106.4 billion servings of instant noodles were eaten in 2019. By simple arithmetic, as many as 290 million servings are eaten every day. Regardless of the area, age and gender, instant noodles are loved as “global food.”

<table>
<thead>
<tr>
<th>Country</th>
<th>Per capita consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Korea</td>
<td>75.1 servings</td>
</tr>
<tr>
<td>Nepal</td>
<td>57.6 servings</td>
</tr>
<tr>
<td>Vietnam</td>
<td>56.9 servings</td>
</tr>
</tbody>
</table>

10 countries out of 15 are from Asia, where more than 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 Nepal and Vietnam, 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 excl. 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 delectably rich flavor. Many varieties across East Asia.
- **Spices**: Lemongrass essential to tom yum 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 Calamans is 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