

Abstract (in English):

Food waste is a growing problem in the 21st century, with households responsible for more than half of all food waste. Food waste occurs due to the combination of consumption planning, shopping, storage, preparation, consumption, and disposal of food, together with other factors. Based on an analysis of respondents' answers from the Food 2021 survey conducted by CVVM on a representative sample of the Czech population aged 15 to 90 (n = 884), four segments were identified. The results show that "Wasteful Composters" (30.54% of households), whose higher food waste per household is based on the difficulty of providing food for children, represent a good group to target in efforts to reduce waste. "Careless wasters" (21.44%) with their general lack of interest in food waste and food in general represent the worst group in terms of food waste in Czech society. While "Thrifty" (20.5%), who tend to be older, show how experience, time, and economic constraints support their low wastage, even though they do not perceive it as a problem. The least wasteful and most environmentally active are the "Proactive" (27.51%) who are more likely to have a college degree. Taking into account the results of this work can improve the effectiveness of anti-food waste interventions.

Key words (in English):

Food waste; consumer behaviour; segmentation; food; waste; czech population