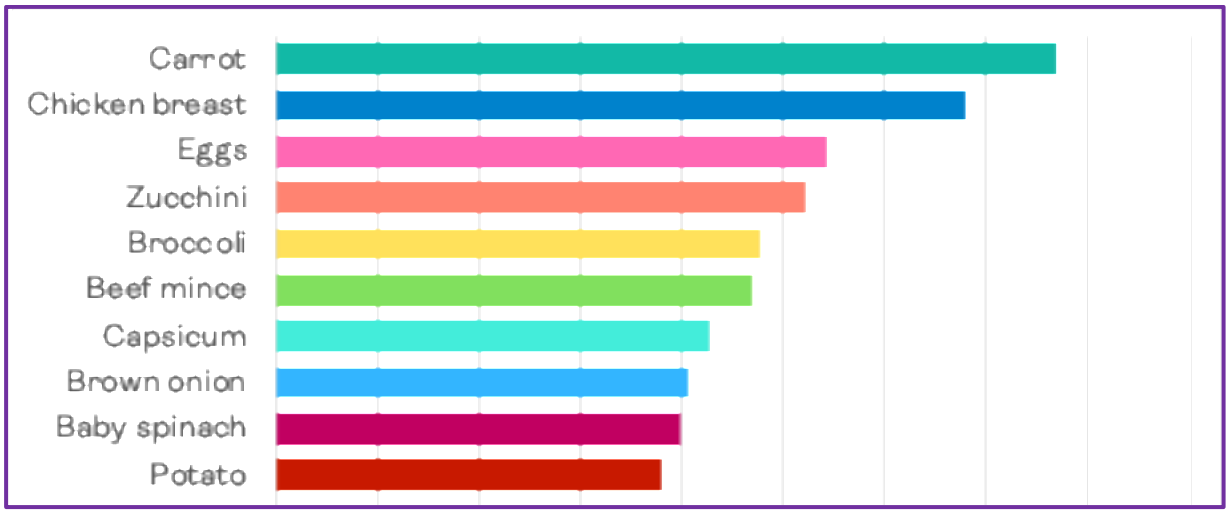
Prior research has shown that cooking plays an important role in saving food, and the Saveful survey results support those earlier findings. When people cook at home, they're more likely to plan meals around what they already have, use leftovers creatively, and store food properly. Apps and tools that support cooking, like Saveful, empower users to make the most of their groceries, turning potential waste into nourishing meals.

Saveful contains many features designed to empower users to save food. The app offers ingredient searches, suggesting chef-created recipes to use those ingredients, as well as providing cooking tips and food-saving hacks. These features support users to make informed decisions based on what they already have at home. A full Saveful user journey would involve using the ingredient search function to identify recipes that contain the ingredients they already have in their pantry or fridge and following a recipe to make the meal. However, users can derive meaningful value from the Saveful app even without completing a full user journey. For example, a user might browse a recipe, recognise they have similar ingredients, and choose to cook a familiar dish instead. In this case, Saveful still provides inspiration, reduces decision fatigue, and helps users save food.

For every 100 occasions where ingredients are searched, 4% select a recipe, and only one in two of these users (2% of every 100 ingredients searches) then clicks through to make the recipe. These micro-interactions all contribute to the development and enactment of food-saving behaviours.

In a one-year period, from May 2024 to May 2025, Saveful users conducted 49,711 unique ingredient searches, drawing on the list of 760 ingredients available in the app. The top 10 searched ingredients have been relatively consistent over time, and the top 10 for this one year period are shown below in Figure 9.

Figure 9: Most frequently searched ingredients, by ingredient search event



In a one-year period, from May 2024 to May 2025, Saveful users opened one of Saveful's recipe on 56,373 occasions, representing unique instances of engagement with the app's recipe content. The top 10 opened recipes have also been relatively consistent over time, and the top 10 for this one year period are shown below in Figure 10.

Figure 10: Most frequently searched meals, by meal search event


1. Savoury tart


2. Pasta Bake


3. Tray-bake – roasty version


4. Pea Pesto


5. Tray bake – saucy version


6. Risotto


7. Go-to Lasagne


8. Level up scrambled eggs


9. Mild Yoghurt curry


10. Pesto Pasta

The Saveful Savers

Many users of the Saveful app are using all the features to their fullest extent, identifying recipes that contain the ingredients they already have in their pantry or fridge, and using those recipes to prepare a meal. When they do so, and use up those ingredients within the recipe, they are saving food. Saveful users who use the app to its fullest extent log each time they use a recipe, and the app uses this information to estimate how much food they have saved. The data from these users, for a one year period, from June 2024 to May 2025 was analysed to understand how much food they had saved.

Within the period June 2024 to May 2025, a total of **4,284** users are using the app to its fullest extent. The majority of these (90%) had logged **1-4 meals**, with a small group (9%) logging 5-14 meals, and a highly active group (1%) logging 15-84 meals.

Those who have used Saveful to its fullest extent have saved a total of 5,879 kilograms of food

(an average of 1.37 kilograms per user)

By identifying this group who are using the app to its fullest extent, we can examine their usage to understand which groups are benefiting the most from the app, and look to the future where Saveful can tailor its messaging, features, and rewards to better engage diverse audiences.

Segmentation involves dividing a broad consumer market into sub-groups based on shared characteristics such as demographics, psychographics, geographic location, and behavioural traits. Segmentation allows marketers to identify and understand the preferences, motivations, and behaviours of distinct consumer groups, thereby enhancing the relevance and effectiveness of marketing campaigns (Goyat, 2011). Profiling refines this process by developing descriptions of each segment, often incorporating data on lifestyle, media consumption, and purchasing patterns (Alves Gomes & Meisen, 2023). Effective segmentation and profiling are foundational to personalised marketing strategies that resonate with specific segments (Wang, 2025). Consumer segmentation and profiling are foundational strategies in modern marketing, enabling businesses to tailor their offerings and communications to specific audience groups.

Segmentation lays the foundation for targeted strategies that can enhance the Saveful user experience and increase engagement with the app, and also ensures

that Saveful reaches and resonates more deeply with those most likely to benefit. Leveraging segmentation enables Saveful to drive more meaningful behavioural change, contributing to both environmental sustainability and improved household food management outcomes.

Segmentation and profiling provide a unique value proposition for Saveful's partners by delivering actionable insights into user behaviour and demographics. Through the app's technology, these insights enable partners to tailor more specific and targeted communications to consumers, collectively supporting Saveful households to personally benefit from food savings, as well as contribute to societal savings that benefit the environment.

Groups of Saveful Savers

Segmentation Method: Two-Step Cluster Analysis

To identify distinct subgroups within the study population, a Two-Step Cluster Analysis was conducted using both categorical and continuous variables. Analysis focussed on Active Saveful App users. The Two-Step Cluster Analysis method is particularly suited for large datasets and allows for the simultaneous inclusion of mixed data types, making it ideal for segmentation studies involving categorical and numeric variables. The analysis was performed using four measures, either directly captured in the Saveful App, or derived by linking data captured in the app to national datasets, namely total kilograms saved (continuous), number of people living in the household (continuous), income (categorical), and IRSAD[1] decile.

The Two-Step procedure involves a pre-clustering step, where cases are grouped into small sub-clusters, followed by hierarchical clustering to form the final segments (Norusis, 2011). The optimal number of clusters was determined automatically using the Bayesian Information Criterion (BIC) and validated using the silhouette measure of cohesion and separation, with values above 0.7 indicating good cluster quality. Predictor importance scores were used to assess the contribution of each variable to the clustering solution. This approach enabled the identification of homogenous subgroups within the heterogeneous sample, providing a foundation for targeted analysis of Saveful App and survey data.

Among the active savers, cluster analysis revealed three segments, which have been named **The Everyday Saver**, **The Savvy Saver**, and **The Conscious Starter**

[1] An IRSAD decile ranks areas within Australia from most disadvantaged (decile 1) to most advantaged (decile 10) based on the Index of Relative Socio-Economic Advantage and Disadvantage (IRSAD).

Table 5: Characteristics of Saveful Personas

	The Everyday Saver Average (Range) N=1578 (37%)	The Savvy Saver Average (Range) N=497 (12%)	The Conscious Starter Average (Range) N=2209 (51%)
Number in household*	2.7 (0.9)	2.7 (0.9)	2.6 (0.9)
IRSAD Decile[2]*	5.3	2.6	9.2
Income*	Middle Income	Low Income	High Income
Total kilograms saved*	1.2 (1.3)	3.3 (6.6)	1.1 (1.1)
Average number of meals*	2.1 (2.0)	4.9 (9.9)	2.0 (1.9)
Times cooked*	5.2 (3.5)	6.5 (4.5)	4.8 (3.4)
State			
New South Wales	25.2%	23.9%	38.1%
Australian Capital Territory	0.0%	0.2%	3.3%
Victoria	18.9%	17.3%	22.6%
Queensland	29.1%	29.4%	19.8%
South Australia	12.9%	18.1%	6.2%
Western Australia	10.8%	4.6%	8.4%
Tasmania	2.5%	6.4%	1.0%
Northern Territory	0.7%	0.0%	0.6%
Remoteness Area			
Major Cities	59%	44%	95%
Inner Regional	27%	34%	4%
Outer Regional	11%	20%	1%
Remote	2%	2%	0%
Very Remote	1%	0%	0%
Total saved	$10,393.12	$8,999.22	$13,059.35
Total saved by each household	$6.59	$18.11	$5.91

Note: Variables marked with an Asterix (*) have significant differences between segments

The total amount of savings is estimated for each persona, by multiplying the total kilograms saved by those in that persona (reported in the app) by $5.52 per kilogram. This is the cost per kilogram of food waste (DCCEEW, 2025) adjusted for inflation (ABS, 2025a); see page 20 for a full description of this cost estimation.

The three Saveful Personas is described on the following pages.

[2]An IRSAD decile ranks areas within Australia from most disadvantaged (decile 1) to most advantaged (decile 10) based on the Index of Relative Socio-Economic Advantage and Disadvantage (IRSAD).

Persona 1: The Everyday Saver

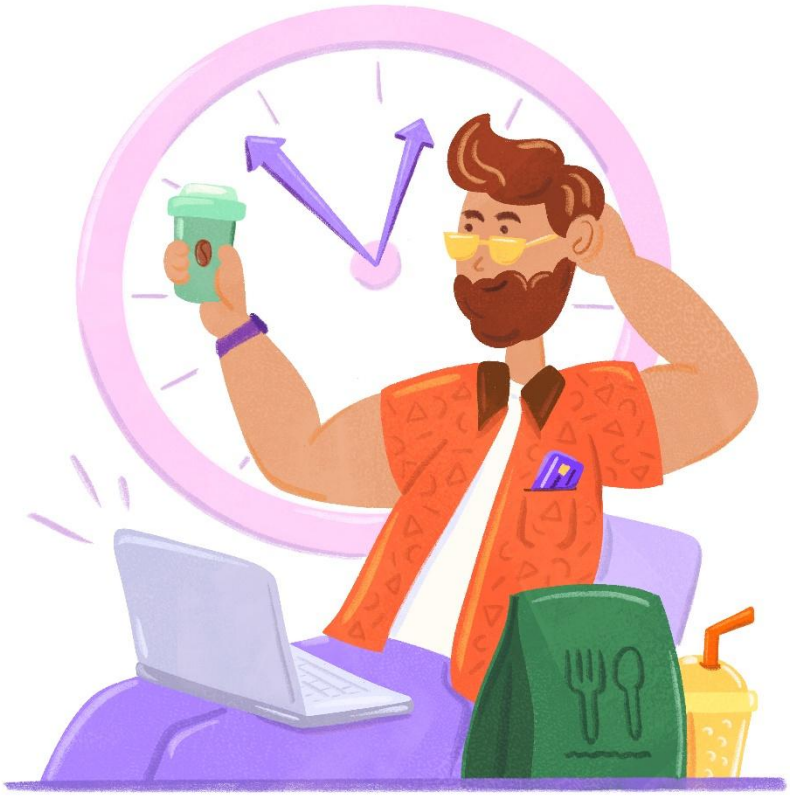
Living in a household slightly larger than the national average (2.7 people), this persona represents middle-income earners who are moderately socio-economically advantaged (IRSAD decile 5.3). They cook frequently, an average 5.2 times per week and they have saved a modest amount of food (1.2 kg total). Their food-saving habits are consistent but not extreme. Geographically, they are spread across both urban and regional areas, with 59% residing in major cities, 27% in inner regional areas, and 11% in outer regional areas. This group is most commonly located in Queensland (29.1%) and New South Wales (25.2%), with a notable presence in Victoria and South Australia. Collectively, they have saved $10,393.12, averaging $6.59 per household. This group is practical and steady, engaging with the app to save food and reduce waste.

Persona 2: The Savvy Saver

This persona exemplifies resilience and resourcefulness. Living in low-income households within less advantaged areas (IRSAD decile 2.6), Savvy Savers demonstrate the highest level of engagement with Saveful, saving an impressive average of 3.3 kg of food. Cooking most frequently (6.5 times per week), they show a strong commitment to home-prepared meals and efficient food use. Their habits reflect a deep understanding of how to stretch resources which includes making thoughtful use of leftovers. They are more evenly distributed across regional areas, with 44% in major cities, 34% in inner regional areas, and 20% in outer regional areas. With a slightly higher presence in South Australia and Tasmania, this group brings a practical, values-driven approach to food saving. Their behaviour showcases how financial constraints can foster innovation and discipline, making them powerful contributors to Saveful's mission. Collectively, they have saved $8,999.92, averaging $18.11 per household, which is the highest savings per household among all segments.

Persona 3: The Conscious Starter

Representing high-income earners in highly advantaged areas (IRSAD decile 9.2), this persona lives in slightly smaller households (2.6 people) and cooks less frequently (4.8 times per week). They save the least amount of food (1.1 kg total, 0.5 kg per meal). This group is predominantly urban, with 95% residing in major cities and only 5% in regional areas. They are mostly located in New South Wales (38.1%) and Victoria (22.6%), with a small but notable presence in the ACT. Their lifestyle suggests convenience over active food-saving behaviours. While this group is engaged with the app, their current food habits suggest potential for improvement. Collectively, they have saved $13,059.35, averaging $5.91 per household.



Comparing Cooking Frequency: Active vs Non-Active Saveful Users

Cooking frequency is a key driver of food savings. Analysis of survey data revealed a significant difference between active Saveful users. Active Saveful users are those who log recipes in the Saveful App. Non-active users are not logging meals in the Saveful App. On average, active Saveful App users reported cooking 5.0 times per week, compared to 4.4 times per week among non-active users. This increased engagement in home cooking is associated with greater food savings, as Saveful App users who are logging meals are more likely to use ingredients they already have, reduce waste, and repurpose leftovers. These findings reinforce the value of Saveful in promoting sustainable food habits and highlight the potential for even greater impact with increased app engagement.

The value of food savings

There are benefits to society when people save food from the bin or compost and incorporate it into their meals. We estimated this value using the most recent publicly available data, adjusted for inflation.

Cost savings for the Australian community

In Australia, the cost per kilogram of food waste can be estimated using national data (DCCEEW, 2025):

- Australians waste approximately 7.6 million tonnes of food annually.
- This waste costs the economy around $36.6 billion per year.

To calculate the cost per kilogram, $36.6 billion is divided by 7.6 million tonnes which equates to $4.82 per kg (in 2021 dollars). This figure can be adjusted for inflation (ABS, 2025a), to arrive at an average cost of food waste of **$5.52 per kilogram**. This figure includes not just the retail value of the food, but also embedded costs like water, energy, labour, and transportation.

Table 6: Per kilogram cost estimates adjusted for inflation

Year	Inflation Rate	Cost Estimate
2021	-	$4.82
2022	6.6%	$5.13
2023	4.1%	$5.35
2024	3.2%	$5.52

In 2021, the average Australian household wasted between $2,000 and $3,800 worth of food annually, equating to roughly 312 kg per person per year (DCCEEW, 2025). After adjusting for inflation from 2022 to 2024, the average Australian household could save between $2,290 to $4,352 in 2025.

Table 7: Household estimates adjusted for inflation

Year	Inflation Rate	Cost Estimate	Cost Estimate
2021	-	$2,000	$3,800
2022	6.6%	$2,132	$4,050
2023	4.1%	$2,219	$4,217
2024	3.2%	$2,290	$4,352

In 2021 the average Australian household wasted between $2,000 and $3,800 of food annually.
After adjusting for inflation the average Australian household could save between $2,290 to $4,352 in 2025.
This represents a considerable portion of the household budget

In the one year period from June 2024 to May 2025, Saveful users had reported saving 5,879 kilograms of food. Above, the average cost of food waste, adjusted for inflation, to be $5.52 per kilogram. This means, so far **Saveful has delivered cost savings to the Australian community of $32,451.69**. At the time of production of this report, reported food savings within the app has climbed to over 7,300 kilograms.

These savings have been reported by 4,284 Saveful households, so the total cost savings to the Australian community of $32,451.69 equates to $7.57 for each Saveful household. The estimated number of Australian households at 31 December 2021 was approximately 9,993,900 (ABS, 2025b).

If every Australian household used Saveful at the same rates as those currently using it to its fullest extent a total of $75,653,823 would be saved

Food Savings Summary

This Food Savings Report presents new insights into household food loss. Drawing on over 32,000 surveys from 10,699 users, the report reveals that while average household reported food loss may be small (1.47 kg per household), considerable amounts are lost when users do report binning or composting common items. National data suggests households discard approximately 4 kg of food each week (Queensland Government, n.d.) meaning Saveful users reported 63% less food loss than the national average. Notably, the analysis in this report indicates frequent cooking is associated with food savings, suggesting cooking is a key driver of food-saving behaviour. These insights underscore the need for tools such as the Saveful app to enable households to generate food savings. By encouraging simple, practical behaviours, Saveful helps households save food - with users saving 63% more than the national average.

This report describes three Saveful personas who are using the app to its fullest extent. When these users search for recipes to use the ingredients they have in the fridge or pantry and continue to make those recipes using guidance in the app, they are saving food. The se personas: ***The Everyday Saver, The Savvy Saver, and The Conscious Starter*** provide a nuanced understanding of user behaviour and highlight opportunities for tailored interventions.

The report estimates the most active Saveful users have collectively saved 5,879 kg of food, equating to $32,542 in cost savings for the Australian community. If scaled nationally, this could generate over $75 million in savings annually.

These findings offer a robust foundation for further refinement of food saving tools such as the Saveful app, to further empower households to save food. The report's data-driven approach and behavioural insights position it as a valuable resource for policymakers, developers, and sustainability advocates aiming to transform household food practices and promote environmental and economic resilience.

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Thank you to all Saveful Partners