# Global Demand of Instant Noodles

97.5 billion servings of instant noodles were eaten in 2016. By simple arithmetic, as many as 270 million servings are eaten every day. Regardless of the area, age and gender, instant noodles are loved as “global food”.

### TOP 15

<table>
<thead>
<tr>
<th>Country</th>
<th>Per capita consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Korea</td>
<td>76.1 servings</td>
</tr>
<tr>
<td>Vietnam</td>
<td>52.6 servings</td>
</tr>
<tr>
<td>Indonesia</td>
<td>50.5 servings</td>
</tr>
<tr>
<td>China &amp; Hong Kong</td>
<td>41.0 servings</td>
</tr>
<tr>
<td>Japan</td>
<td>38.5 servings</td>
</tr>
<tr>
<td>Vietnam</td>
<td>34.0 servings</td>
</tr>
<tr>
<td>India</td>
<td>34.0 servings</td>
</tr>
<tr>
<td>USA</td>
<td>34.0 servings</td>
</tr>
<tr>
<td>Korea</td>
<td>34.0 servings</td>
</tr>
<tr>
<td>Philippines</td>
<td>33.6 servings</td>
</tr>
<tr>
<td>Thailand</td>
<td>33.0 servings</td>
</tr>
<tr>
<td>Brazil</td>
<td>23.0 servings</td>
</tr>
<tr>
<td>Nigeria</td>
<td>1,650 servings</td>
</tr>
<tr>
<td>Russia</td>
<td>1,620 servings</td>
</tr>
<tr>
<td>Malaysia</td>
<td>1,390 servings</td>
</tr>
<tr>
<td>Nepal</td>
<td>1,340 servings</td>
</tr>
<tr>
<td>Mexico</td>
<td>890 servings</td>
</tr>
</tbody>
</table>

10 countries out of 15 are from Asia, where nearly 80% of instant noodles are consumed. Korea leads per capita consumption by far. The Koreans like instant noodles so much that they are served even at restaurants and stalls there. In Vietnam and Indonesia, instant noodles are popular for breakfast and night snacks.

### Broth Variety

- **Chicken**: Goes with any sort of seasoning and spices. Free from religious constraints.
- **Pork**: A major broth exc. Islamic world. Popular in China, Thailand, and Japan.
- **Beef**: Common broth in China and Korea. Also, familiar in Europe and Americas.
- **Seafood**: Popular worldwide. Especially, shrimps blended with local seasonings give original flavors.
- **Vegetable**: Popular among vegetarians in India, Europe and America. Mushroom and tomato flavors are also popular.

### Variety of Flavors and Spices

- **Soy sauce**: Original in Japan. Its “umami” gives perfect combination with other seasonings.
- **Cheese**: Its creamy flavoring is popular in Europe and Americas.
- **Bean Paste**: Fermented cereal grains make detectably rich flavor. Many varieties across East Asia.
- **Spices**: Lemongrass essential to tom yam kung, cinnamon, star anise, etc.
- **Curry (Masala)**: Popular in south Asia. Gives spicy taste and scent as well as original color.
- **Chili Pepper**: A sort of spice, popular in Korea, Thailand, and Mexico. Used to add deep heat.
- **Citrus**: Lime and calamansi are used to freshen up in Mexico and the Philippines respectively.

*Data from WINA  *The Global Demand means the total servings eaten in the world in a year.  *Unit: Million servings
Europe

In addition to flavors that have integrated into the European diet, many different varieties of instant noodles with Asian flavors are also sold and popular.

Germany

The most common soups are chicken, beef, and shrimp. Popular tastes are tomato-based and spicy soups. As there is no custom to soak noodles in Germany, noodles are generally cut short and eaten using a spoon and fork.

Russia

Chicken soup is the most popular flavor. Instant noodles are eaten outdoors, at BBQs, and on sleeper trains when crossing the wide nation, a unique Russian phenomenon. Sometimes noodles in bags are eaten as side dishes without soup, or crushed and enjoyed as soup in cups. Russians also like eating cup noodles with mayonnaise.

Middle East & Africa

An increase in demand is expected in the Middle East and Africa as the population grows in the future. Taste variations are still limited.

Nigeria

Chicken flavor, familiar to Nigerians, is the most common flavor. Nigerians generally cook the noodles with a small amount of soup and eat them without soup. Children and students like instant noodles and they eat them for breakfast, as snacks, and lunch at school. They prefer lots of noodles.

Saudi Arabia

The Saudis love chicken flavored instant noodles, which were introduced to the country by babysitters and maids from Indonesia who used to bring instant noodles to Saudi Arabia and feed them to the local children over generations. Due to strict Islamic law, instant noodles that are halal certified are sold. People usually purchase instant noodles by the box.

Kenya

Chicken is the most popular flavor among Kenyans. As there is no custom to eat noodles with hot soup in Africa, people cook noodles with only a small amount of soup and eat them without soup. Kenyans generally cook the noodles in a bag with vegetables and beans.

India

Not surprisingly, curry (masala) and chicken tikka flavors are popular in India. Roughly 60% of Indians are vegetarians due to religious reasons, and therefore vegetable and tomato-based soups are eaten the most. Usually, Indians eat noodles with only a small amount of soup. As a snack, a small amount of noodles in a bag called “Chota Pakda” are sold.

Nepal

There are two kinds of noodles in Nepal: brown noodles that are already flavored with seasonings and white noodles that have no flavor. As it is customary to eat noodles as a snack without cooking them, the brown noodles are much more popular. Chicken and vegetable based soups are popular with spices such as masala and chili powders.

Thailand

Tom yam, Thai suki, and mimo pork flavors are popular in Thailand. Generally, spicy flavors with chilli are preferred. A wide variety of products use rice vermicelli and pho.

Nepal

Tom Yam, Thai suki, and mini pork flavors are popular in Thailand. Generally, spicy flavors with chilli are preferred. A wide variety of products use rice vermicelli and pho.

Vietnam

Tom Yum Goong flavor (a mixture of shrimp and acidic flavor) is the most popular flavor, and Vietnamese people prefer noodles with elasticity. They also add onions, lemons, and peppers to cooled instant noodles. In addition to four noodles, many products use pho rice noodles, which is unique to Vietnam. Most Vietnamese eat instant noodles for breakfast and supper.

Malaysia

Malaysians enjoy curry and tom yum flavors. Fried noodles called “Mee Goreng” are widely consumed, and chilli and kacip manis (sweet soy sauce) are popular tastes. As Malaysia is made up of multi-ethnic groups that include Muslims, Buddhists, and Hindus, pork and beef flavors are not widely available. As Singapore is a multi-ethnic society with the majority of people from Chinese, Malay, and Indian racial backgrounds, chicken and curry flavors that are commonly eaten by these three ethnic groups are popular. Additionally, laksa flavor, a Singaporean specialty, is available. Singaporeans eat instant noodles for supper and as snacks.

Singapore

Fried noodles called “Mee Goreng” are the most popular type of noodle with Indonesian consumers. Vegetable, chicken, and shrimp flavors that have chilli condiments are popular. As the majority of the population is Muslims, most products are halal.

Indonesia

*Data from WINA

Asia

The leading market for instant noodles. Each country has its own unique flavors.

China & Hong Kong

China is an original Chinese flavor made of a beef-based soup and Chinese five-spice powder (spices made of fennel, cinnamon, cloves, citrus unshiu peel, and star anise) is popular. There are rice vermicelli and cellulose noodles in addition to four noodles. Chinese people prefer large-sized cup noodles called “tub noodles”.

Hong Kong

While Hong Kongers like seafood taste soups, such as shrimp and fish, there are also various kinds of soups available such as beef, chicken, and pork bone base. People in Hong Kong usually eat instant noodles with toppings at cha chaan tang (no frills restaurants) for breakfast and as snacks.

Tom Yum Goong flavor (a mixture of shrimp and acidic flavor) is the most popular flavor, and Vietnamese people prefer noodles with elasticity. They also add onions, lemons, and peppers to cooled instant noodles. In addition to four noodles, many products use pho rice noodles, which is unique to Vietnam. Most Vietnamese eat instant noodles for breakfast and supper.

Taiwan

Spicy instant noodles that have red hot chili soup is common, and beef and seafood soups are also popular. Koreans prefer thick noodles and a springy texture mixed with starch from potatoes. Non-spicy chicken stock base and white soups called “champ” have become popular in recent years.

Korea

Generally Japanese people enjoy pork bone, chicken stock, and fish stock soups with a combination of soy sauce. Many types of noodles from Japan, such as Udon, Soba, and Fried noodles, are available. There are a wide variety of noodles, including those developed in collaboration with local ramen shops and famous restaurants, and low-calorie products for health conscious consumers.

Japan

In the Philippines, a style of fried noodle called “Palabok Canton” is popular, for which the flavors of Calamondin (citrus fruit) and hot chili are popular. “Khaoc” flavor is popular for noodle soup. As Filipinos like to snack, instant noodles in small cups are also popular.

Indonesia

People in Mexico eat noodles with salsa sauce, chili sauce, and limes. Shrimp, beef, chicken and cheese flavors are popular. In Mexico, instant noodles are considered to be a soup and it has a light taste as people generally finish the soup.

Mexico

Brazilians prefer a strong salty flavor and instant noodles without soup but dipping noodles in soup is popular. The most popular flavor is chicken. Other popular flavors include beef, tomato, cheese, and bacon. Brazilians also like a creamy soup and the texture of the noodles is similar to pasta.

Brazil

In North America, instant noodles have taken root as part of the American diet. We expect that instant noodles will spread to South America in the future.

USA

Americans like chicken the most, although there are many other flavors as well such as beef, shrimp, and vegetables. As Americans do not skip noodles, noodles are generally cut short and eaten using a spoon and fork. As microwave ovens are widely available, many products that can be cooked in a microwave are sold.

Korea

Europe Americas

The leading market for instant noodles. Each country has its own unique flavors.

Europe

The most common soups are chicken, beef, and shrimp. Popular tastes are tomato-based and spicy soups. As there is no custom to soak noodles in Germany, noodles are generally cut short and eaten using a spoon and fork.

Russia

Chicken soup is the most popular flavor. Instant noodles are eaten outdoors, at BBQs, and on sleeper trains when crossing the wide nation, a unique Russian phenomenon. Sometimes noodles in bags are eaten as side dishes without soup, or crushed and enjoyed as soup in cups. Russians also like eating cup noodles with mayonnaise.

Middle East & Africa

An increase in demand is expected in the Middle East and Africa as the population grows in the future. Taste variations are still limited.

Nigeria

Chicken flavor, familiar to Nigerians, is the most common flavor. Nigerians generally cook the noodles with a small amount of soup and eat them without soup. Children and students like instant noodles and they eat them for breakfast, as snacks, and lunch at school. They prefer lots of noodles.

Saudi Arabia

The Saudis love chicken flavored instant noodles, which were introduced to the country by babysitters and maids from Indonesia who used to bring instant noodles to Saudi Arabia and feed them to the local children over generations. Due to strict Islamic law, instant noodles that are halal certified are sold. People usually purchase instant noodles by the box.

Kenya

Chicken is the most popular flavor among Kenyans. As there is no custom to eat noodles with hot soup in Africa, people cook noodles with only a small amount of soup and eat them without soup. Kenyans generally cook the noodles in a bag with vegetables and beans.

India

Not surprisingly, curry (masala) and chicken tikka flavors are popular in India. Roughly 60% of Indians are vegetarians due to religious reasons, and therefore vegetable and tomato-based soups are eaten the most. Usually, Indians eat noodles with only a small amount of soup. As a snack, a small amount of noodles in a bag called “Chota Paks” are sold.

Nepal

There are two kinds of noodles in Nepal: brown noodles that are already flavored with seasonings and white noodles that have no flavor. As it is customary to eat noodles as a snack without cooking them, the brown noodles are much more popular. Chicken and vegetable based soups are popular with spices such as masala and chilli powders.

Thailand

Tom yam, Thai suki, and mini pork flavors are popular in Thailand. Generally, spicy flavors with chilli are preferred. A wide variety of products use rice vermicelli and pho.

Vietnam

Tom Yum Goong flavor (a mixture of shrimp and acidic flavor) is the most popular flavor, and Vietnamese people prefer noodles with elasticity. They also add onions, lemons, and peppers to cooled instant noodles. In addition to four noodles, many products use pho rice noodles, which is unique to Vietnam. Most Vietnamese eat instant noodles for breakfast and supper.

Malaysia

Malaysians enjoy curry and tom yum flavors. Fried noodles called “Mee Goreng” are widely consumed, and chilli and kacip manis (sweet soy sauce) are popular tastes. As Malaysia is made up of multi-ethnic groups that include Muslims, Buddhists, and Hindus, pork and beef flavors are not widely available. As Singapore is a multi-ethnic society with the majority of people from Chinese, Malay, and Indian racial backgrounds, chicken and curry flavors that are commonly eaten by these three ethnic groups are popular. Additionally, laksa flavor, a Singaporean specialty, is available. Singaporeans eat instant noodles for supper and as snacks.

Singapore

Fried noodles called “Mee Goreng” are the most popular type of noodle with Indonesian consumers. Vegetable, chicken, and shrimp flavors that have chilli condiments are popular. As the majority of the population is Muslims, most products are halal.

Indonesia

*Data from WINA

World Instant Noodles Association