FOOD STANDARDS Australia • New Zealand
Te Mana Kounga Kai - Ahitereiria me Aotearoa

2025 Consumer Insights Tracker

Online food shopping and labelling

May 2026

Acknowledgement of country

Food Standards Australia New Zealand (FSANZ) acknowledges the Traditional Owners and Custodians of Country throughout Australia and their continuing connection to land, sea and community. We pay our respects to the people, the cultures and the elders past and present. FSANZ also acknowledges and respects ngā iwi Māori as the tangata whenua of Aotearoa, New Zealand.

Introduction

The Consumer Insights Tracker (CIT) is an annual online survey of approximately 1,200 Australian and 800 New Zealand consumers aged 18+ years based on a nationally representative sample by the interlocked quotas of age, gender and location. The survey has proportionate representation of different levels of educational attainment, and Aboriginal and/or Torres Strait Islander peoples in Australia and Māori in New Zealand.

This report presents the results pertaining to consumers' use of online food shopping and use of online food labelling information. Online food shopping/labelling information was an additional module added to the 2025 survey and had not been captured previously.

The questions in this module were designed to capture current data on consumer use of online food shopping and access to nutrition information when shopping for food online. The pilot sample (n = 212) was excluded from the final analysis, as question wording was altered following the pilot to capture more granular data on how frequently participants use online shopping platforms. As a result, this module draws on a total sample of 2,020 respondents (Australia: n =1,184; New Zealand: n = 836) which differs from the full sample of 2,232 reported in other modules. Full details on the methodology and sample can be found in the module *'Methods, sample and survey instrument'*.

This document reports 2025 results unless otherwise specified. Due to rounding, figures may not add up to 100%. Statistically significant changes between the multi-year trend and the 2025 results, or by country in 2025 (Australia compared to New Zealand), are indicated where appropriate. Significance throughout this report refers to statistical significance at the .05 level unless otherwise noted.

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Key Results

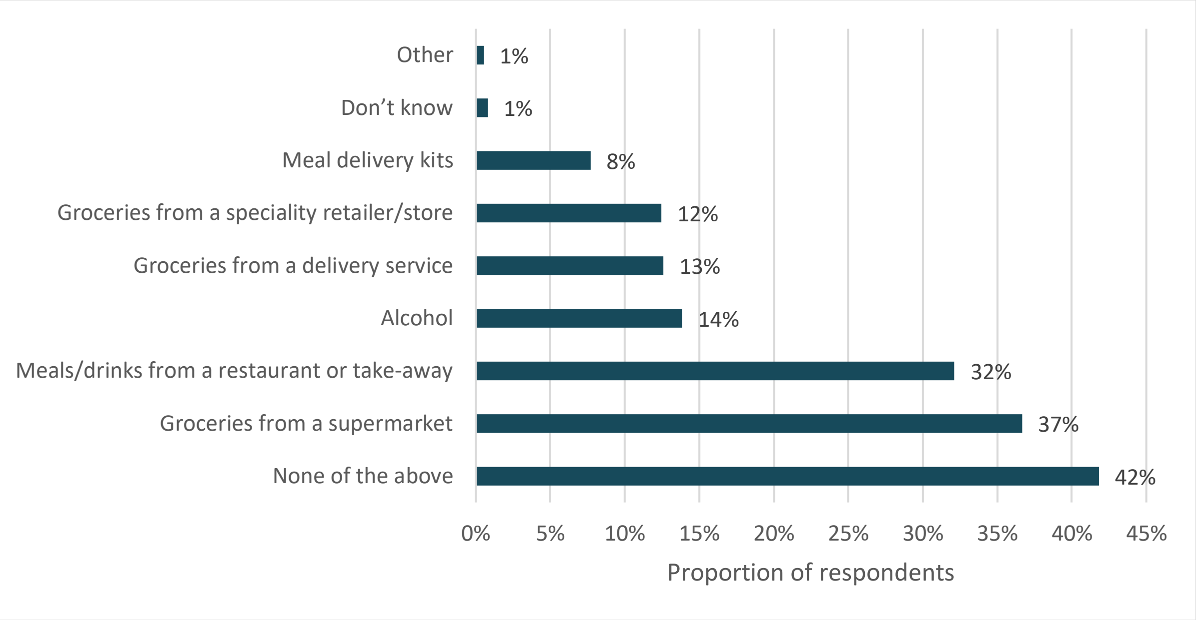
- More than half of respondents (58%) had shopped for food/drink online via various online platforms in the past 30 days. A higher proportion of Australians (62.9%) than New Zealanders (50.4%) reported using any online platform.
- Supermarket grocery shopping (36.8%) and ordering meals or drinks from a restaurant or take-away (32.4%) were the most reported online services used. Smaller proportions of respondents reported using online platforms to order alcohol (14.0%), groceries from a delivery service (12.8%), groceries from a speciality retailer (12.8%), and meal delivery kits (8.1%).
- Ordering groceries 'once a week' or 'two or three times' in the past 30 days was the most common frequency of use (28 to 34% depending on online platform). Alcohol was ordered less frequently, with 37% of respondents having done so 'only once' in the same period. Everyday purchasing was rare across all categories.
- Convenience was the most reported motivation for ordering groceries from a supermarket online (53.7%), followed by efficiency and time saving (50.2%) and ease of budgeting (32.2%).
- When shopping online, price was the information respondents sought most (70.9%), followed by the ingredients list (34.9%) and the Nutrition Information Panel (32.1%).
- Just over a quarter of respondents (26.1%) reported finding it difficult to find nutrition information when shopping for food/drink online. Similar proportions of respondents reported that it was either easy (35.4%) or neither hard nor easy (33.2%). And 5.3% do not look for this type of information.

Results

Use of online food shopping

Fifty-eight percent of respondents reported using at least one of the listed online platforms to order food or drinks in the past 30 days (Figure 1). A greater proportion of Australian respondents (62.9%) reported to use one or more of the online platforms than New Zealand respondents (50.4%). Among those who reported using an online food service, the most commonly reported order was groceries from a supermarket (36.7%), followed by meals and drinks from a restaurant or take-away (32.1%) (Table 1).

Figure 1: Online food services used by respondents in the past 30 days (n = 2,020)



Q: Have you ordered any of the following online (including using a mobile app) for pick up or delivery in the past 30 days? (Select all that apply)

Table 1: Online food shopping use by country

	Australia n (%)	New Zealand n (%)	Total n (%)
Meals/drinks from a restaurant or take-away	412 (38.5)	243 (30.9)	655 (32.4)
Groceries from a supermarket	489 (45.7)	254 (32.3)	743 (36.8)
Groceries from a speciality retailer/store	184 (17.2)	75 (9.5)	259 (12.8)

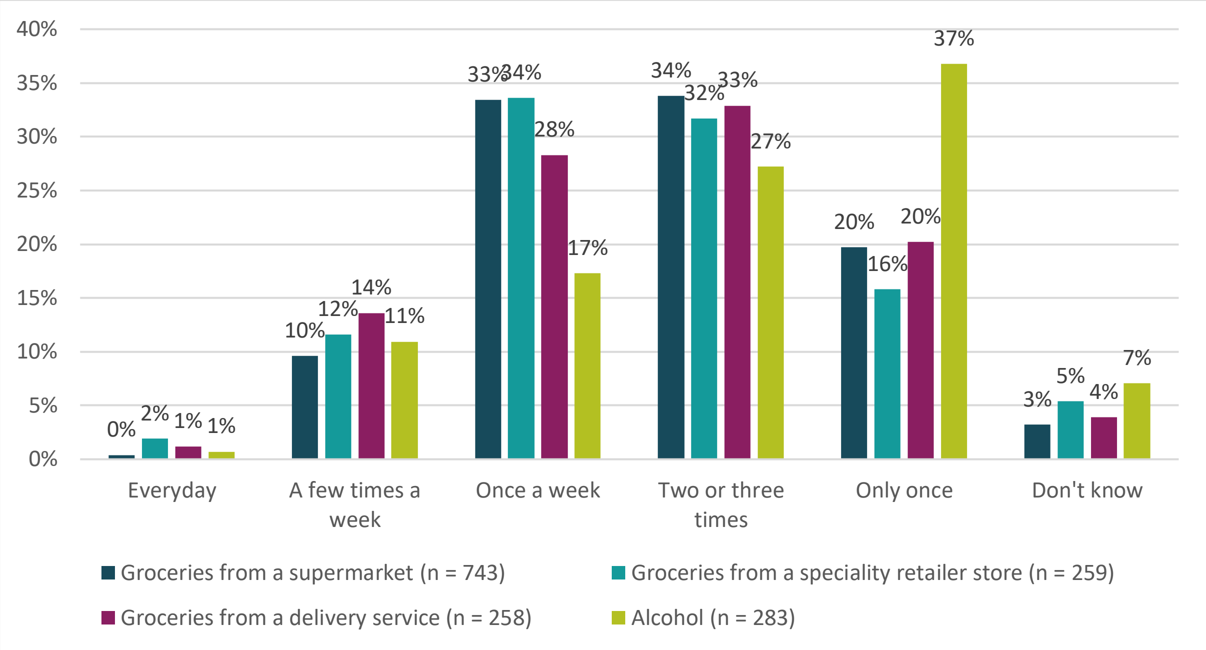
	Australia n (%)	New Zealand n (%)	Total n (%)
Groceries from a delivery service	182 (17.0)	76 (9.7)	258 (12.8)
Alcohol	209 (19.6)	74 (9.4)	283 (14.0)
Meal delivery kits	115 (10.8)	49 (6.2)	164 (8.1)
None of the above	432 (40.4)	407 (51.7)	839 (41.5)
Don't know	7 (0.7)	8 (1.0)	15 (0.7)
Other (e.g. ready-to-heat meals, fruit and vegetables)	4 (0.4)	8 (1.0)	12 (0.6)

Q: Have you ordered any of the following online (including using a mobile app) for pick up or delivery in the past 30 days? (Select all that apply)

*Proportions may not add up to 100% as respondents could select multiple responses

Respondents who reported using online platforms to purchase food or drinks that display labelling information regulated by FSANZ (e.g. NIP, ingredients list, pregnancy warning labels) were asked about how frequently they had used these platforms in the past 30 days. This included online grocery shopping (via supermarkets, specialty retailers, or delivery services) and online alcohol purchases. As shown in Figure 2, ordering groceries 'once a week' or 'two or three times' in the past 30 days was the most common pattern of use. Alcohol was ordered less frequently, with the most frequently selected response being 'only once' in the same period.

Figure 2: Frequency of use of online food shopping in the past 30 days



Q: How often did you order [groceries from a supermarket; groceries from a speciality retail store; groceries from a delivery service; alcohol] online or using a mobile app in the past 30 days?

Online food shopping motivations

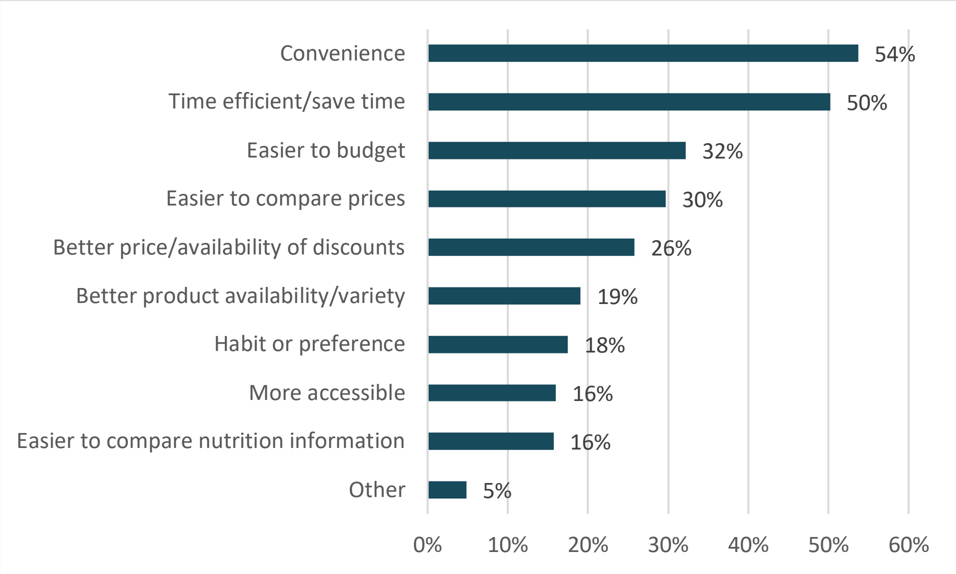
Respondents who reported shopping online for food (via supermarkets, specialty retailers, or delivery services such as Amazon or Milkrun) or purchasing alcohol online were asked about their motivations for using these services. Motivations are reported by service type, with the top motivations differing between the 4 online shopping methods.

Groceries online from a supermarket

Convenience was the most reported motivation for ordering groceries from a supermarket online or using a mobile app (53.7%; n = 743), followed by efficiency and time saving (50.2%) and ease of budgeting (32.2%) (Figure 3).

Other (n = 36) motivations included using online supermarket shopping to top up groceries with a small amount, taking advantage of promotions, and the relative ease of online supermarket shopping when away from home, during bad weather, or when unwell.

Figure 3: Motivation for ordering groceries from a supermarket online (n = 743)



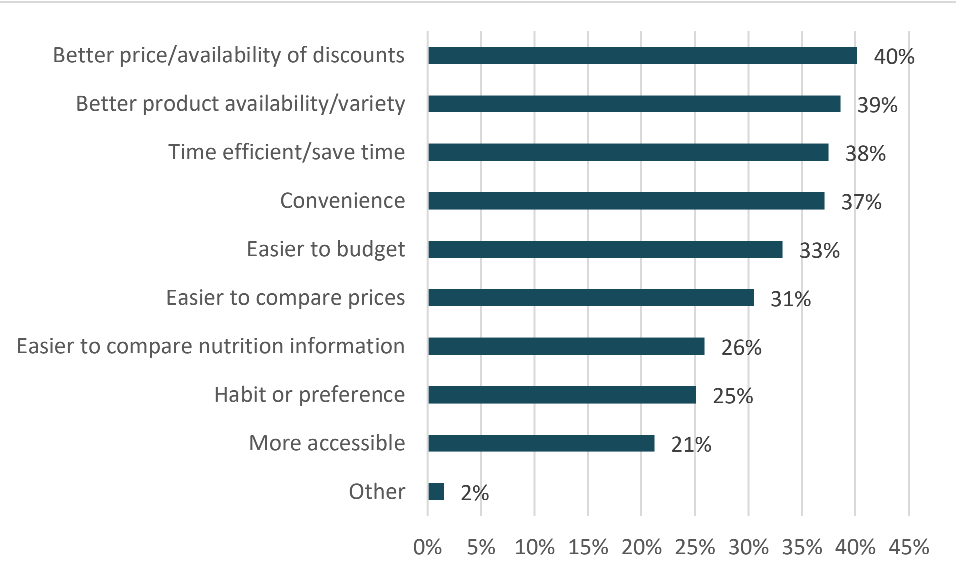
Q: What are the main reasons you ordered groceries from a supermarket online or using a mobile app, rather than going to a physical store? (Select all that apply)

*Proportions may not add up to 100% as respondents could select multiple responses

Groceries online from a specialty retail store

For respondents who had ordered groceries online from a specialty retail store, better price and availability of discounts was the most commonly cited motivation for doing so (40.2%; n = 259), closely followed by better product availability and variety (38.6%) and efficiency and time saving (37.5%) (Figure 4).

Figure 4: Respondent motivation for ordering groceries online from a specialty retail store (n = 259)



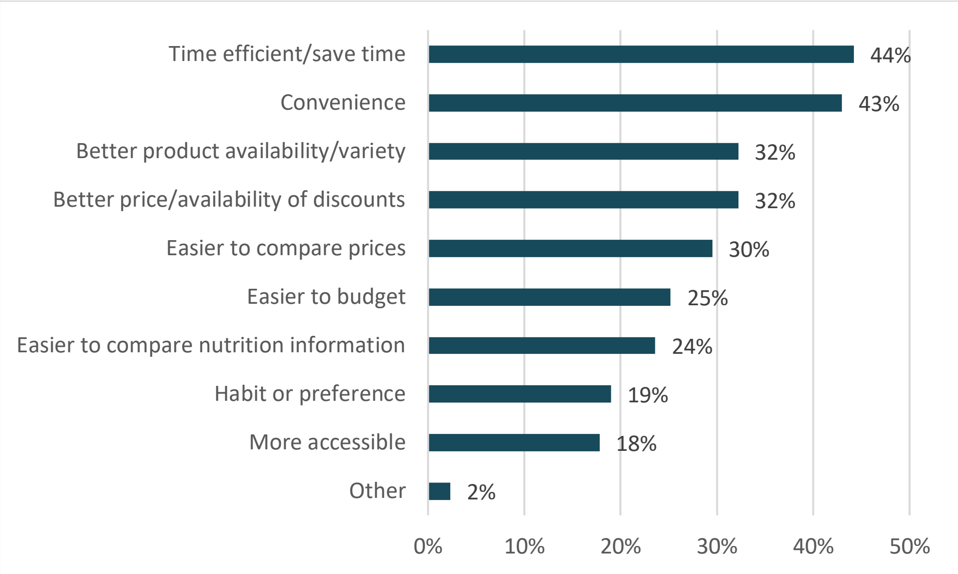
Q: What are the main reasons you ordered groceries from a specialty retailer online or using a mobile app, rather than going to a physical store? (Select all that apply)

*Proportions may not add up to 100% as respondents could select multiple responses

Groceries from an online delivery service

Among respondents who had ordered groceries online using a delivery service (e.g. Amazon, Milkrun), efficiency and time saving was the most cited motivation (44.2%; n = 258), followed closely by convenience (43.0%). Better price and availability of discounts and better product availability and variety were the third most selected motivations (both 32.2%) (Figure 5). Other motivations (n = 6) included mobility issues, inability to drive, wanting to avoid having to carry heavy items, as well as promotional and loyalty reward offers and a general dislike for grocery shopping.

Figure 5: Respondent motivation for ordering groceries from an online delivery service (n = 258)



Q: What are the main reasons you ordered groceries from a delivery service (e.g. Amazon, Milkrun) online or using a mobile app, rather than going to a physical store? (Select all that apply)

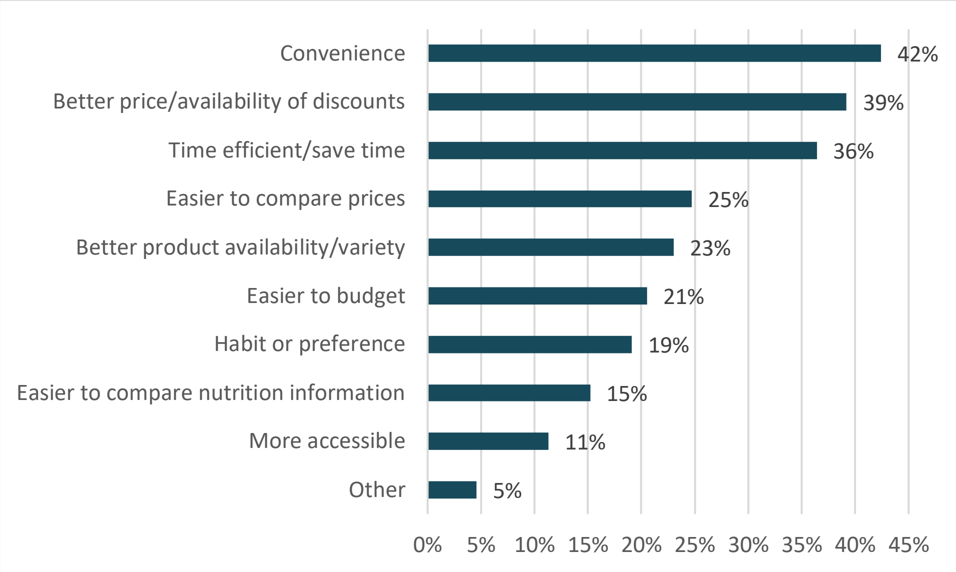
*Proportions may not add up to 100% as respondents could select multiple responses

Alcohol ordered online

For online or mobile app alcohol purchases, convenience was most commonly cited motivation (42.4%; n = 283), followed by better price and availability of discounts (39.2%) and efficiency and time savings (36.4%) (Figure 6).

Other motivations (n = 13) included avoiding carrying heavier items, promotional and loyalty offers, lack of nearby stores, and the ability to have alcohol and groceries delivered together.

Figure 6: Respondent motivation for ordering alcohol online (n = 283)



Q: What are the main reasons you ordered alcohol (e.g. wine, beer) online or using a mobile app, rather than going to a physical store? (Select all that apply)

*Proportions may not add up to 100% as respondents could select multiple responses

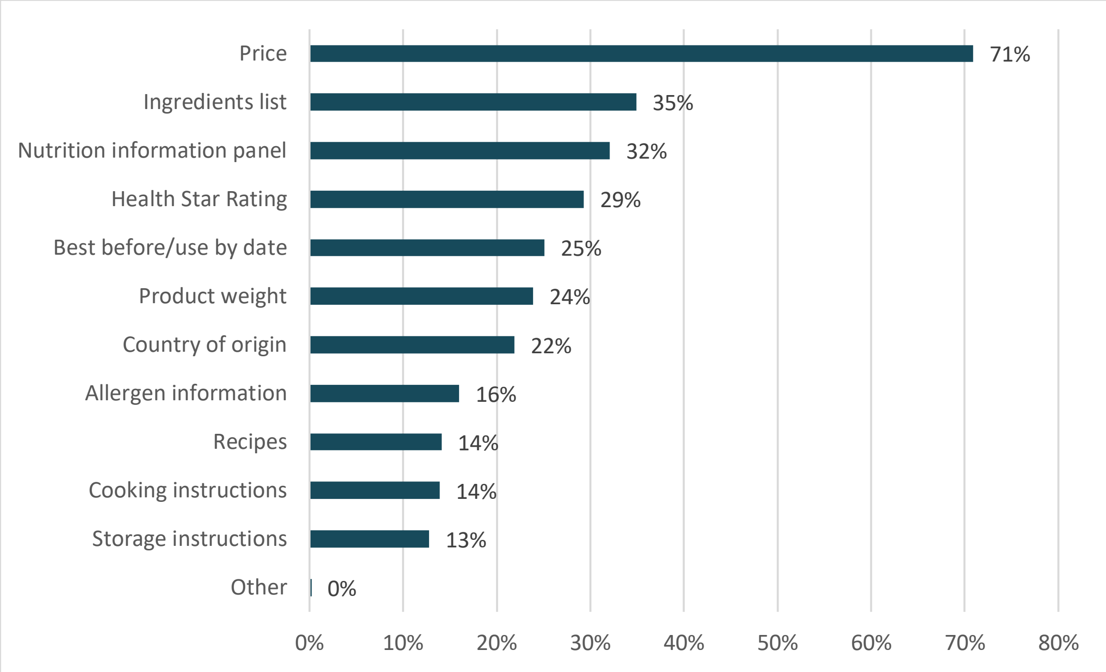
Use and availability of online food product information

Respondents who reported using online grocery services or ordering alcohol online (n = 942) were asked about the kind of information they look for when shopping online. As shown in Figure 7, price was the most sought piece of information (70.9%), followed by the ingredients list (34.9%), and the Nutrition Information Panel (32.1%).

Respondents who reported looking for at least one piece of information when shopping online (n = 894) were asked how easy or hard it was to find nutrition information (e.g. Nutrition Information Panel, allergen information, ingredients list, Health Star Rating). Respondents who had selected price as the only information they looked for were excluded from this analysis (n = 47).

As shown in Figure 8, 35.4% of respondents found it least somewhat easy to find nutrition information, while 26.1% found it ‘somewhat difficult’ or ‘very difficult’. Thirty-three percent selected a neutral response and 5.3% do not look for this type of information. There was no statistically significant difference between countries (Table 2).

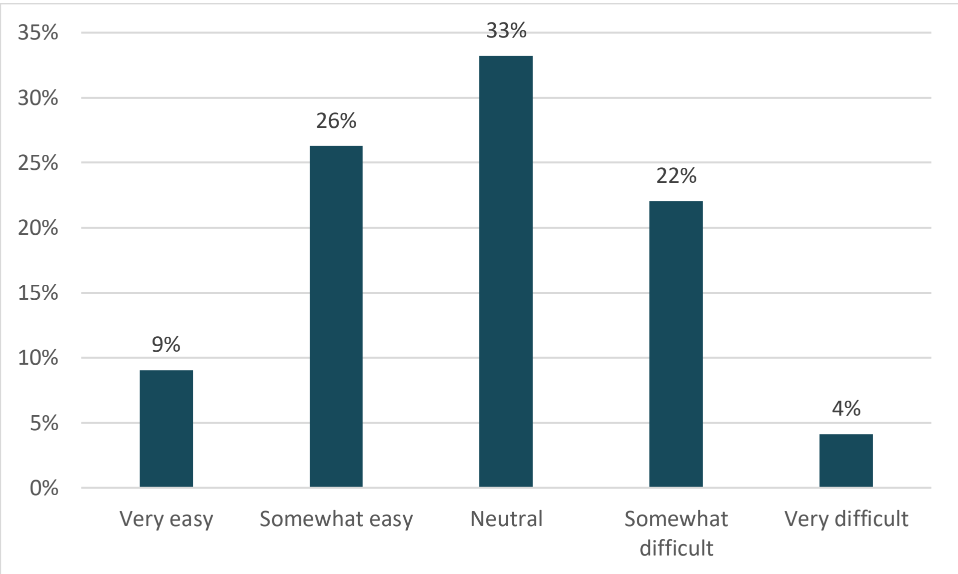
Figure 7: Information respondents typically look for when shopping for food/drink online (n = 894)



Q: What kind of information do you typically look for when shopping online? (Select all that apply)
*Proportions may not add up to 100% as respondents could select multiple responses

N = 48 reported to not look for any information

Figure 8: Respondents self-reported ease in finding nutrition information when shopping for food/drink online (n = 847)



Q: How easy or hard is it to find nutrition information (e.g. Nutrition Information Panel, Allergen information, Ingredients list, Health Star Rating etc) when shopping for groceries online?
Note: n = 47 (5.5%) indicated they don't look for this kind of information when shopping online.

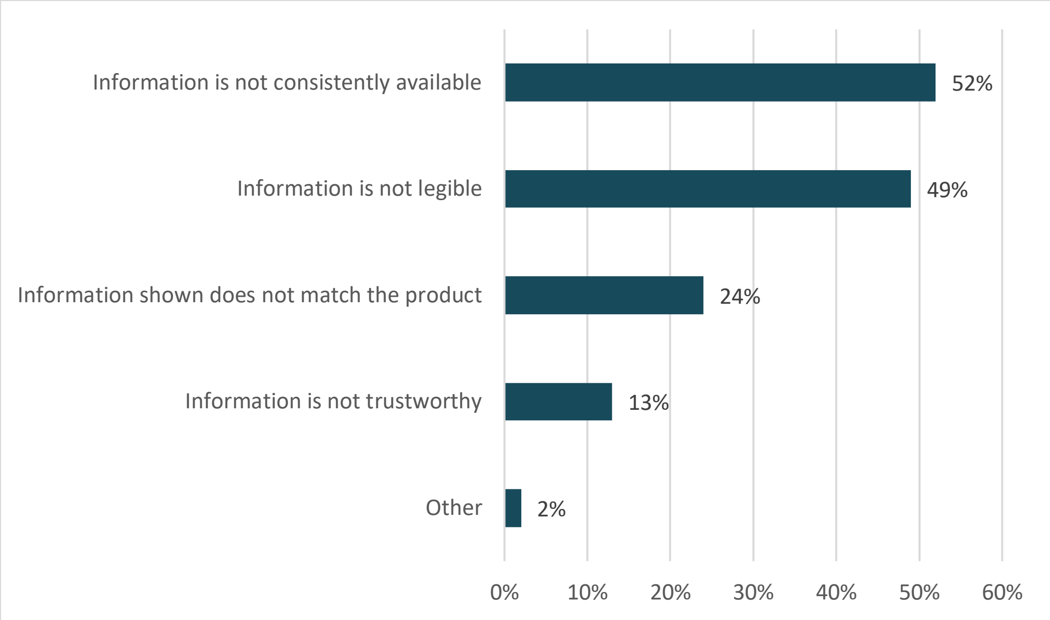
Table 2: Respondents self-reported ease of finding information when shopping for groceries online (n = 894)

	Australia n (%)	New Zealand n (%)	Total n (%)
Very easy	59 (9.7)	22 (7.6)	81 (9.1)
Somewhat easy	166 (27.4)	69 (24.0)	235 (26.3)
Neutral	203 (33.5)	94 (32.6)	297 (33.2)
Somewhat difficult	134 (22.1)	63 (21.9)	197 (22.0)
Very difficult	23 (3.8)	14 (4.9)	37 (4.1)
I don't look for this kind of information when online shopping	21 (3.5)	26 (9.0)	47 (5.3)
Total	606	288	894

Q: How easy or hard is it to find nutrition information (e.g. Nutrition Information Panel, Allergen information, Ingredients list, Health Star Rating etc) when shopping for groceries online?

Respondents who found it somewhat or very difficult to find nutrition information when shopping for groceries online (n = 234) were asked to explain why. The most commonly cited reason was inconsistent availability of information (52.1%), closely followed by poor legibility (48.7%) (Figure 9). Open-ended responses (n = 4) noted that information was too small, particularly on a phone, or hard to find on the website.

Figure 9: Reasons why respondents find it difficult to find nutrition information when shopping for groceries online (n = 234)



Q: Why do you find it difficult to find nutrition information (e.g. Nutrition Information Panel, allergen information, ingredients list, Health Star Rating) when shopping for groceries online? (Please select all that apply)
*Proportions may not add up to 100% as respondents could select multiple responses