**Market Research and Target Demographic Notes**

* In 2023/2024 there were 2.90 million students enrolled at university in the UK (according to the house of commons website)- \* note to self- expand more in terms of money (people eating out and resorting to takeout)
* According to the Waste Managed website, the UK wastes approximately 9.52 million tonnes of food every year- this includes household food waste (6.7 million tonnes- 70% of all UK food waste comes from household waste); 6.4 million tonnes (67%) of the food could have been eaten
* The average UK household spends £470 on food that ends up in the waste
* In a 2025 report produced by WRAP (Waste and Resources Actions Program), an estimated 6 million tonnes of waste was produced from UK households in 2021, 210kg per household of food and beverage waste.
* 4.4 million tonnes (73%) of this made up of edible parts, such as bread, meat, the edible parts of fruit.

https://www.wrap.ngo/resources/report/understanding-household-food-waste-uk-household-food-management-survey

* WRAP: Despite high awareness, personal action is lagging. 86% of people agree food waste is a national issue, with 34% recognising it as a top issue. But only 63% say they’re actively trying to reduce their own waste.

Who is wasting the most food at home?

* Younger adults, 18-34 year olds, report higher waste levels compared to other age groups - this is a group we can target (including those of uni students)

**Demographics to consider**

* Students/ younger generation (18-34 year olds)
* People who want to be more money conscious (cut down the cost of living)
* Anyone looking for new recipes (beginner friendly cooking)
* Environmentally conscious people

**Market opportunity**

Key terms

*TAM (Total Addressable Market):* The total addressable market (TAM) represents the total market demand for a product or service, assuming 100% market share is achieved. It's the maximum potential revenue opportunity for a business, before considering competition or other market limitations. Essentially, it's the size of the market if everyone who could potentially use your product or service actually did.

—-> Based off this definition and our target demographic, our TAM would be

*SAM (Serviceable Available Market):* The Serviceable Available Market (SAM) represents the portion of the [Total Addressable Market (TAM)](https://www.google.com/search?sca_esv=adde10145c0e0ebd&rlz=1C5CHFA_enGB1077GB1077&sxsrf=AE3TifNAbzzR6DI3uR0LeJheS0lR8Xkw7A%3A1754578192550&q=Total+Addressable+Market+%28TAM%29&sa=X&ved=2ahUKEwjd-5aP-fiOAxV6QEEAHfn2CgoQxccNegQIHRAB&mstk=AUtExfDX8myq79aVC5lyp3WoX1FxqzRJ9q7lq6vG6q3d28yiIpwmZ4paNj3RGVu9FAz_q0xWsQvET1UrMOqJYkD1H1xKsj6L59_DAazY-pZAvcrn9UPER2J8WzgJrIpz73nxHnrHo_0wbVnnXdLx4mr61eSWuD5vcIMqGzjLw93xAsZ-Y4cnfEOkOh6xGB_svt6mH3F15sumAskn3rUbwiAxjxZjQ-U966mql7f-QZuIi0ATpE_aCc2HsGNGknzdtZeTwu1E0ahurRtkJ9ye102j40qf&csui=3) that a company can realistically reach and serve with its current business model and capabilities. It's a subset of the TAM, factoring in practical limitations like geographic reach, pricing, and specific customer needs (product fit).

*SOM (Serviceable Obtainable Market):* The Serviceable Obtainable Market (SOM) represents the portion of the Serviceable Available Market (SAM) that a business can realistically capture, considering its resources, capabilities, and competitive landscape. It's a subset of the SAM and is often viewed as a realistic target market.

Explore trends

Explore competitor landscape