

Instant Noodles Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global instant noodles market reached a value of US\$ 49.8 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 67.1 Billion by 2027, exhibiting a CAGR of 5.1% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

Instant noodles are made up of fine wheat flour along with a mixture of alkaline salts. Various additional ingredients are also added to the dough in smaller quantities such as starch, edible oil, gluten and stabilizers like guar gum. Instant noodles are precooked dried noodles which are dehydrated using one of the two processes, namely flash or air frying. They are generally accompanied with a small sachet comprising of the tastemaker. Instant noodles have gained popularity worldwide as they are portable, quick to make and easy to store.

Global Instant Noodles Market Drivers:

Growing urbanization and increasing disposable incomes have altered the eating habits of the consumers. Due to the hectic lifestyle, the working population now prefers affordable and quick meals, such as instant noodles, which require minimal cooking. This shift in their eating habit has created a great opportunity for the instant noodles market to flourish.

Instant noodles are available in a wide range of flavors along with numerous vegetarian and non-vegetarian variations. Moreover, the manufacturers keep formulating with new flavors, colors, textures and seasonings/tastemakers, according to regional tastes and preferences, in order to expand their consumer-base.

The growth of the organized food retail sector, with an increasing number of departmental stores, hypermarkets, supermarkets and convenience stores across the globe, is expected to facilitate the sales of instant noodles.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global instant noodles market, along with forecasts at the global and country level from 2022-2027. Our report has categorized the market based on type and distribution channel.

Breakup by Type:

Fried

Non-fried

On the basis of type, the market has been bifurcated into fried and non-fried instant noodles. Currently, fried instant noodles represent the most popular type, accounting for the majority of the market share. As these noodles are flash fried, they help in securing the flavor, improving the shelf-life and averting bacterial growth.

Breakup by Distribution Channel:

Supermarkets/Hypermarkets

Specialty Stores

Convenience Stores

Online Stores

Others

On the basis of distribution channels, supermarkets/hypermarkets hold the largest market share, representing the leading segment. They provide easy access different brands, types and flavors of instant noodles. Supermarkets and hypermarkets are followed by convenience stores, online stores, specialty stores and others.

Regional Insights:

China

Indonesia

Japan

India

Vietnam
United States
Republic of Korea
Thailand
Saudi Arabia
Others

On a geographical front, China enjoys the leading position in the global instant noodles market. Noodles have been an essential part of the Chinese cuisine owing to which there has been a high demand for instant noodles in the region. China is followed by Indonesia, Japan, India, Vietnam, United States, Republic of Korea, Thailand and Saudi Arabia.

Competitive Landscape:

The global instant noodles industry is fragmented due to the presence of a large number of players in the key markets such as China and Indonesia. Some of the leading players operating in the market are:

Master Kong (Shenyang) Instant Noodle Foodstuff Co., Ltd.
Hebei Hualong Food Group
Indofood Sukses Makmur
Nissin Food Products Co., Ltd.
Nestlé S.A.
Acecook Vietnam Joint Stock Company

This report provides a deep insight into the global instant noodles market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. The report also provides a comprehensive analysis for setting up an instant noodles manufacturing plant. The study analyses the processing and manufacturing requirements, project cost, project funding, project economics, expected returns on investment, profit margins, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the instant noodles industry in any manner. Key Questions Answered in This Report

1. What was the global instant noodles market size in 2021?
2. What will be the instant noodles market outlook during the forecast period (2022-2027)?
3. What are the global instant noodles market drivers?

4. What are the major trends in the global instant noodles market?
5. What is the impact of COVID-19 on the global instant noodles market?
6. What is the global instant noodles market breakup by type?
7. What is the global instant noodles market breakup by distribution channel?
8. What are the major regions in the global instant noodles market?
9. Who are the leading instant noodles manufacturers?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL INSTANT NOODLES MARKET

- 5.1 Market Overview
- 5.2 Market Performance
 - 5.2.1 Volume Trends
 - 5.2.2 Value Trends
- 5.3 Impact of COVID-19
- 5.4 Price Analysis
 - 5.4.1 Key Price Indicators
 - 5.4.2 Price Structure
 - 5.4.3 Price Trends
- 5.5 Market Breakup by Type
- 5.6 Market Breakup by Distribution Channel
- 5.7 Market Breakup by Region
- 5.8 Market Forecast
- 5.9 SWOT Analysis

- 5.9.1 Overview
- 5.9.2 Strengths
- 5.9.3 Weaknesses
- 5.9.4 Opportunities
- 5.9.5 Threats
- 5.10 Value Chain Analysis
 - 5.10.1 Raw Material Procurement
 - 5.10.2 Manufacturer
 - 5.10.3 Marketing & Distribution
 - 5.10.4 Exporter
 - 5.10.5 Retailer
 - 5.10.6 End-Consumer
- 5.11 Porter's Five Forces Analysis
 - 5.11.1 Overview
 - 5.11.2 Bargaining Power of Buyers
 - 5.11.3 Bargaining Power of Suppliers
 - 5.11.4 Degree of Competition
 - 5.11.5 Threat of New Entrants
 - 5.11.6 Threat of Substitutes
- 5.12 Key Market Drivers and Challenges
- 5.13 Success Factors for Manufacturers

6 MARKET BREAKUP BY TYPE

- 6.1 Fried
 - 6.1.1 Market Trend
 - 6.1.2 Market Forecast
- 6.2 Non-fried
 - 6.2.1 Market Trend
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 7.1 Supermarkets/Hypermarkets
 - 7.1.1 Market Trend
 - 7.1.2 Market Forecast
- 7.2 Specialty Stores
 - 7.2.1 Market Trend
 - 7.2.2 Market Forecast

7.3 Convenience Stores

7.3.1 Market Trend

7.3.2 Market Forecast

7.4 Online Stores

7.4.1 Market Trend

7.4.2 Market Forecast

7.5 Others

7.5.1 Market Trend

7.5.2 Market Forecast

8 MARKET BREAKUP BY REGION

8.1 China

8.1.1 Market Trend

8.1.2 Market Forecast

8.2 Indonesia

8.2.1 Market Trend

8.2.2 Market Forecast

8.3 Japan

8.3.1 Market Trend

8.3.2 Market Forecast

8.4 India

8.4.1 Market Trend

8.4.2 Market Forecast

8.5 Vietnam

8.5.1 Market Trend

8.5.2 Market Forecast

8.6 United States

8.6.1 Market Trend

8.6.2 Market Forecast

8.7 Republic of Korea

8.7.1 Market Trend

8.7.2 Market Forecast

8.8 Thailand

8.8.1 Market Trend

8.8.2 Market Forecast

8.9 Saudi Arabia

8.9.1 Market Trend

8.9.2 Market Forecast

8.10 Others

8.10.1 Market Trend

8.10.2 Market Forecast

9 COMPETITIVE LANDSCAPE

9.1 Market Structure

9.2 Key Players

10 INSTANT NOODLES MANUFACTURING PROCESS

10.1 Product Overview

10.2 Detailed Process Flow

10.3 Various Types of Unit Operations Involved

10.4 Mass Balance and Raw Material Requirements

11 PROJECT DETAILS, REQUIREMENTS AND COSTS INVOLVED

11.1 Land Requirements and Expenditures

11.2 Construction Requirements and Expenditures

11.3 Machinery Schematic

11.4 Plant Machinery

11.5 Machinery Pictures

11.6 Raw Material Requirements and Expenditures

11.7 Raw Material and Final Product Pictures

11.8 Packaging Requirements and Expenditures

11.9 Transportation Requirements and Expenditures

11.10 Utility Requirements and Expenditures

11.11 Manpower Requirements and Expenditures

11.12 Other Capital Investments

12 LOANS AND FINANCIAL ASSISTANCE

13 PROJECT ECONOMICS

13.1 Capital Cost of the Project

13.2 Techno-Economic Parameters

13.3 Product Pricing and Margins Across Various Levels of the Supply Chain

13.4 Taxation and Depreciation

13.5 Income Projections

13.6 Expenditure Projections

13.7 Financial Analysis

13.8 Profit Analysis

14 KEY PLAYER PROFILES

List Of Tables

LIST OF TABLES

Table 1: Global: Instant Noodles Market: Key Industry Highlights, 2021 and 2027

Table 2: Global: Instant Noodles Market Forecast: Breakup by Type (in Million Packets-Bags/Cups), 2022-2027

Table 3: Global: Instant Noodles Market Forecast: Breakup by Distribution Channel (in Million Packets- Bags/Cups), 2022-2027

Table 4: Global: Instant Noodles Market Forecast: Breakup by Region (in Million Packets- Bags/Cups), 2022-2027

Table 5: Global: Instant Noodles Market: Competitive Structure

Table 6: Global: Instant Noodles Market: Key Payers

Table 7: Instant Noodles Manufacturing Plant: Costs Related to Land and Site Development (in US\$)

Table 8: Instant Noodles Manufacturing Plant: Costs Related to Civil Works (in US\$)

Table 9: Instant Noodles Manufacturing Plant: Costs Related to Machinery (in US\$)

Table 10: Instant Noodles Manufacturing Plant: Raw Material Requirements (in Tons/Day) and Expenditures (US\$/Ton)

Table 11: Instant Noodles Manufacturing Plant: Costs Related to Salaries and Wages (in US\$)

Table 12: Instant Noodles Manufacturing Plant: Costs Related to Other Capital Investments (in US\$)

Table 13: Details of Financial Assistance Offered by Financial Institutions

Table 14: Instant Noodles Manufacturing Plant: Capital Costs (in US\$)

Table 15: Instant Noodles Manufacturing Plant: Techno-Economic Parameters

Table 16: Instant Noodles Manufacturing Plant: Taxation and Depreciation

Table 17: Instant Noodles Manufacturing Plant: Income Projections (in US\$)

Table 18: Instant Noodles Manufacturing Plant: Expenditure Projections (in US\$)

Table 19: Instant Noodles Manufacturing Plant: Cash Flow Analysis Without Considering the Income Tax Liability (in US\$)

Table 20: Instant Noodles Manufacturing Plant: Cash Flow Analysis on Considering the Income Tax Liability (in US\$)

Table 21: Instant Noodles Manufacturing Plant: Profit and Loss Account (in US\$)

List Of Figures

LIST OF FIGURES

Figure 1: Global: Instant Noodles Market: Major Drivers and Challenges

Figure 2: Global: Instant Noodles Market: Volume Trends (in Million Packets-Bags/Cups), 2016-2021

Figure 3: Global: Instant Noodles Market: Value Trends (in Billion US\$), 2016-2021

Figure 4: Instant Noodles Market: Price Structure (in US\$/Packet)

Figure 5: Global: Instant Noodles Market: Average Prices (in US\$/Packet), 2016-2021

Figure 6: Global: Instant Noodles Market Forecast: Average Prices (in US\$/Packet), 2022-2027

Figure 7: Global: Instant Noodles Market: Breakup by Type (in %), 2021

Figure 8: Global: Instant Noodles Market: Breakup by Distribution Channel (in %), 2021

Figure 9: Global: Instant Noodles Market: Breakup by Region (in %), 2021

Figure 10: Global: Instant Noodles Market Forecast: Volume Trends (in Million Packets-Bags/Cups), 2022-2027

Figure 11: Global: Instant Noodles Market Forecast: Value Trends (in Billion US\$), 2022-2027

Figure 12: Global: Instant Noodles Industry: SWOT Analysis

Figure 13: Global: Instant Noodles Industry: Value Chain Analysis

Figure 14: Global: Instant Noodles Industry: Porter's Five Forces Analysis

Figure 15: China: Instant Noodles Market: Volume Trends (in Million Packets-Bags/Cups), 2016 & 2021

Figure 16: China: Instant Noodles Market Forecast: Volume Trends (in Million Packets-Bags/Cups), 2022-2027

Figure 17: Indonesia: Instant Noodles Market: Volume Trends (in Million Packets-Bags/Cups), 2016 & 2021

Figure 18: Indonesia: Instant Noodles Market Forecast: Volume Trends (in Million Packets- Bags/Cups), 2022-2027

Figure 19: Japan: Instant Noodles Market: Volume Trends (in Million Packets-Bags/Cups), 2016 & 2021

Figure 20: Japan: Instant Noodles Market Forecast: Volume Trends (in Million Packets-Bags/Cups), 2022-2027

Figure 21: India: Instant Noodles Market: Volume Trends (in Million Packets-Bags/Cups), 2016 & 2021

Figure 22: India: Instant Noodles Market Forecast: Volume Trends (in Million Packets-Bags/Cups), 2022-2027

Figure 23: Vietnam: Instant Noodles Market: Volume Trends (in Million Packets-

Bags/Cups), 2016 & 2021

Figure 24: Vietnam: Instant Noodles Market Forecast: Volume Trends (in Million Packets- Bags/Cups), 2022-2027

Figure 25: United States: Instant Noodles Market: Volume Trends (in Million Packets- Bags/Cups), 2016 & 2021

Figure 26: United States: Instant Noodles Market Forecast: Volume Trends (in Million Packets- Bags/Cups), 2022-2027

Figure 27: Republic of Korea: Instant Noodles Market: Volume Trends (in Million Packets- Bags/Cups), 2016 & 2021

Figure 28: Republic of Korea: Instant Noodles Market Forecast: Volume Trends (in Million Packets- Bags/Cups), 2022-2027

Figure 29: Thailand: Instant Noodles Market: Volume Trends (in Million Packets- Bags/Cups), 2016 & 2021

Figure 30: Thailand: Instant Noodles Market Forecast: Volume Trends (in Million Packets- Bags/Cups), 2022-2027

Figure 31: Saudi Arabia: Instant Noodles Market: Volume Trends (in Million Packets- Bags/Cups), 2016 & 2021

Figure 32: Saudi Arabia: Instant Noodles Market Forecast: Volume Trends (in Million Packets- Bags/Cups), 2022-2027

Figure 33: Other Regions: Instant Noodles Market: Volume Trends (in Million Packets- Bags/Cups), 2016 & 2021

Figure 34: Other Regions: Instant Noodles Market Forecast: Volume Trends (in Million Packets- Bags/Cups), 2022-2027

Figure 35: Global: Fried Instant Noodles Market: Volume Trends (in Million Packets- Bags/Cups), 2016 & 2021

Figure 36: Global: Fried Instant Noodles Market Forecast: Volume Trends (in Million Packets- Bags/Cups), 2022-2027

Figure 37: Global: Non-fried Instant Noodles Market: Volume Trends (in Million Packets- Bags/Cups), 2016 & 2021

Figure 38: Global: Non-fried Instant Noodles Market Forecast: Volume Trends (in Million Packets- Bags/Cups), 2022-2027

Figure 39: Global: Instant Noodles Market: Sales through Supermarkets/Hypermarkets (in Million Packets- Bags/Cups), 2016 & 2021

Figure 40: Global: Instant Noodles Market Forecast: Sales through Supermarkets/Hypermarkets (in Million Packets- Bags/Cups), 2022-2027

Figure 41: Global: Instant Noodles Market: Sales through Specialty Stores (in Million Packets- Bags/Cups), 2016 & 2021

Figure 42: Global: Instant Noodles Market Forecast: Sales through Specialty Stores (in Million Packets- Bags/Cups), 2022-2027

Figure 43: Global: Instant Noodles Market: Sales through Convenience Stores (in Million Packets- Bags/Cups), 2016 & 2021

Figure 44: Global: Instant Noodles Market Forecast: Sales through Convenience Stores (in Million Packets- Bags/Cups), 2022-2027

Figure 45: Global: Instant Noodles Market: Online Stores (in Million Packets- Bags/Cups), 2016 & 2021

Figure 46: Global: Instant Noodles Market Forecast: Online Stores (in Million Packets- Bags/Cups), 2022-2027

Figure 47: Global: Instant Noodles Market: Other Distribution Channels (in Million Packets- Bags/Cups), 2016 & 2021

Figure 48: Global: Instant Noodles Market Forecast: Other Distribution Channels (in Million Packets- Bags/Cups), 2022-2027

Figure 49: Instant Noodles Manufacturing: Detailed Process Flow

Figure 50: Instant Noodles Manufacturing: Conversion Rate of Feedstocks

Figure 51: Instant Noodles Manufacturing Plant: Proposed Plant Layout

Figure 52: Instant Noodles Manufacturing Plant: Breakup of Capital Costs (in %)

Figure 53: Instant Noodles Industry: Profit Margins at Various Levels of the Supply Chain

Figure 54: Instant Noodles Production: Manufacturing Cost Breakup (in %)

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