

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

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Abstracts

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.

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