



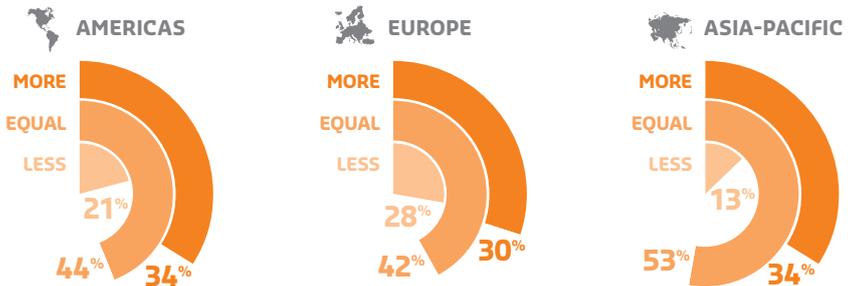
MY SUSTAINABILITY

Consumers look at sustainability from their own perspective rather than on an environmental scale. Wasting food, for example, is in fact a waste of valuable natural resources. But, from a consumer's perspective, it's more about wasting money. They make sustainable choices if they will personally benefit from it.

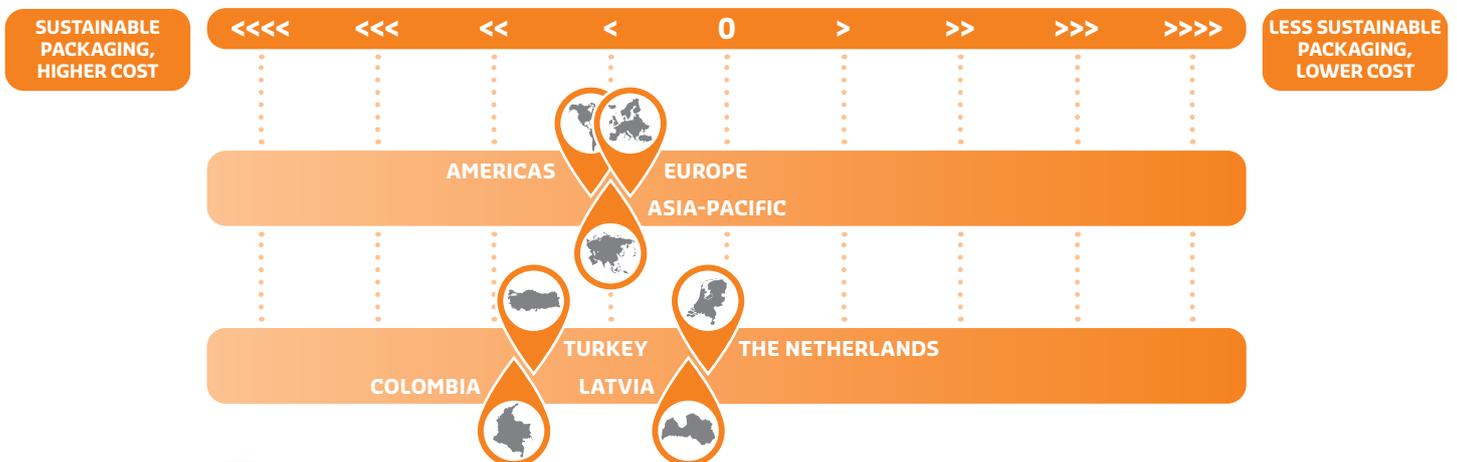
- AGE OF ABUNDANCE
- FOOD UNDER PRESSURE
- LOST IN TRANSLATION

We asked **11.000 CONSUMERS** in **25 COUNTRIES** to imagine this is the year **2025** and tell us about their expectations regarding **FOOD**

When it comes to **FOOD SUSTAINABILITY**, consumers are slightly skeptic. Only **32%** of consumers around the world expect food to be more sustainable in the future.



Globally, consumers lean into **MORE SUSTAINABLE PACKAGING** (even if at a higher cost)



Especially consumers in **COLOMBIA** and **TURKEY** are the most eco-conscious regarding the packaging of their baked goods

% of consumers that (at least) weekly	AMERICAS	EUROPE	ASIA-PACIFIC
 BAKE THEIR OWN BREAD	8%	12%	18%
 THROW AWAY OLD BREAD	18%	21%	22%
 STORE IN THE FREEZER	15%	28%	42%



In **ROMANIA** almost 50% of consumers throw away bread weekly



In the **NETHERLANDS** 75% weekly stores bread in the freezer to keep it fresh



40% of **INDONESIAN** consumers bake their own bread on a weekly basis

FACT:



WHAT A WASTE!
Worldwide, 1 out of 5 consumers **THROW AWAY BREAD** every week.

People realize they are throwing away more bread than they would like to.

What does this mean FOR YOUR BUSINESS?

Consumers realise that they are wasting value – both food and money – by throwing away bread and pastry on a regular basis. They waste more than they intend to. As improved waste management is increasingly labeled as a key challenge for the food industry as a whole, efforts to minimize waste throughout our entire chain will become ever more important.