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Samsung Study Finds 80% of Australians Discard Food from Their Fridges

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Samsung Australia released new consumer insights that reveal many Australians are throwing away food every week, fueling individual frustrations around food wastage and raising household tensions around leaks in household budgets already under pressure. The insights reveal a disconnect between Australian 'values' that frown upon discarding food items and daily habits that see families nationwide regularly purchasing duplicate groceries and binning items they are uninspired to use, or simply forgot about in the back of the refrigerator.

New research from Samsung Australia exposes admissions from four in five Australian respondents (80 per cent) who have thrown away food from their fridge in the past month. The insights reveal bread, leafy greens like lettuce, spinach and kale; dairy products like yoghurt, milk and cheese; tomatoes; avocadoes; and, bananas are among the most commonly

discarded food items reported by respondents.

More than half of Australian respondents (51 per cent) admit they regularly forget food in the back of the fridge until it spoils, while more than three in five (61 per cent) claim to have accidentally purchased ingredients they already had at home. Despite this, the majority of Australian respondents (91 per cent) believe throwing away food is a waste of money while almost four in five (79 per cent) admit to feeling guilty when food expires or wilts before it's had a chance to be used.

"Food waste is a small daily frustration, but it adds up in the bin and in the budget," said Jessica Valiukas, Head of Product – Home Appliances, Samsung Australia. "Our research shows that Australians don't buy ingredients with the intention of throwing them away, yet once the fridge is full, it's hard to know what's at the back of it. This is exactly what smart appliances like the AI Family Hub are designed to help with, combining AI intelligence with new form factors that help consumers overcome the 'what's in my fridge' visibility problem and address the food wastage 'values problem.''

According to the Samsung insights, almost three in five (58 per cent) Australian respondents claim to have purchased a specialty ingredient for a recipe and later thrown away the remainder because they didn't know what else to make with it. Over half of respondents (53 per cent) also admit to making the same meals repeatedly because it's all they know how to cook.

Renowned Australian chef Jamie Gannon and father of one agrees that dinner time tensions and fast-paced family routines make it easy for Australians to lose track of what's in the fridge. "I've been a chef for more than 30 years and even I don't always know what's hiding in my own fridge. I'll also be the first to admit that after a long day on the tools, the question "what's for dinner?" can be grating," said Gannon.

"Many of my home cooking videos are designed to be quick and include five ingredients or less to help Australians understand they don't need a whole supermarket's worth of ingredients to make dinner – just a little inspiration. With the AI Family Hub, I can see recipes built around what's already in the fridge, right there on the screen while I cook. It takes the pressure out of mealtime madness."