

Europe Instant Noodles Market Size and Forecast (2021 - 2031)

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Abstracts

The Europe Instant Noodles Market is projected to grow from US\$ 9,436.1 Million in 2024 to US\$ 13,653.8 Million by 2031, reflecting a compound annual growth rate (CAGR) of 5.4% from 2025 to 2031.

Executive Summary and Market Analysis

The European instant noodles market is experiencing a shift towards gourmet-inspired flavors, such as roasted garlic and truffle parmesan, catering to the demand for convenient dining options. According to the World Instant Noodles Association, the UK, Germany, and Russia are the leading consumers of instant noodles in Europe. In Russia, chicken soup flavor is particularly favored, with instant noodles often enjoyed outdoors, such as on sleeper trains or during BBQs, either as a side dish or as soup after crushing the noodles.

The rising popularity of ramen noodles in Europe is also a significant driver of market growth, fueled by the increasing influence of Asian cuisine. Manufacturers are making strategic investments, including expansions and product launches, to meet the growing demand in the region. For example, in May 2023, Sun Noodle Inc. opened a new factory in Rotterdam to supply ramen noodles to the European market, highlighting the increasing demand for instant noodles.

Strategic Insights

Market Segmentation Analysis

By Product Type: The market is divided into Plain or Vegetable, Chicken,

Seafood, and Other, with Plain or Vegetable holding the largest market share in 2024.

By Packaging Type: The market is segmented into Packet and Cup or Bowl, with Packet dominating in 2024.

By Source: The market is categorized into Wheat, Rice, and Others, with Wheat being the leading source in 2024.

By Distribution Channel: The market is segmented into Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others, with Supermarkets and Hypermarkets holding the largest share in 2024.

Market Outlook

The increasing prevalence of celiac disease and a rise in wheat allergies are driving demand for gluten-free products. Growing awareness of gluten-related disorders is also contributing to this trend. In the EU, Regulation (EU) No 1169/2011 mandates clear labeling of allergens, including gluten, which enhances consumer understanding and confidence in gluten-free products. As a result, many manufacturers are expanding their offerings to include gluten-free instant noodles, aligning with the rising health consciousness among consumers.

Country Insights

The market is segmented by country, including Germany, France, Italy, Spain, the United Kingdom, and the Rest of Europe, with the UK holding the largest market share in 2024. The UK market is significantly influenced by social media trends, particularly TikTok, where influencers showcase various instant noodle flavors like cheese, kimchi, and carbonara. The popularity of Buldak ramen noodles is also notable, and the affordability of instant noodles makes them an attractive option for consumers seeking quick meal solutions.

Company Profiles

Key players in the market include Nestle SA, Ajinomoto Co Inc, ITC Ltd, Campbell's Co, Unilever Plc, Nissin Foods Holdings Co Ltd, Nongshim Co Ltd, Maruchan Inc, Samyang Food Co Ltd, and Konjac Massas MF. These companies are employing strategies such

as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products.

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