



THE OMMMMMM
OF MMMMMMM





*The instant noodles craving
is extremely rising & trending
to every human being!*



IT'S TIME TO GAZE INTO THE INSTANT NOODLE TRENDS

As a global leader in flavour, we continue to keep you ahead in knowing what's new and trendy in the food scene around the world. That is why in this issue, we will take you into a new and flavourful journey about everyone's favourite ready meal — instant noodles!

Here, we highlight the fast rising demand for instant noodles, as well as the significant happenings in its market.

The opportunities of Asian instant noodle brands are now shifting into something more than just a convenient food solution, so we bring you the freshest insights with some of the most innovative launches in pasta, rice & noodles.

Discover the cultural heat & different ramen challenges in the Asia Pacific, and satisfy your insta-noodle cravings with some festive yet healthier flavour options!

Get ready to feast your eyes with this savoury noodle treat!

Sincerely,
McCormick Flavour solutions ASIA PACIFIC, Marketing and Insights Team



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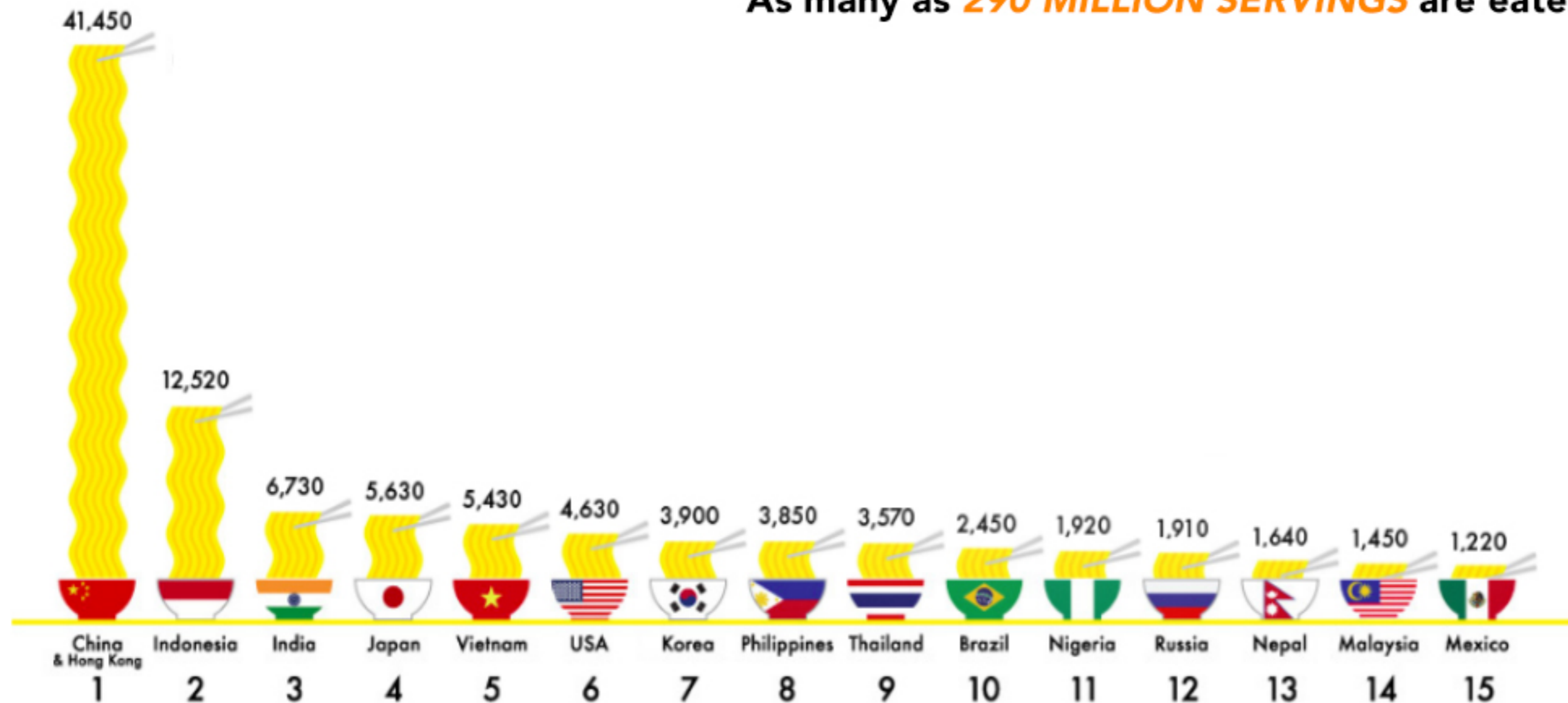
I. THE FOODTURE

What's New on Instant Noodle in the Global Scene

Regardless of the area, age and gender, instant noodles are loved as "global food".

TOP 15 INSTANT NOODLES GLOBAL DEMAND

In 2019, the global demand for instant noodles amounted to approximately **106.4 BILLION SERVINGS**.
As many as **290 MILLION SERVINGS** are eaten everyday.



Per capita consumption
TOP 3

1. Korea	75.1 servings
2. Nepal	57.6 servings
3. Vietnam	56.9 servings

KOREA leads per capita consumption by far. The Koreans like instant noodles so much that they are served even at restaurants and stalls there.

Instant noodles in **NEPAL & VIETNAM** are popular for breakfast and night snacks.

10 out of the 15 countries in the consumption list are from Asia, where more than 80% of instant noodles are consumed. China and Hong Kong topped the list with total combined consumption of 41.4 billion packs of noodles.



Source: World Instant Noodles Association

INSTANT NOODLES VARIETY

Asia, being the leading market for instant noodles, has its own unique flavours for each country.

BROTH



CHICKEN

Goes with any sort of seasoning and spices. Free from religious constraints.



PORK

A major broth popular in China, Thailand, and Japan.



BEEF

Common broth in China and Korea.



SEAFOOD

Popular worldwide. Especially, shrimps blended with local seasonings give original flavours.



VEGETABLES

Popular among vegetarians in India, Nepal, Europe and America. Mushroom and tomato flavours are also popular.

FLAVOURS & SPICES



SPICES

Garlic, ginger, lemongrass essential to tom yam, cinnamon and star anise specific to Chinese food give distinct flavours.



CURRY (MASAKA)

Popular in South Asia, curry gives spicy taste and scent as well as original color.



CHILI PEPPER

A sort of spice, popular in Korea, Thailand, and Mexico. Uses to add deep heat.



SOY SAUCE

Original in Japan. Its "umami" gives perfect combination with other seasonings.



CHEESE

Its creamy flavouring is popular in Europe and America.



BEAN PASTE

Fermented cereal grains make delectably rich flavour.



CITRUS

Lime and Calamansi are used to freshen up in Mexico and the Philippines respectively.



SOUTHEAST ASIA MARKET GROWTH

Outpacing Both Global & Asian Advances

The overall Asian noodles market represents 84% of global sales by value, rising to 87% by volume.



 Vietnam is the second fastest global growth market by both value and volume.

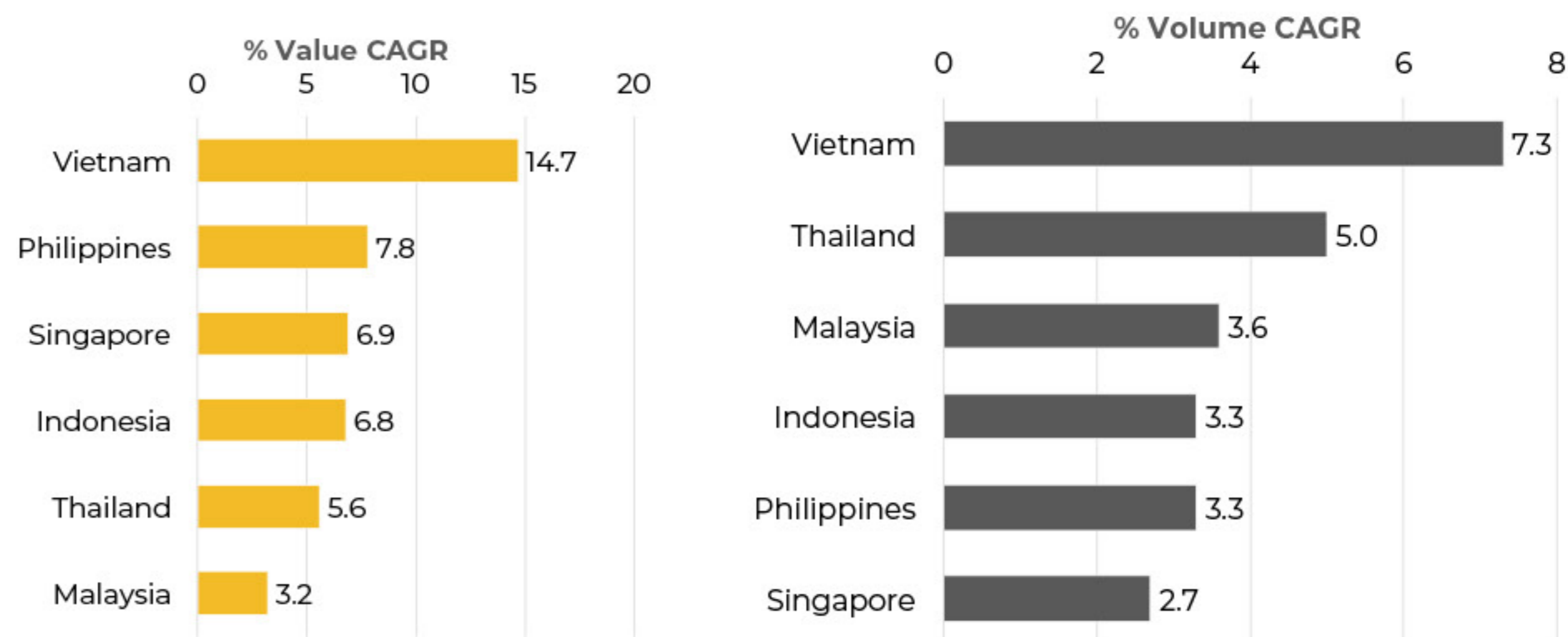
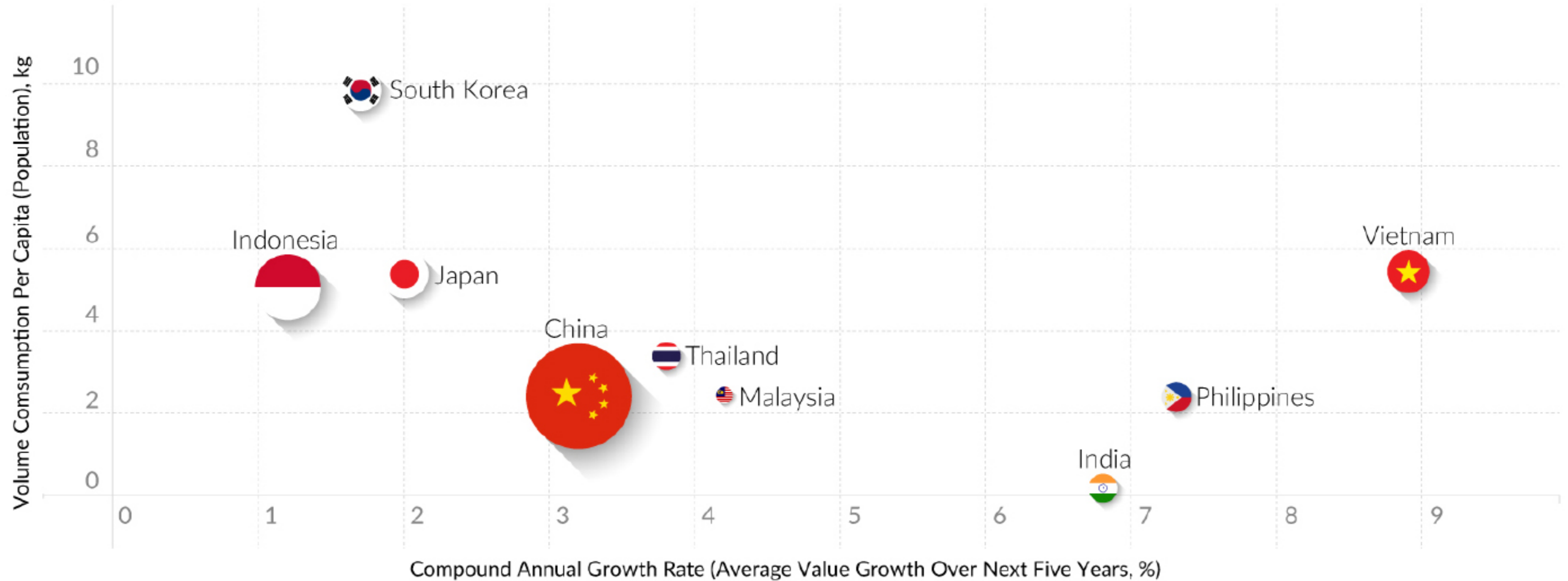


FIGURE 12 | Southeast Asia Noodles: Fastest Growth Markets by Value and Volume (% CAGR), 2010-2022F



2020 APAC RETAIL MARKET OVERVIEW: INSTANT NOODLES



BASE | bubble size is based on market volume (kgs); CAGR is based on market growth in value over the next five years in local currency



The majority of Asian markets are forecast to see positive value growth over the next five years. Vietnam, China, and the Philippines are particularly promising markets.



GLOBAL OPPORTUNITIES

Instant Noodles, Rice & Pasta

1. Explore ethical and sustainable features

The rise of vegan claims illustrates how producers are striving to engage with meat reducers and flexitarians. Meanwhile, consumers are now showing interest in more sustainable alternatives.



Plant-based Instant Pasta Meal
Plantasy Foods Mac 'N Cheez
Cheez 'N Chive Flavoured Dairy Free Pasta Meal is made with coconut milk and chickpea miso. The vegan pasta meal is gluten- and dairy-free. (UK)

Switching To Cardboard Packaging
Napolina Pasta Range switched the majority of its pasta packaging to cardboard boxes. (UK)



2. Target new 'safe bet' flavours and usage occasions

Brands can excite consumption frequency by using flavours which are familiar to consumers. It can also tap into a wider variety of eating occasions.



Flavour Inspired By Local Cuisine
Nissin Cup's Malai Kofta Curry Instant Noodles. It is based on the traditional Indian dish Malai Kofta usually eaten for lunch or dinner. (India)

Ancient Grain Bowl
Amazing Grains Fusion Grain Blends Zesty Margherita Rice offers consumers a 'convenient meal with nourishing ingredients' including barley, quinoa and millet. (US)



3. Deliver positive nutrition and functionality

Brands can formulate with ingredients that also provide functional health benefits to stand out in the crowded marketplace.



"Flu Fighting Instant Noodles"
Acecook Mi Samurai Pork Ribs Flavoured Instant Noodles is formulated with seven 'anti-cold spices' based on traditional medicine, including patchouli, perilla and licorice. (Vietnam)

"Power Noodles"
Calvay's VegRich Protein Italian Chaska Power-Noodles is powered with whey protein, offering 10g protein and 2.7g fibre per serving (India).



II. EATSIGHTING

Instant Noodle Consumer & Category Trends to Watch in Asia

Get ready as Asian flavours continue to grow and the search for tasty ready meals are now in demand.



CONSUMER TRENDS: CONSUMER CONSIDERATION FACTORS

When buying ready meals, Thai consumers are the most concerned with **Cost** while **Health, Indulgence & Flavour** have more bearing for Indonesian consumers.

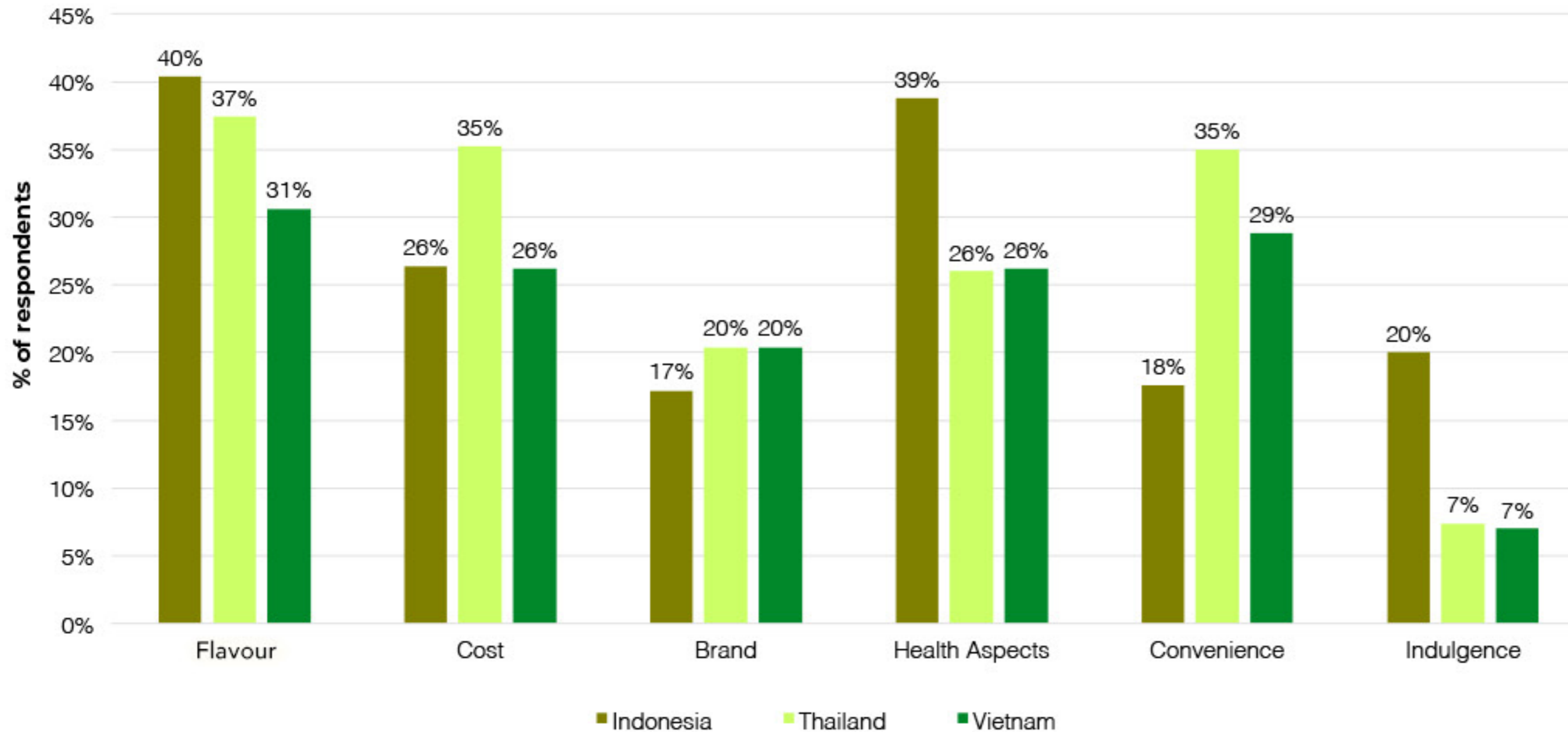


FIGURE 4 | Southeast Asia Noodles: What factors do you pay importance to when buying ready meals? (2018) (ID, TH, VN)



Lead purchase reasons for Indonesian, Thai & Vietnamese consumers towards ready meals:

- Taste
- Energy Boosting Qualities
- Impulse Buy



Source: Innova Market Insights consumer survey

CONSUMER TRENDS: FLAVORS TO WATCH IN SOUTHEAST ASIA

The **Crustacean** and **Asian** flavours continue to gain traction while the **Sour** flavour leads the fast-growing flavours in the noodle scene of Southeast Asia.

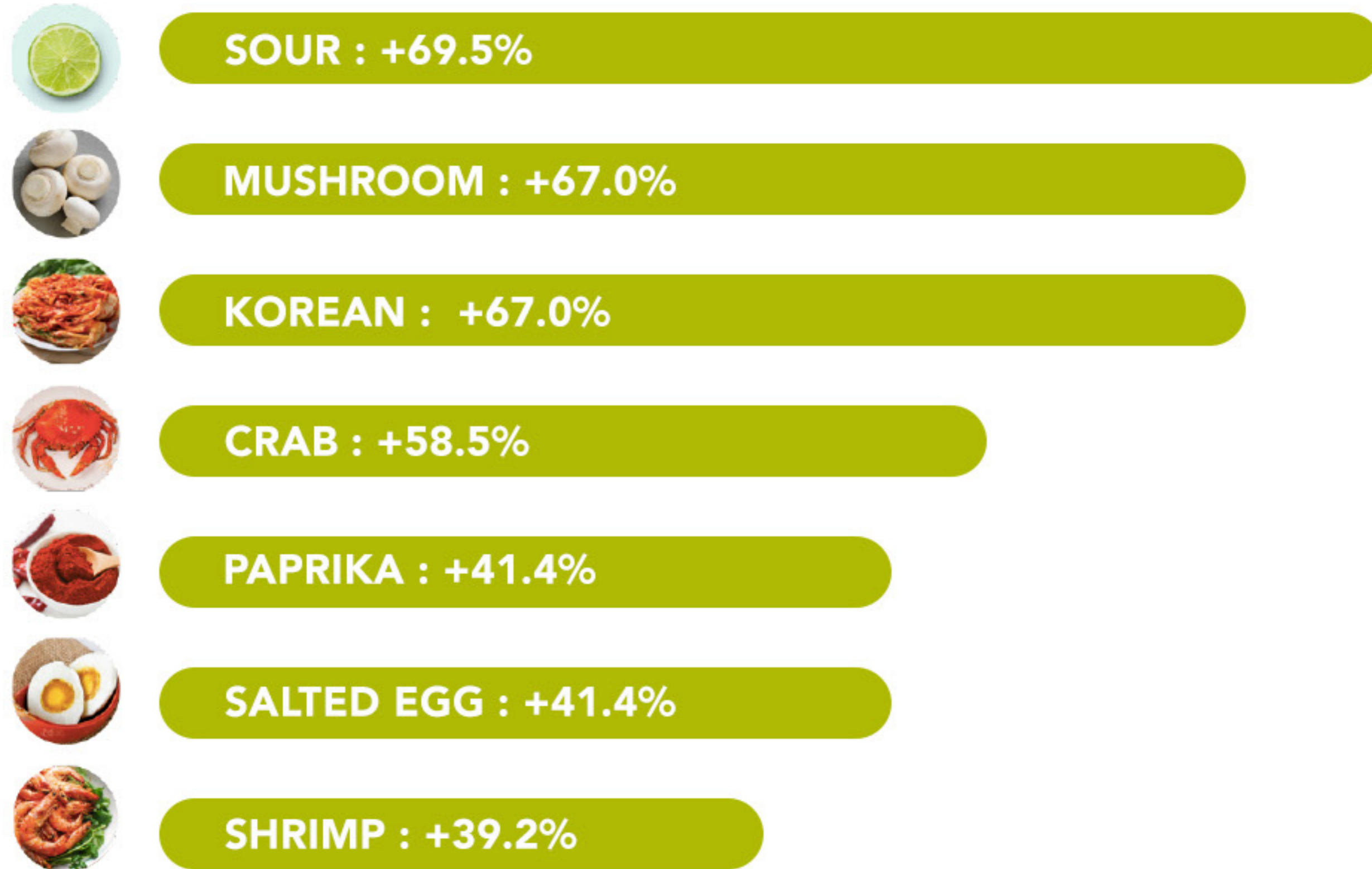


FIGURE 19 |
2014 - 2019 SELECTED
FAST-GROWING FLAVOURS*
IN SOUTHEAST ASIA NOODLES



CATEGORY TRENDS : SEASONALITY & FESTIVE



In Japan, consumers turn to time-saving, convenient festive dishes.

Nissin No Donbee New Year Udon Noodle (Japan)

New Year Udon Noodle has been relaunched for the Japanese New Year. It features kombu broth and a pickled plum topping.



Manhan Yupin Premium Instant Noodles (Taiwan)

With the gifting cultural norm in Asia, consumers can choose gift packs that focus on premium products and exquisite packaging.

In Taiwan, they introduce a premium beef noodle with a special imperial palace design for the 2019 Chinese New Year.



Instant noodles are a popular meal to break the fast with during the Muslim fasting month of Ramadan.

Maggi 2-minute Noodles Masala Instant Noodles (India)

Maggi 2-Minute Noodles Masala Instant Noodles, previously Maggi Masala, have been relaunched for Ramadan 2018 under a new brand name and in a newly designed pack.



CATEGORY TRENDS : HEALTHIER OPTIONS

The Right Bite

Free from claims like gluten free, wheat free and egg free.



Peyoung Scalp D Hair Loss Ramen (Japan)

The Japanese instant yakisoba brand is collaborating with men's hair shampoo Scalp D to launch a new flavour that is targeted to help men with hair loss.

Natural Claims

Some brands now offer 100% natural ingredients to bring healthier and tastier food choices.

Arkon Coral Seaweed Noodle (Singapore)

Arkon noodles with coral seaweed are hand-made with high quality whole meal flour, mixed in with ground natural coral grass. No preservatives and colorings.



Functional Health Benefit

Instant noodle brand Peyoung has launched a new flavour that claims to reverse hair loss for men.

Cottage Farm Spicy Prawn Soup Flavoured Instant Noodles (Malaysia)

Made with more than 10 nutritious real food ingredients of which 85% are organic and 15% are natural.



CATEGORY TRENDS : HEAT & SPICE



CHINESE HEAT

Mom's Dry Noodle Sichuan Spicy Flavoured Dry Noodle showcases the spicy tastes in Sichuan cooking.

CULTURAL HEAT



THAI HEAT

Picnic Hot & Spicy Vegetarian Thai Tom Yum Flavoured Instant Noodles feature a blend of great quality instant noodles with fresh herbs and selected ingredients.



JAPANESE HEAT

Nissin Masuya Hot Spicy Flavoured Instant Ramen Noodles is claimed to taste like restaurant made ramen dish.



LOCAL HEAT



Indomie Matah Chili Flavoured Instant Fried Noodle Is exploring Nusantara flavours and utilizing exotic local chili side dish 'sambal' variant as its flavour.



CATEGORY TRENDS : HEAT & SPICE

#NepaliNoodles

2pm Akabare Chicken Noodles Termed as the hottest noodle in Nepal.



SPICY CHALLENGES



#PopmiePedas

Pop Mie Extra Spicy Chicken Flavoured Instant Cup Fried Noodles

The new cup noodle taps into the prevailing spicy food trend in Indonesia.



#SpicyRamenChallenge

Samyang Green Buldak Extra Hot Chicken Flavour Ramen

Samyang Green challenges consumers taste buds with introduction of extra hot and spicy (buldak) ramen dish .



#CanOrCannotChallenge

Mamee Daebak Ghost Pepper Spicy Chicken Flavour Dry Black Noodles

Malaysian brand Mamee released the notorious Ghost Pepper Noodles which it is known for hitting above 1,000,000 SHU on the Scoville scale.





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