

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?

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