



Leaders 2050: Driving Action for a Net Waste Future

November 2025



Foreword

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Food loss and waste is a critical issue that directly impacts our environment, society, and economy - and ultimately, our future. It also demands urgent action from the perspective of decarbonization and sustainability.

This challenge extends far beyond the food industry. It is a shared concern across sectors including distribution, retail, finance, and technology. Addressing it requires a collective, cross-industry response.

KPMG's role in tackling this issue goes beyond traditional boundaries. It's not just about analyzing the problem - it's about driving meaningful change.

Young leaders from KPMG have taken on this challenge, offering fresh perspectives and actionable insights. Their cross-border collaboration brings a global lens to the issue and opens up new possibilities for the future.

We hope this report provides practical inspiration for companies and policy makers seeking to reduce food waste and serves as a catalyst for real transformation.

Tae Aso

Partner, Lead of Climate Change
and Decarbonization
KPMG Japan



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Given its triple impact on the environment, society and economy, addressing food waste requires coordinated action across the entire value chain. Policymakers, businesses, and consumers each have a critical role to play in driving meaningful change.

KPMG's young leaders are actively engaging in this agenda, collaborating globally to tackle the interconnected challenges of climate change, resource scarcity, and social inequality.

As solutions to mitigate climate impacts continue to evolve, it is essential that their implementation is balanced, equitable, and inclusive. No single player can eliminate food waste alone. Progress depends on collective commitment, underpinned by data, action, and accountability. By reframing food waste reduction as a strategic opportunity, we can unlock innovation, enhance food security, and build greater resilience across economies and societies.

John McCalla-Leacy

Partner,
Global and UK Head of ESG,
KPMG International and KPMG UK



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As young professionals from the Leaders 2050 community, we offer a youth perspective on the critical systemic challenge of food loss and waste. Achieving SDG 12.3's objective to halve global food waste by 2030 demands more than ambition. It requires clearly defined priorities that translate promises into implementation. This requires stronger accountability from policymakers and businesses, alongside collective action from the public.

This youth-led report integrates concise evidence with insights from a multi-regional survey of young consumers. It reflects the next generation's expectation for credible action and underscores our commitment to contribute. Our aim is to catalyse partnerships across business, policy, and civil society, ensuring that halving food waste becomes a measurable outcome rather than merely an aspiration.

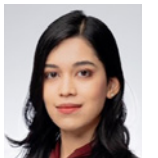
Jianqiong Wu

Senior Consultant, Climate Change
and Decarbonization,
KPMG Japan



Mary Moyalan

Manager, ESG
Assurance,
KPMG International



About this report

This report explores the critical issue of food waste within the downstream segments of the supply chain such as supermarkets, food services, and households. This issue is framed within the context of Sustainable Development Goal (SDG) 12, which advocates for responsible consumption and production patterns, and particularly Target 12.3's ambitious objective to halve global food waste by 2030.

This report presents a comprehensive overview of food loss and food waste - defining the concepts, exploring their causes across various stages of the food supply chain, and examining their environmental, economic, and social impacts. Based on survey findings, this report reveals the core behaviors, underlying motivations, and expectations of younger generations regarding accountability for food waste.

There is strong consensus that young consumers expect companies to show tangible, quantifiable efforts in reducing food waste.

80%

of respondents to our survey considered it highly important for companies to actively work on reducing food loss and waste.

Over 75%

of respondents to our survey were prepared to pay more for companies that proactively minimise food waste.

These insights inform a set of strategic recommendations for the private sector, emphasising the importance of translating sustainability commitments into measurable progress and tangible action. The report also outlines critical considerations for policymakers seeking to address food waste through systemic change.



Executive summary

Food waste remains a systemic issue

Despite ambitious targets, food waste remains a systemic issue with significant environmental, social, and economic implications. This report investigates the underlying causes of food waste, focusing on downstream elements such as retail and consumer levels. With 60% of all food waste occurring at the household level, there is potential to reduce waste here by influencing consumer behavior through targeted retailer initiatives and policy interventions that create tangible change. We incorporate findings from our survey to understand young consumers' perspectives on food waste, offering considerations for businesses and policymakers.

At the retail level, supply chain mismatches and cosmetic standards exacerbate waste. At the consumer level, poor storage practices and confusion over 'use by' labels are key drivers. These issues collectively contribute to increased greenhouse gas emissions, biodiversity loss, rising economic costs, and food insecurity.

Addressing food waste requires coordinated public and private action. Our survey reveals that young consumers recognise the need to alter consumption habits and expect businesses to lead in developing solutions, while also acknowledging their own household responsibilities.

Businesses and policymakers have a significant role to play in driving change

Based on these findings, the report recommends that businesses and policymakers enhance the use of technology to resolve supply chain mismatches, review date labelling and cosmetic standards policies, and improve public education.

In conclusion, food waste is a multifaceted challenge. However, the strong desire for systemic change among young consumers presents a crucial opportunity for businesses and policymakers to collaborate with the next generation in implementing effective solutions.



Introduction

Distinguishing Food Waste from Food Loss

The United Nations Environment Programme (UNEP) defines food waste as edible food that is discarded, irrespective of its expiry date or spoilage. This encompasses a reduction in the quantity or quality of food attributable to decisions and actions made by retailers, food service providers, and consumers¹. This definition distinguishes food waste from food loss, which typically occurs earlier in the supply chain, such as during production or transportation.

According to the United Nations Environment Programme (UNEP), a significant 60% of all food waste originates at the household level². This crucial distinction enables businesses and policymakers to develop targeted interventions, addressing root causes and engaging the most relevant stakeholders at each specific stage of the food supply chain.

1: How Much Food Does the World Really Waste? | World Resources Institute

2: UNEP Food Waste Index Report 2024

Insight into the food waste challenge

The Multifaceted Costs of Food Waste



Food waste is a complex global challenge with profound consequences extending far beyond discarded food. Its pervasive impact touches critical environmental systems and fundamental social equities, demanding urgent attention and broad-ranging interventions.



Environmental impact

The Waste and Resources Action Programme (WRAP), a leading global environmental action NGO, highlights a critical oversight: despite food waste contributing to 8-10% of total greenhouse gas emissions, it is rarely featured in Nationally Determined Contributions (NDCs)¹. Notably, 88% of the 195 nations that attended COP29 have yet to include commitments addressing food loss and/or food waste within their NDCs². Wasting food means wasting everything behind it: the water, energy, land, and effort invested in its production, transport, and storage.

Beyond their contributions to climate change and food insecurity, inefficiencies within global food systems have been identified by the World Wildlife Fund (WWF) as a key driver of biodiversity loss. Over a quarter of the world's available freshwater is used to produce food that ultimately goes to waste³.



Economic impact

The United Nations Environment Programme (UNEP) estimates the direct annual cost of food waste at USD 1 trillion globally, encompassing losses incurred by producers, retailers, and consumers. However, the true economic burden is amplified by hidden costs, including wasted labor, energy inputs, inflated food prices, and substantial opportunity costs. This is particularly pertinent in a global context where food demand is projected to increase by 50%, and potentially by 70%, by 2050, according to HSBC Global Research. For companies, reducing food waste goes beyond simple cost savings. By minimizing waste, businesses can optimize inventory management and make better use of raw materials, leading to greater supply chain efficiency. This, in turn, enhances profitability - not just by cutting costs, but by improving operational performance and resilience. Moreover, it helps ensure long-term food affordability by mitigating the impact of volatile input prices and supply disruptions. These factors are critical for companies striving to maintain competitiveness in an increasingly uncertain global market.



Social impact

While nearly 1 in 10 people globally face hunger⁴, over 1 billion tonnes of food are wasted each year⁵. At the same time, over 42 million people cannot afford a quality meal every second day. Despite producing enough food to nourish the global population, food loss and waste remain widespread while 309 million people across 72 countries still face acute food insecurity⁶.

Food waste exacerbates inequality: it represents wasted nutrition that could help address malnutrition and food insecurity, which are worsening due to climate change, conflict, and economic instability. Reducing food waste is a powerful lever for advancing social equity. By redistributing surplus food or preventing waste, businesses and policymakers can directly support SDG 2 (Zero Hunger) and SDG 10 (Reduced Inequalities), building social resilience and trust in communities.

Therefore more action is needed to scale solutions that deals with the multifaceted issues caused by food waste. With 2030 targets only five years away, this lack of focus on food waste in NDCs is a pressing concern that needs to be addressed through solutions at the institutional level and policy level.

- 1: Food waste contributes 10% to global emissions but 9 out of 10 countries' NDCs fail to focus on food loss and waste | WRAP - The Waste and Resources Action Programme
- 2: Global Action Drive For Food Loss and Waste Reduction | WRAP - The Waste and Resources Action Programme
- 3: WWF - 2024 FLW Factsheet
- 4: Goal 2: Zero Hunger - United Nations Sustainable Development
- 5: World squanders over 1 billion meals a day - UN report
- 6: 11 facts about food loss and waste – and how it links to sustainable food systems | World Food Programme

Insight into the food waste challenge

Unmet Commitments: The Need for Stronger Corporate Action

Committed to Sustainable Development Goal 12.3, the Consumer Goods Forum's Food Waste Coalition includes 21 of the world's largest retailers and manufacturers who are working to halve food loss and waste in their supply chains¹.

Under the UK Food and Drink Pact (formerly Courtauld Commitment 2030) led by WRAP, nearly 200 organizations in the UK's food and drink supply chain are striving for ambitious targets: a 50% reduction in per capita food waste and a halving of GHG emissions from the food and drink system by 2030².

However, according to the World Benchmark Alliance³, 122 out of the 350 most influential food companies (35%) still fail to recognize their role and impact in building sustainable food systems. This indicates a significant gap in corporate awareness and responsibility, especially among key industry players whose actions shape global food production and consumption.

Furthermore, 165 companies (47%) are yet to disclose any commitments to reducing Scope 3 emissions. Given that Scope 3 emissions often represent the largest share of a company's carbon footprint, the absence of clear reduction targets raises concerns about the sector's ability to contribute meaningfully to climate goals.



Therefore, there is an urgent need for stronger commitments and coordinated action in the food sector.

1: fw_coalition_baseline_report_nov2023.pdf

2: UK Food and Drink Pact | WRAP - The Waste and Resources Action Programme

3: Food and Agriculture Benchmark | WBA

Insight into the food waste challenge

Systemic and Behavioral Drivers of Downstream Food Waste

Food loss and waste occurs across various stages of the supply chain through production, processing, storing and distribution. In this report however, the focus is on the food waste that occurs at the downstream levels, i.e., at the retail and consumer levels. Food waste happens primarily by design, not by accident, and stems from a combination of systemic inefficiencies and behavioral patterns in the downstream stages of the food supply chain, particularly at retail and consumer levels.



Gaining a clear understanding of where and why food waste originates with the supply chain – especially at the retail and consumer levels – provides both critical business insights and a foundation for driving behavioral change.



Retail-level

- **Overstocking and Damage**
Retail food waste is often driven by overstocking, stemming from inaccurate demand forecasting or efforts to meet promotional targets. This leads to large volumes of unsold food that either expire or are otherwise discarded. Additionally, damage during transportation and handling further contributes to waste across the supply chain.
- **Stringent cosmetic standards**
The adherence to strict cosmetic standards by retailers results in the rejection of perfectly edible produce due to minor blemishes, irregular shapes, or other superficial imperfections. This practice diverts edible food from consumption.
- **Promotional strategies**
Marketing tactics such as "buy one, get one free" offers and other bulk-buying incentives, inadvertently encourage consumers to purchase quantities exceeding their actual consumption needs, thereby increasing the likelihood of household food waste.

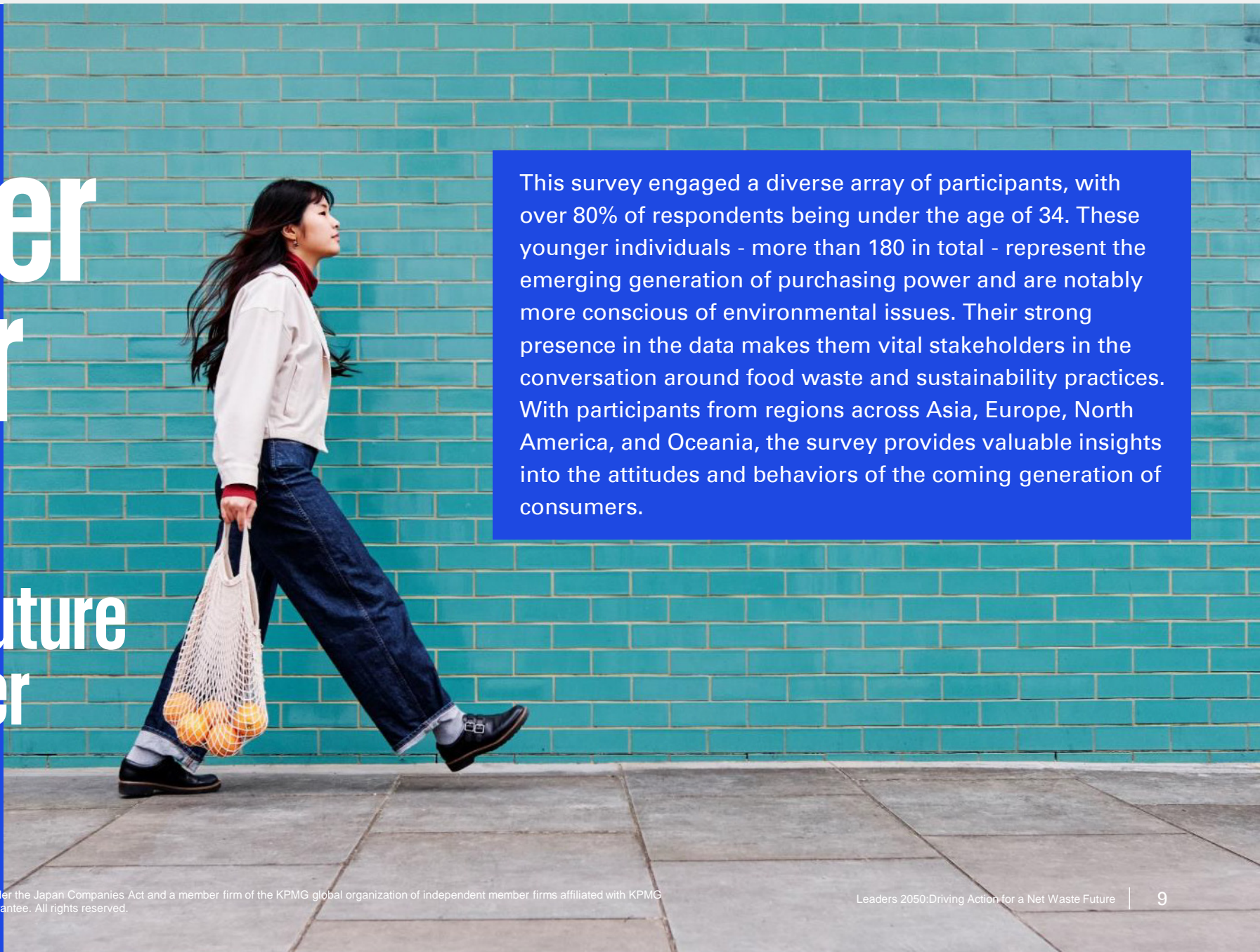


Consumer-level

- **Misunderstanding Date Labels**
Widespread confusion surrounding date labels, particularly the distinction between "best before" (indicating quality) and "use by" (indicating safety), frequently leads to the premature disposal of food that remains perfectly safe and fit for consumption.
- **Meal Planning and Shopping Habits**
Ineffective meal planning, coupled with impulsive purchasing and the purchasing of excess quantities of food, often results in overstocked household inventories. This results in food spoilage and forgotten items which contributes to household food waste.
- **Improper Storage Practices**
Improper food storage techniques, such as storing perishable goods at ambient temperatures or failing to utilize appropriate sealed containers, accelerate food spoilage. A general lack of awareness regarding optimal storage methods for various food types is another contributor to avoidable household waste.

Spotlight: Consumer Behavior Survey

Understanding Future Purchasing Power



This survey engaged a diverse array of participants, with over 80% of respondents being under the age of 34. These younger individuals - more than 180 in total - represent the emerging generation of purchasing power and are notably more conscious of environmental issues. Their strong presence in the data makes them vital stakeholders in the conversation around food waste and sustainability practices. With participants from regions across Asia, Europe, North America, and Oceania, the survey provides valuable insights into the attitudes and behaviors of the coming generation of consumers.

The case for change

Snapshot of Consumer Awareness and Engagement on Food Waste



Awareness of Carbon Footprint

While some respondents do consider the carbon footprint of food, 44% rarely think about it, highlighting a gap in awareness that could be addressed through public education and accessible information.



Primary Causes of Food Waste

A significant number of respondents discard food not because it has reached its expiration date, but because they have not managed to consume it in time (the second leading reason for food waste). This suggests a gap in effective food purchase and consumption planning, pointing to a need for better management practices among consumers. Enhanced education on meal planning and inventory management could mitigate such issues, enabling consumers to make more informed and effective use of the food they purchase.



Consumer Adaptability

A majority of the respondents, around 70%, expressed a willingness to purchase food items close to their expiration date when offered at a discount. This indicates a consumer openness to change, provided there are tangible benefits such as cost savings.



Visibility of Government Campaigns

A significant observation from the survey is that many respondents (over 80%) report infrequently seeing or hearing government campaigns about food waste reduction. This suggests limited outreach and engagement efforts, highlighting an opportunity for governments to increase visibility and public awareness surrounding food waste initiatives.



A call to action



Actions for Waste Reduction

Over 70% of the respondents expressed that they are more inclined to support companies that donate surplus food, use food waste for upcycled products, and implement sustainable packaging.



Consumer Commitment to Support Sustainable Practices

Consumers are willing to financially support companies that take active measures to reduce food waste. Specifically, 75% of the respondents are willing to pay at least 5% more for products from such companies, while 31% are willing to pay over 10% more. This demonstrates a significant market opportunity for companies to leverage sustainability as a differentiating factor to attract and retain environmentally conscious consumers.



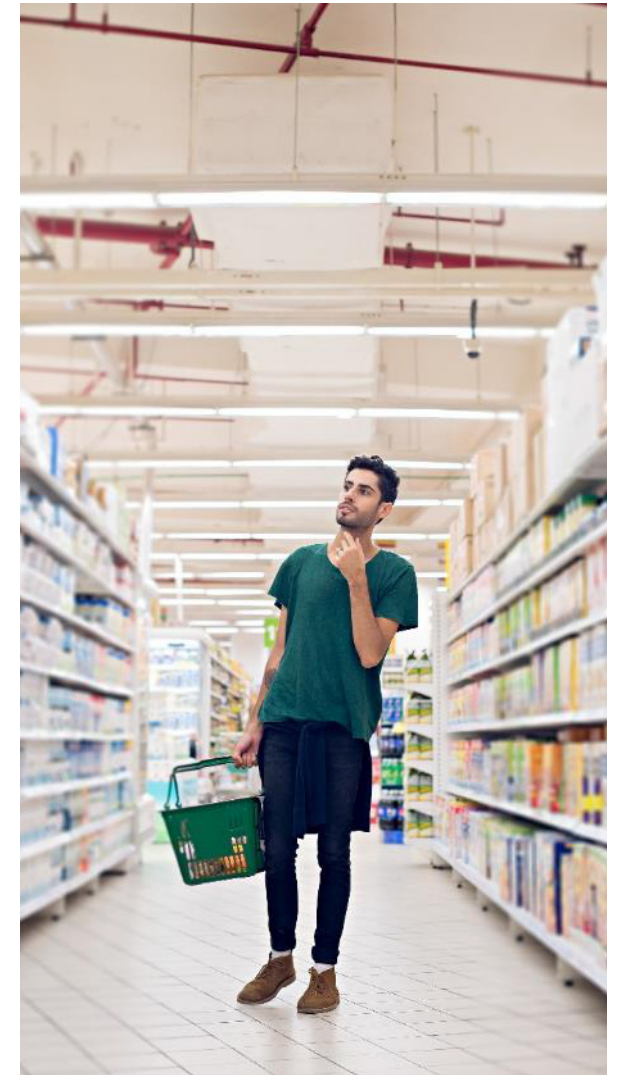
Transparency & Commitment

Approximately 70% of the respondents emphasized the importance of companies publicly committing to and actively working towards reducing food waste. A majority of the respondents (80%) rated the importance of companies taking active measures to reduce food loss and waste highly. This illustrates a clear consumer mandate for businesses to prioritize and invest in sustainable practices.



Preference for Certified Organizations

Respondents are more inclined (over 60%) to purchase from companies that have received external certification for their food waste reduction efforts. Certification from reputable assurance providers serves as a testament to a company's commitment to sustainability and effective practices in waste management. This underscores the importance of third-party verification in enhancing consumer trust and differentiating businesses in the market.



Strategic Solutions for Business and Policy: An In-Depth Analysis

Business Accountability and Strategic Actions



2. Innovation

Our survey reveals that young consumers expect companies to adopt more innovative strategies to address food waste. These include enhancing inventory management to minimize spoilage, repurposing food waste into new products (such as those made with upcycled ingredients) and implementing more sustainable packaging solutions.

Examples

- For instance, Japan's Mitsubishi Foods has set a target to cut food waste generation by 50% by 2030, with a strategic emphasis on leveraging AI technologies to improve demand forecasting and ingredient procurement, thereby optimizing inventory management¹. Adopting advanced technologies and process innovations enables businesses to effectively reduce waste, while simultaneously achieving long-term cost efficiencies.
- The Upcycled Food Association is a prime example of industry innovation, partnering with businesses to transform food waste into valuable products by using upcycled ingredients². This approach not only reduces waste but also adds value to products by introducing unique, eco-friendly components.

¹: Environmental initiatives | Environment | ESG | Sustainability | Mitsubishi Shokuhin Co., Ltd.
²: Upcycled Food Association and Upcycled Food Foundation



1. Action over commitments

Articulating strong commitments alone is insufficient. Our survey found that young consumers demand companies to undertake demonstrable, quantifiable actions to reduce food waste. Moreover, they expect transparent public disclosure of these efforts and outcomes.

Strategic Solutions for Business and Policy: An In-Depth Analysis

Business Accountability and Strategic Actions



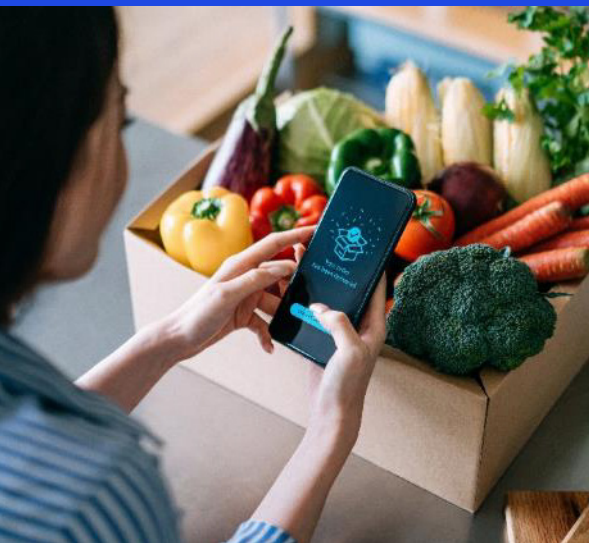
3. Consumer education

Young consumers also place responsibility on companies to actively engage in educational efforts to inform consumers about the impacts of food waste and empowering them with practical ways to participate in its reduction. Insights from young consumers reveal a strong demand for practical resources to aid food waste reduction efforts, with recipes for utilizing leftovers and effective food storage techniques identified as particularly valuable.

Examples

Similarly, UK's Tesco has also taken a proactive approach to helping consumers reduce food waste through its Tesco Real Food platform, which offers a dedicated section for recipes using leftovers and provides practical and creative guidance on how to repurpose surplus ingredients into nutritious meals².

- 1: IFWC_FW-Report_Final.pdf
- 2: How To Use Up Food Leftovers? | Tesco Real Food
- 3: Accelerating the food chain revolution: All-star food consortium uses AI to redistribute the equivalent of up to 1.5 million surplus meals. | Nestlé UK & Ireland
- 4: Upcycled Food Association and Upcycled Food Foundation



4. Data and reporting

The measurement of food waste heavily relies on estimation and extrapolation, as opposed to on-site measurement¹. However, with improvements in AI, there is potential for more real-time data collection.

Examples

Nestlé UK&I has joined a consortium of leading brands, charities, and tech firms to pilot a groundbreaking AI solution aimed at matching surplus food with charities. The trials resulted in an 87% reduction in edible food waste at a single Nestlé factory, over a two-week period³.

Beyond enhancing data capabilities, our survey indicates that young consumers are more inclined to purchase from companies that have obtained external certification for their food waste reduction initiatives such as verification from an independent assurance provider. Businesses must not only commit resources to robust data collection, reporting systems and verification, but also foster a culture of engagement to empower employees to actively contribute to improving how performance is measured and communicated.

Examples

As part of The Upcycled Food Association initiative, a certification program was created to validate products made from upcycled materials, providing consumers with an assurance of sustainability and authenticity⁴. This certification has proven effective in meeting consumer demand for credible and environmentally friendly products, as indicated by our survey findings.

Strategic Solutions for Business and Policy: An In-Depth Analysis

Policy Recommendations and Support



1. Infrastructural investments

Policymakers should prioritize enabling strategic investments across agricultural and retail supply chains. This includes enhancing infrastructure such as storage facilities and transportation networks to minimize food loss and waste¹.

Furthermore, targeted investment in waste processing facilities, particularly those that support the effective separation of food waste, can facilitate its redirection towards sustainable solutions such as anaerobic digestion. By strengthening public investment in food system infrastructure, governments can create the necessary conditions for private sector stakeholders to implement meaningful and measurable improvements within their supply chains.



2. Regulatory changes

While there are no shortages of companies committing to reducing food waste, real change comes from regulatory drivers. For instance, Japan's Food Waste Recycling Act (2001) mandates in-scope businesses to measure metrics on food waste generation and recycling methods. These metrics are reported to the Ministry of Agriculture, Forestry and Fisheries (MAFF) which also holds companies accountable for underperforming².

Another area where policymakers can contribute is to make organic waste separation mandatory. This was done by France with its "Compost Obligatoire" rules which requires separation of biowaste, including food scraps and garden waste, from general rubbish and requires local municipalities to provide the necessary infrastructure to enable this³.

Sweden takes this a step further and uses the collected food waste to generate biogas, organic fertilizer and biochar⁴.

1: Food Waste Index Report 2024. Think Eat Save: Tracking Progress to Halve Global Food Waste

2: Food Loss and Waste / Food Recycling System : MAFF

3: Tri à la source des biodéchets : une obligation, de nombreuses solutions | Ministères Aménagement du territoire Transition écologique

4: sharingsweden.se/materials/food-waste-in-sweden

Strategic Solutions for Business and Policy: An In-Depth Analysis

Policy Recommendations and Support



3. Public awareness

Importance of education in schools

Schools play a pivotal role in shaping attitudes toward food waste. By mandating the inclusion of food waste education in school curricula, policymakers can empower the next generation with a deeper awareness of their environmental footprint and foster lifelong habits of sustainability.

Examples

For instance, the government of Queensland (Australia) took the initiative to introduce food waste education in schools. The purpose was to develop an attribute of waste avoidance and to empower students to become food waste champions at home and in their communities¹.



4. Expanding Consumer Education

Expanding consumer education on food waste is crucial for driving behavioral change and promoting sustainable practices. Leveraging digital campaigns and collaborating with influencers are effective strategies.

Leveraging social media platforms and digital campaigns can effectively reach wider audiences, especially young generations, to promote food waste awareness.

Examples

The dissemination of information plays a critical role in the EU Commission's collaborative approach to mitigating food waste across EU countries and with relevant stakeholders. Illustrating this commitment, the European Commission's "Zero Waste, More Taste!" campaign² highlights the potential to transform food that would otherwise be discarded into appealing, waste-free culinary creations. The campaign's resources (including a recipe book) are designed to facilitate food waste reduction, promote cost savings, and enhance culinary enjoyment through optimized ingredient utilization.



1: Reduce food waste at school | Environment, land and water | Queensland Government
2: zero-waste-more-taste-2024 - European Commission

Strategic Solutions for Business and Policy: An In-Depth Analysis

Policy Recommendations and Support

Influencer partnerships amplify these efforts by engaging younger audiences committed to sustainability, leveraging platforms where influencers have substantial followings.

Moreover, collaborations between governments, non-profits, and media partners further enhance the impact, demonstrating how cooperative efforts can drive widespread change. These case studies illustrate how strategic integration of digital engagement and cross-sector collaboration effectively educates and inspires consumers globally, promoting actionable steps toward reducing food waste and embracing sustainable practices.

With around 5 years to go until the 2030 deadline for SDG 12, including the goal to cut global food waste in half, urgent action is needed to speed up progress.



KPMG UK has initiated a strategic partnership with FareShare¹, a UK charity focused on fighting hunger and food waste. FareShare converts surplus food into essential food parcels and meals, which are then distributed to over one million individuals through a network of charities and community groups. Every £1 raised by KPMG will enable FareShare to redistribute the equivalent of five meals to individuals facing food poverty. This collaboration serves as an example for private sector engagement in community upliftment, while addressing the environmental and social issues of food waste and food poverty.

1: KPMG UK and FareShare launch new three-year charity partnership

Conclusion: Key takeaways

1 Food waste is a systemic challenge with triple impact - environmental, economic, and social.

Food waste is a systemic challenge with triple impact - environmental, economic, and social. Environmentally, it accounts for 8–10% of global GHG emissions, contributes to water scarcity, and accelerates biodiversity loss. Economically, the annual cost exceeds USD 1 trillion globally when factoring in wasted resources, logistics, and landfill management. Socially, the global contradiction is stark: while nearly 1 in 10 people around the world face hunger, over 1 billion tonnes of food are wasted each year. Tackling food waste therefore represents a unique leverage point in reducing emissions, saving money, and improving food security at the same time.

2 Downstream stages matter most - retail and consumer levels are critical sources of waste.

Food waste is concentrated at the downstream end of the supply chain, driven by retailer practices and household behaviors. Effectively reducing food waste requires not just supply chain efficiency, but also behavioral change supported by improved systems, clearer information, and business innovation.

3 Young consumers are both aware and willing to act - representing a powerful lever for change.

Younger generations view food waste as a priority issue, expecting businesses to take stronger action and willing to support companies that do through their purchasing choices. This demographic is also open to changing their own behavior with the right incentives, making their attitudes a key indicator for future business and policy efforts.

4 Businesses must move from commitments to measurable action, innovation, and consumer education.

Despite widespread corporate sustainability pledges, real-world progress on food waste remains uneven, with many influential food companies still not recognizing it as a material issue. Young consumers are increasingly skeptical of vague promises and expect concrete actions like smarter inventory systems, transparent reporting, and accessible consumer education, which will build trust and loyalty.

5 Policymakers can unlock systemic progress through infrastructure, regulation and public awareness.

Countries making tangible progress in food waste reduction demonstrate the power of strong policy intervention, requiring governments to invest in infrastructure and implement regulatory measures like mandatory waste separation. This, combined with public awareness campaigns and education, is essential to drive systemic change at the necessary pace, as market forces alone are insufficient.

6 Time is short - collaborative, urgent action is needed with the SDG 12.3 deadline just five years away.

Accelerating progress on food waste reduction is a climate imperative and a social necessity, requiring urgent and systemic collaboration from governments, businesses, civil society, and consumers. Without immediate, collective action, the opportunity to leverage the momentum from youth engagement may be lost.

How can KPMG help

KPMG is uniquely positioned to support organizations in navigating and transforming the future of food. From farm to finance, policy to packaging, our global network of multidisciplinary professionals brings deep sector expertise, cutting-edge technology, and strategic foresight to help clients unlock resilience, create value, and lead systemic change.

KPMG's [Reimagining global food system resilience](#) report serves as a call to action for leaders across sectors to collectively work towards a resilient food future — one that prioritizes sustainability and equity while ensuring that everyone has access to nutritious food.

Strategy and foresight

Our Futures and Foresight teams help clients anticipate disruption and prepare for emerging risks and opportunities across the food system. Through scenario modelling, geopolitical analysis, and ESG benchmarking, we support leadership teams in designing adaptive strategies aligned with long-term value and resilience.

Sustainable supply chain transformation

We help businesses redesign supply chains to improve transparency, reduce emissions, manage climate risks, and enhance traceability. Our supply chain optimization, decarbonization roadmaps, and circular economy solutions help ensure systems that are both commercially agile and environmentally aligned

Capital and finance innovation

KPMG works with investors, development banks, and agribusinesses to structure innovative financing models — including green bonds, sustainability-linked loans, carbon market participation, and blended finance platforms. Our corporate finance and impact investment teams help clients unlock capital flows for regenerative transitions and nature-based solutions.

Regulatory navigation and policy influence

We advise public and private sector leaders on evolving regulatory frameworks affecting food, climate, and sustainability. From compliance to strategy, we enable organizations to engage constructively with global regulations and actively shape the policy environments critical to their future.

Technology integration and digital transformation

Our Digital & Innovation practices work at the intersection of food and technology — delivering AI-enabled forecasting, blockchain traceability, and smart farming solutions. We also help scale agrifoodtech platforms and digital twin capabilities to improve productivity, resilience, and consumer trust.

Collaboration and ecosystem building

We facilitate multi-stakeholder coalitions across sectors, including energy, healthcare, infrastructure, consumer, retail and agriculture to build integrated solutions to systemic challenges. Our convening power and cross-sector networks help align incentives, share risks, and deliver collaborative impact.

People, culture, and capability development

Through leadership development, workforce upskilling, and ESG culture transformation, we help organizations build internal capacity to lead in an era of rising stakeholder scrutiny and evolving consumer values.

Global tax strategy and trade advisory

In an era of shifting geopolitics and regulatory complexity, tax and trade strategy have become central to food system resilience. We help businesses navigate international tax regimes, optimize supply chain structures, and respond to evolving tariffs and trade barriers. Our specialists advise on R&D tax incentives, transfer pricing, and cross-border compliance to unlock value and reduce exposure.

Whether you're a farmer cooperative, food manufacturer, technology innovator, financier, or policymaker, KPMG can help you move from insight to action. Together, we can reimagine and help build a food system that delivers for people, planet, and profit — resiliently and equitably.

Methodology



1. Literature review

- A comprehensive literature review is conducted to understand the current state of food waste, examining both the scale and impact of the problem globally. Additionally, the literature review gathers existing research findings on strategies for managing food waste and reviews sustainability initiatives adopted by businesses around the world.
- The literature review draws from academic journals, industry reports, governmental publications, international organizational publications, company reports. Etc.



2. Survey

- The purpose of the survey is to understand consumer awareness, behaviors, and motivations related to food waste issues, providing insights for businesses and policymakers to establish more sustainable food systems.
- Over 180 participants have responded to date. Responses have been collected from various regions worldwide, including Asia, Europe, North America, and Oceania.
- The survey contents include:
 - Various aspects of consumer attitudes and behaviors concerning food waste
 - Motivations for reducing food waste
 - Preferred channels through which participants receive information on food waste reduction
 - Consumer expectations regarding the roles of businesses and policymakers



3. Case study

- Specific case studies are chosen to examine successful community and corporate initiatives that have effectively addressed food waste reduction, providing real-world examples and best practices.



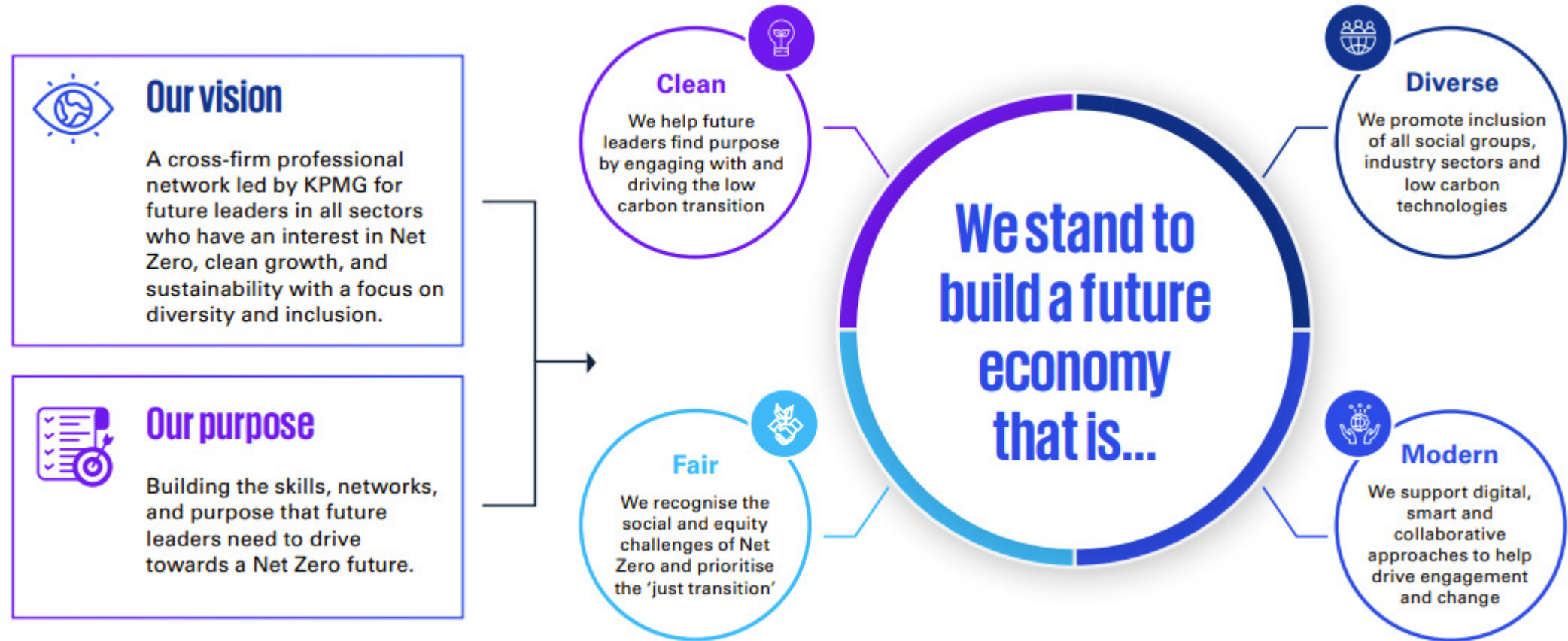
4. Interview

- Aims to capture detailed insights into young consumers' perspectives on food waste, providing qualitative data that complements the broader quantitative survey and literature review.



What is the Leaders 2050 network?

The principles below will be embedded into all Leaders 2050 events and activities



Find out more on our global and Japan sites ► [Global](#) [Japan](#)



Tae Aso

Partner
Climate Change & Decarbonization
KPMG Japan



John McCalla-Leacy

Partner
Global and UK Head of ESG
KPMG International and KPMG UK



Jianqiong Wu

Senior Consultant
Climate Change & Decarbonization
KPMG Japan



Mary Moyalan

Manager
ESG Assurance
KPMG International

kpmg.com/jp

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