

# Global Instant Noodles Market: Trends & Opportunities (2013-2018)



## **Scope of the Report**

The report titled “Global Instant Noodles Market: Trends and Opportunities (2013-2018)” analyzes the potential opportunities and significant trends in the global instant noodles market. The report also provides detailed analysis of the global instant noodles market, with regional focus on major markets like Japan, China, Indonesia, Vietnam, India and the U.S. The report also profiles and analyzes the business strategies of the leading companies operating in the instant noodles market.

## **Geographical Coverage**

- ⊖ Global
- ⊖ China
- ⊖ Indonesia
- ⊖ Japan
- ⊖ Vietnam
- ⊖ India
- ⊖ The U.S.

## **Company Coverage**

- ⊖ Nissin Food Holdings Co. Ltd. (Nissin)
- ⊖ Tingyi (Cayman Islands) Holding Corp. (Master Kong)
- ⊖ Toyo Suisan Kaisha (Maruchan)

## **Executive Summary**

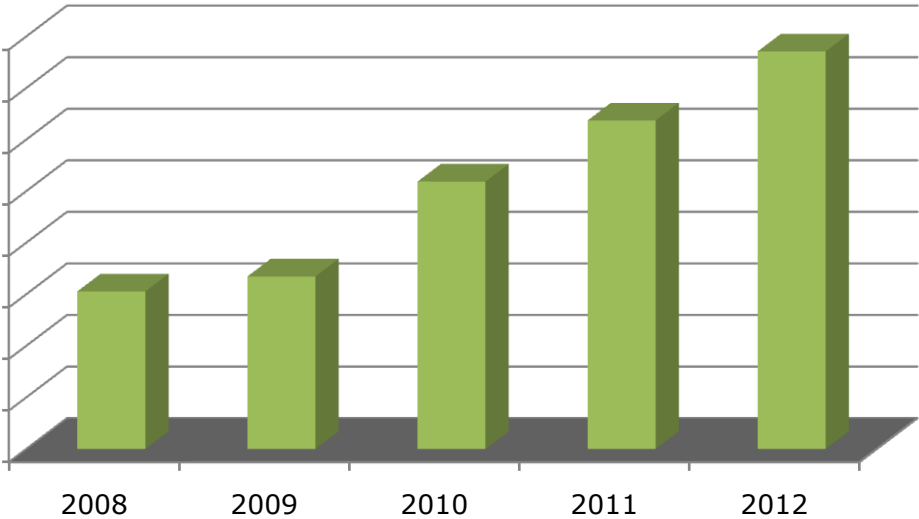
Instant noodles have become one of the world's most popular food items owing to its versatility and convenience. This product is one of the first ready-to-eat foods launched widely in the global food industry and now it has successfully become an important part of modern lifestyle. The present day instant noodles symbolizes convenience, quality and health. Instant noodles market has undergone many innovations in recent years which have led to the introduction of multiple flavors of the product in the market suiting to local preferences. With widespread acceptance of the product, instant noodle has become a daily product in majority of the nations around the globe. Demand for the product is driven by convenience, low cost and product variety. However health concerns related to consumption of instant noodles on a regular basis does pose challenge to its demand. The manufacturers have answered to this by coming up with nutritional variants of this ready to eat food.

The major trends observed in the global instant noodles market are product innovation; focus on nutritional value of product and instant marketing of instant noodles. Major companies manufacturing instant noodles like Nissin Food Holdings Co. Ltd., Tingyi (Cayman Islands) Holding Corp. and Toyo Suisan Kaisha are profiled in the report with discussion on their business segments and strategies.

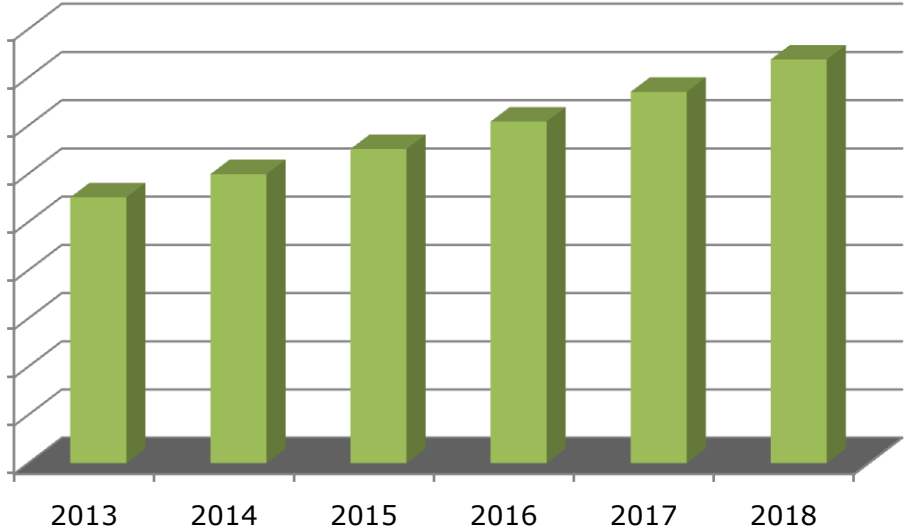
# Global Instant Noodles Market: Overview

Instant noodles are noodles fried in oil, dried, and sold in small packages, usually with a flavor packet of dried seasonings. Instant noodles are commercially available in two packaged forms - in a cup with the seasoning sprinkled over the noodles or in a pouch (or bag) with the seasoning provided in a sachet inside the pouch.

**Global Instant Noodles Market Size by Volume 2008-12 (Billion Packets)**



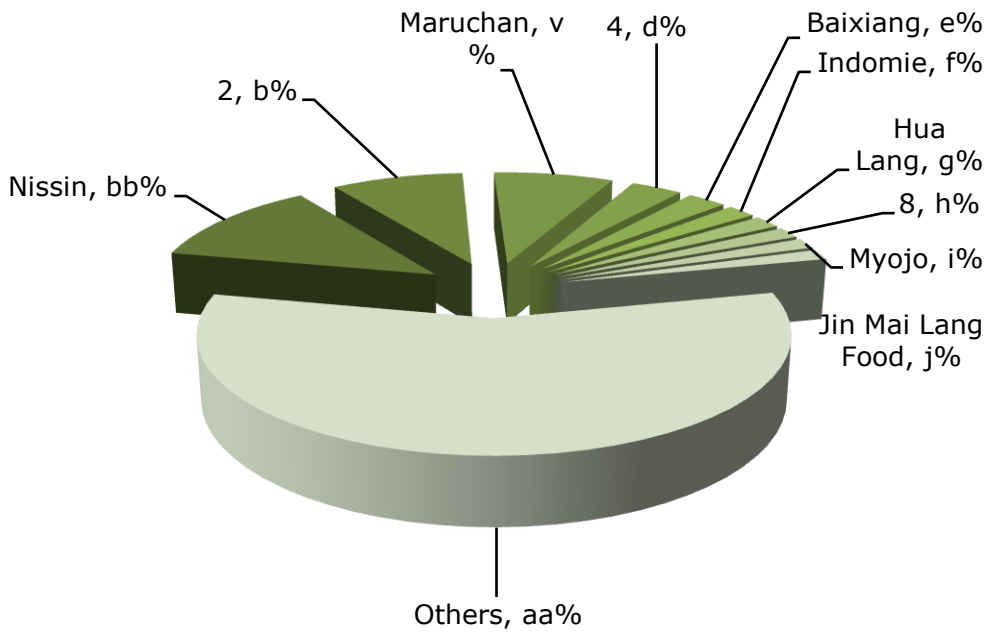
**Global Instant Noodles Market Size by Volume Forecast 2013-18 (Billion Packets)**



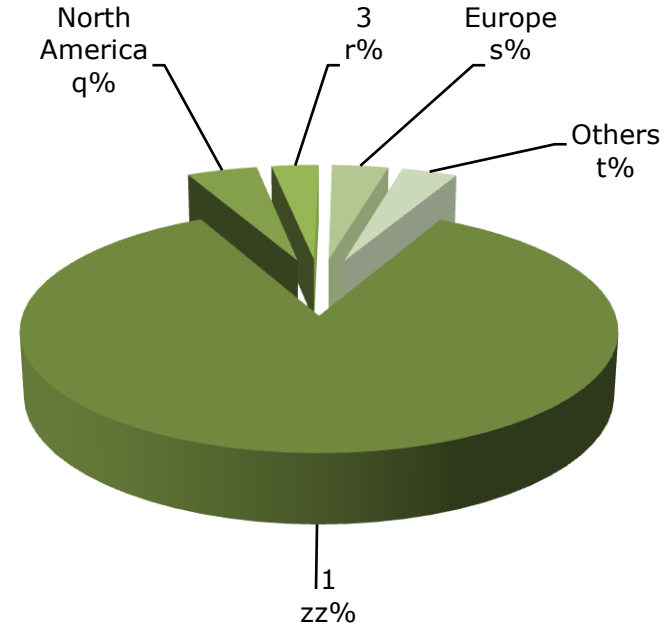
- Market size of Global Instant Noodles Market is expected to reach to .....billion packets in the year 2018, from ..... billion packets in 2012 by growing at a CAGR of.....%.
- Growth in the market is due to .....

# Global Instant Noodles Market Share by Category

Global Instant Noodles Market Share by Competitors(2011)



Global Instant Noodles Market Share by Region (2012)



- ..... accounted for ....% share of the global instant noodles market in the year 2011, while ..... accounts for .....% of the market share
- In 2012, around .....% of the total consumption was accounted by Asia and around .....% by .....

# Market Trends

## Innovations in Instant Noodles

- .....
- .....
- .....
- .....

## Focus on Nutritional Value

- .....
- .....
- .....
- .....

## Instant Marketing of Product

- .....
- .....
- .....
- .....
- .....