97.7 billion servings of instant noodles were eaten in 2015. 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”.

### Broth Variety
- **Chicken**
  - Goes with any sort of seasoning and spices.
  - Free from religious constraints.
- **Pork**
  - A major broth exc. in 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, Nepal, Europe and America. Mushroom and tomato flavors are also popular.

### Variety of Flavors and Spices
- **Spices**
  - Garlic, ginger, lemongrass essential to tom yam, cinnamon and star anise specific to Chinese food, etc. They give distinctive flavors.
- **Curry (Masala)**
  - Popular in South Asia. A sort of spice, popular in Korea, Thailand, and Mexico. Used to add deep heat.
- **Chili Pepper**
  - Original in Japan. Its “umami” gives perfect combination with other seasonings.
- **Soy sauce**
  - Its creamy flavoring is popular in Europe and Americas.
- **Cheese**
  - Fermented cereal grains make detectably rich flavor. Many varieties across East Asia.
- **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
- Russia
- Poland
- France
- Spain

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
- Saudi Arabia
- Egypt
- Tunisia
- Morocco

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

- China
- Hong Kong
- Taiwan
- Korea
- Japan

- India
- Nepal
- Thailand
- Vietnam
- Malaysia
- Singapore
- Indonesia
- Philippines

Americas
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
- Mexico
- Brazil
- Argentina

- Brazil

Instant Noodle Cultures in the World

*Data from WINA

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- USA
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