



FROZEN FOOD

For our final survey of 2024 we finished up with a frosty topic... well, a freezing one! Our December survey was all about frozen food. Whether bought for convenience, taste, or to help cut down on food waste, check out a snapshot of the Frozen Food survey results below.

FREEZING OUT FOOD WASTE

72% buy frozen food saying it lasts longer and cuts down on waste

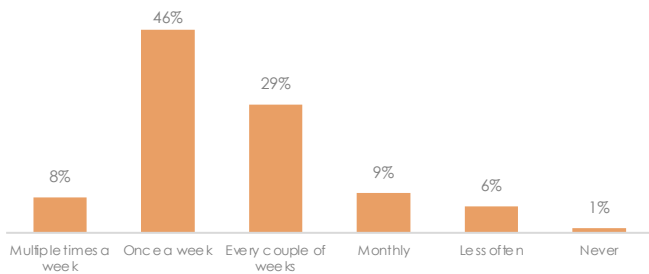
FORGOTTEN IN THE FREEZER

27% admit to buying too much due to forgetting what's in their freezer

FICKLE IN THE FREEZER AISLE

47% switch between frozen food brands depending on special offers

Frozen food frequency



Frozen food habits

78%

list a supermarket multiple as the single place they buy most of their household frozen food, followed by frozen food retailers.

81%

Chips, potatoes & sides are most popular frozen items bought with vegetables (69%) and ice cream and lollies (60%) following

52%

say they are more likely to buy frozen food at Christmas with parties, gatherings, and BBQ also popular times for frozen.

Frozen food reasons

82%

Buy frozen food for ease and convenience

72%

Buy frozen food because it keeps longer and reduces waste

45%

Buy frozen food to avoid having to shop as frequently

39%

Buy frozen food because its easier to store

Frozen vs. fresh

23%

of the average weekly grocery shop is made up of frozen food with the remainder (77%) made up of fresh food



Frozen food versus fresh food

75%

say frozen food items are better value for money than fresh food

54%

say the quality of frozen food items is just as good, if not better, than fresh

58%

say frozen food items taste just as good, if not better, than fresh food items

Top 5 frozen food items bought (past month)

