

Instant Noodles Market Report by Type (Fried, Non-fried), Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Convenience Stores, Online Stores, and Others), and Region 2024-2032

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Abstracts

The global instant noodles market size reached US\$ 55.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 82.6 Billion by 2032, exhibiting a growth rate (CAGR) of 4.4% during 2024-2032. The increasing number of students pursuing higher education away from home, rising interest of individuals in exploring new places and enjoying adventurous activities, and the flexibility of instant noodles in culinary applications are some of the major factors propelling the market.

Instant noodles are pre-cooked and dried noodle blocks accompanied by flavoring powder and seasoning oil. They are designed to be quickly prepared by boiling water, soaking, and microwaving. They have a longer shelf life and can be combined with various ingredients to enhance flavor and nutrition. They are cost-effective and available in a multitude of flavors and styles catering to diverse tastes. They can be stored for extended periods, which makes them suitable for emergency food kits during traveling. Besides this, chefs and home cooks use instant noodles as a base for more elaborate dishes and add ingredients and seasonings to enhance the flavor.

The increasing number of students pursuing higher education away from home, especially in urban centers and abroad, is catalyzing the demand for convenient and budget-friendly meals. Additionally, the rising participation of individuals in adventure activities like trekking, mountain climbing, bungee jumping, and rock climbing is driving the need for portable and easy-to-prepare foods like instant noodles. Apart from this, the rise of online shopping platforms is offering consumers the convenience of

purchasing from the comfort of their homes. Furthermore, several leading companies are introducing niche product variants, such as gluten-free, vegan, or organic instant noodles to attract a wider consumer base.

Instant Noodles Market Trends/Drivers:

Rapid urbanization and fast-paced lifestyle

Rapid urbanization and the global increase in the income level of individuals represent one of the key factors catalyzing the demand for instant noodles. Additionally, the fast-paced nature of contemporary lifestyles, characterized by longer working hours, frequent travel, and increased personal commitments, is driving the need for quick meal solutions. Furthermore, the packaging of instant noodles, often portioned for single servings, eliminates the need for meal planning or portioning, which is offering a favorable market outlook. Apart from this, instant noodles allow ease of preparation and require minimal preparation time. As a result, they are ideal for on-the-go consumption, meeting the demands of busy professionals, students, and travelers.

Affordability and economic factors

The cost-effectiveness of instant noodles is undeniable, which makes them a preferred choice for many consumers worldwide. Their production involves mass manufacturing and efficient distribution systems, which allows for significant economies of scale. This efficiency translates to competitive pricing, enabling a broad segment of the population to access this food option. Moreover, the global nature of the instant noodle market ensures that the regions with fluctuating economic conditions, manufacturers can achieve a balanced and sustained demand. Apart from this, versatility in packaging sizes, from single servings to bulk packs, also offers varied price points, which is catering to individual consumers and larger households.

Cultural acceptance and culinary innovation

Instant noodles are becoming ingrained in many cultures around the world, which is leading to a wide variety of flavors and preparations that cater to local tastes. Additionally, numerous leading manufacturers are continuously innovating and adapting their products to meet regional preferences, using locally sourced ingredients and flavors. Furthermore, the flexibility of instant noodles in culinary applications allows for creativity in home cooking, where they can be enhanced with various additions like vegetables, proteins, and sauces. Moreover, the expansion of the food processing industry and the expansion of hotels, restaurants, and fast-food chains is contributing to

market growth.

Instant Noodles Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global instant noodles market report, along with forecasts at the global and country levels from 2024-2032. Our report has categorized the market based on type and distribution channel.

Breakup by Type:

Fried

Non-fried

Fried dominates the market

The report has provided a detailed breakup and analysis of the market based on the type. This includes fried and non-fried. According to the report, fried represented the largest segment. Fried instant noodles offer a convenient meal solution to the fast-paced lifestyle of modern consumers. Additionally, with minimal cooking time and ease of preparation, they align with the growing need for quick and easy meal solutions. Apart from this, the diverse range of flavors and textures available attracts a broad audience, making it appealing to different tastes and preferences. Furthermore, fried instant noodles are more affordable than other meal options, making them an attractive choice for budget-conscious consumers. Moreover, the global expansion of Asian cuisine is offering a favorable market outlook. Besides this, the development of healthier versions with reduced sodium and artificial additives is attracting health-conscious consumers.

Breakup by Distribution Channel:

Supermarkets/Hypermarkets

Specialty Stores

Convenience Stores

Online Stores

Others

Supermarkets/hypermarkets hold the largest market share

A detailed breakup and analysis of the instant noodles market based on the distribution channel has also been provided in the report. This includes

supermarkets/hypermarkets, specialty stores, convenience stores, online stores, and others. According to the report, supermarkets/hypermarkets account for the largest market share as they stock a wide assortment of goods, including groceries, clothing, electronics, and household items, providing a one-stop shopping solution. Additionally, the strategic locations and extended operating hours of these distribution channels make shopping accessible and convenient for consumers. Apart from this, many supermarkets and hypermarkets provide additional services, such as banking, pharmacies, and cafes, which enhance the overall shopping experience. Furthermore, various stores have customer loyalty programs that offer discounts and rewards for frequent shopping, fostering customer retention. Moreover, some of them focus on sustainable practices like reducing plastic use and encouraging recycling, appealing to eco-conscious shoppers.

Breakup by Region:

- China
- Indonesia
- Japan
- India
- Vietnam
- United States
- Republic of Korea
- Thailand
- Saudi Arabia
- Others

China exhibits a clear dominance, accounting for the largest instant noodles market share

The report has also provided a comprehensive analysis of all the major regional markets, which include According to the report, China, Indonesia, Japan, India, Vietnam, Unites States, Republic of Korea, Thailand, Saudi Arabia, Others. According to the report, China accounted for the largest market share.

Noodles have deep historical and cultural significance in China. They are ingrained in the culinary traditions of the country, making the acceptance of instant variations a natural transition. The familiarity and emotional connection with noodle-based dishes enhance the popularity of instant noodles. Apart from this, rapid urbanization in China is leading to a shift in lifestyles. Many urban dwellers are facing time constraints due to

demanding jobs and commutes, which is driving the demand for quick-meal options like instant noodles. Furthermore, China is a home to a robust and efficient distribution network that ensures instant noodles are readily available even in the most remote areas.

Competitive Landscape:

Companies are actively adapting to the ever-evolving consumer landscape. They are continuously researching and developing new flavors to cater to the diverse tastes of global consumers. Additionally, many manufacturers are also emphasizing sustainability, seeking environment-friendly packaging options, and reducing their carbon footprints. They are collaborating with suppliers to ensure ethical sourcing of ingredients, focusing particularly on local produce to guarantee freshness and authenticity. Furthermore, these enterprises are increasingly investing in marketing campaigns, utilizing both traditional media and digital platforms. They are engaging influencers and launching interactive campaigns on social media to connect with the younger demographic and foster brand loyalty. They are also expanding their production capacities and optimizing distribution networks, ensuring that their products are readily available across diverse retail channels, including supermarkets and online stores.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

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

Recent Developments:

In September 2021, Nissin Food Products Co., Ltd. and IRI Corp partnered to drive Nissin's growth through innovative product launches.

In March 2023, Nestlé S.A. invested \$ 1 billion (over Rs 8,000 crore) to acquire Capital Foods, which owns the Ching's Secret brand.

Key Questions Answered in This Report

1. What was the size of the global instant noodles market in 2023?
2. What is the expected growth rate of the global instant noodles market during 2024-2032?
3. What are the key factors driving the global instant noodles market?
4. What has been the impact of COVID-19 on the global instant noodles market?
5. What is the breakup of the global instant noodles market based on the type?
6. What is the breakup of the global instant noodles market based on the distribution channel?
7. What are the key regions in the global instant noodles market?
8. Who are the key players/companies in the global instant noodles market?

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 Trends
 - 6.1.2 Market Forecast
- 6.2 Non-fried
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY DISTRIBUTION CHANNEL

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

7.3 Convenience Stores

7.3.1 Market Trends

7.3.2 Market Forecast

7.4 Online Stores

7.4.1 Market Trends

7.4.2 Market Forecast

7.5 Others

7.5.1 Market Trends

7.5.2 Market Forecast

8 MARKET BREAKUP BY REGION

8.1 China

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Indonesia

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Japan

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 India

8.4.1 Market Trends

8.4.2 Market Forecast

8.5 Vietnam

8.5.1 Market Trends

8.5.2 Market Forecast

8.6 United States

8.6.1 Market Trends

8.6.2 Market Forecast

8.7 Republic of Korea

8.7.1 Market Trends

8.7.2 Market Forecast

8.8 Thailand

8.8.1 Market Trends

8.8.2 Market Forecast

8.9 Saudi Arabia

8.9.1 Market Trends

8.9.2 Market Forecast

8.10 Others

8.10.1 Market Trends

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

14.1 Master Kong (Shenyang) Instant Noodle Foodstuff Co., Ltd.

14.2 Hebei Hualong Food Group

14.3 Indofood Sukses Makmur

14.4 Nissin Food Products Co., Ltd.

14.5 Nestl? S.A.

14.6 Acecook Vietnam Joint Stock Company

List Of Tables

LIST OF TABLES

Table 1: Global: Instant Noodles Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Instant Noodles Market Forecast: Breakup by Type (in Million Packets-Bags/Cups), 2024-2032

Table 3: Global: Instant Noodles Market Forecast: Breakup by Distribution Channel (in Million Packets- Bags/Cups), 2024-2032

Table 4: Global: Instant Noodles Market Forecast: Breakup by Region (in Million Packets- Bags/Cups), 2024-2032

Table 5: Global: Instant Noodles Market: Competitive Structure

Table 6: Global: Instant Noodles Market: Key Players

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), 2018-2023

Figure 3: Global: Instant Noodles Market: Value Trends (in Billion US\$), 2018-2023

Figure 4: Instant Noodles Market: Price Structure

Figure 5: Global: Instant Noodles Market: Average Prices (in US\$/Packet), 2018-2023

Figure 6: Global: Instant Noodles Market Forecast: Average Prices (in US\$/Packet), 2024-2032

Figure 7: Global: Instant Noodles Market: Breakup by Type (in %), 2023

Figure 8: Global: Instant Noodles Market: Breakup by Distribution Channel (in %), 2023

Figure 9: Global: Instant Noodles Market: Breakup by Region (in %), 2023

Figure 10: Global: Instant Noodles Market Forecast: Volume Trends (in Million Packets-Bags/Cups), 2024-2032

Figure 11: Global: Instant Noodles Market Forecast: Value Trends (in Billion US\$), 2024-2032

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), 2018 & 2023

Figure 16: China: Instant Noodles Market Forecast: Volume Trends (in Million Packets-Bags/Cups), 2024-2032

Figure 17: Indonesia: Instant Noodles Market: Volume Trends (in Million Packets-Bags/Cups), 2018 & 2023

Figure 18: Indonesia: Instant Noodles Market Forecast: Volume Trends (in Million Packets-Bags/Cups), 2024-2032

Figure 19: Japan: Instant Noodles Market: Volume Trends (in Million Packets-Bags/Cups), 2018 & 2023

Figure 20: Japan: Instant Noodles Market Forecast: Volume Trends (in Million Packets-Bags/Cups), 2024-2032

Figure 21: India: Instant Noodles Market: Volume Trends (in Million Packets-Bags/Cups), 2018 & 2023

Figure 22: India: Instant Noodles Market Forecast: Volume Trends (in Million Packets-Bags/Cups), 2024-2032

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

Bags/Cups), 2018 & 2023

Figure 24: Vietnam: Instant Noodles Market Forecast: Volume Trends (in Million Packets- Bags/Cups), 2024-2032

Figure 25: United States: Instant Noodles Market: Volume Trends (in Million Packets- Bags/Cups), 2018 & 2023

Figure 26: United States: Instant Noodles Market Forecast: Volume Trends (in Million Packets- Bags/Cups), 2024-2032

Figure 27: Republic of Korea: Instant Noodles Market: Volume Trends (in Million Packets- Bags/Cups), 2018 & 2023

Figure 28: Republic of Korea: Instant Noodles Market Forecast: Volume Trends (in Million Packets- Bags/Cups), 2024-2032

Figure 29: Thailand: Instant Noodles Market: Volume Trends (in Million Packets- Bags/Cups), 2018 & 2023

Figure 30: Thailand: Instant Noodles Market Forecast: Volume Trends (in Million Packets- Bags/Cups), 2024-2032

Figure 31: Saudi Arabia: Instant Noodles Market: Volume Trends (in Million Packets- Bags/Cups), 2018 & 2023

Figure 32: Saudi Arabia: Instant Noodles Market Forecast: Volume Trends (in Million Packets- Bags/Cups), 2024-2032

Figure 33: Other Regions: Instant Noodles Market: Volume Trends (in Million Packets- Bags/Cups), 2018 & 2023

Figure 34: Other Regions: Instant Noodles Market Forecast: Volume Trends (in Million Packets- Bags/Cups), 2024-2032

Figure 35: Global: Fried Instant Noodles Market: Volume Trends (in Million Packets- Bags/Cups), 2018 & 2023

Figure 36: Global: Fried Instant Noodles Market Forecast: Volume Trends (in Million Packets- Bags/Cups), 2024-2032

Figure 37: Global: Non-fried Instant Noodles Market: Volume Trends (in Million Packets- Bags/Cups), 2018 & 2023

Figure 38: Global: Non-fried Instant Noodles Market Forecast: Volume Trends (in Million Packets- Bags/Cups), 2024-2032

Figure 39: Global: Instant Noodles Market: Sales through Supermarkets/Hypermarkets (in Million Packets- Bags/Cups), 2018 & 2023

Figure 40: Global: Instant Noodles Market Forecast: Sales through Supermarkets/Hypermarkets (in Million Packets- Bags/Cups), 2024-2032

Figure 41: Global: Instant Noodles Market: Sales through Specialty Stores (in Million Packets- Bags/Cups), 2018 & 2023

Figure 42: Global: Instant Noodles Market Forecast: Sales through Specialty Stores (in Million Packets- Bags/Cups), 2024-2032

Figure 43: Global: Instant Noodles Market: Sales through Convenience Stores (in Million Packets- Bags/Cups), 2018 & 2023

Figure 44: Global: Instant Noodles Market Forecast: Sales through Convenience Stores (in Million Packets- Bags/Cups), 2024-2032

Figure 45: Global: Instant Noodles Market: Sales through Online Stores (in Million Packets- Bags/Cups), 2018 & 2023

Figure 46: Global: Instant Noodles Market Forecast: Sales through Online Stores (in Million Packets- Bags/Cups), 2024-2032

Figure 47: Global: Instant Noodles Market: Sales through Other Distribution Channels (in Million Packets- Bags/Cups), 2018 & 2023

Figure 48: Global: Instant Noodles Market Forecast: Sales through Other Distribution Channels (in Million Packets- Bags/Cups), 2024-2032

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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