

40,250

Global Demand of Instant Noodles TOP 15

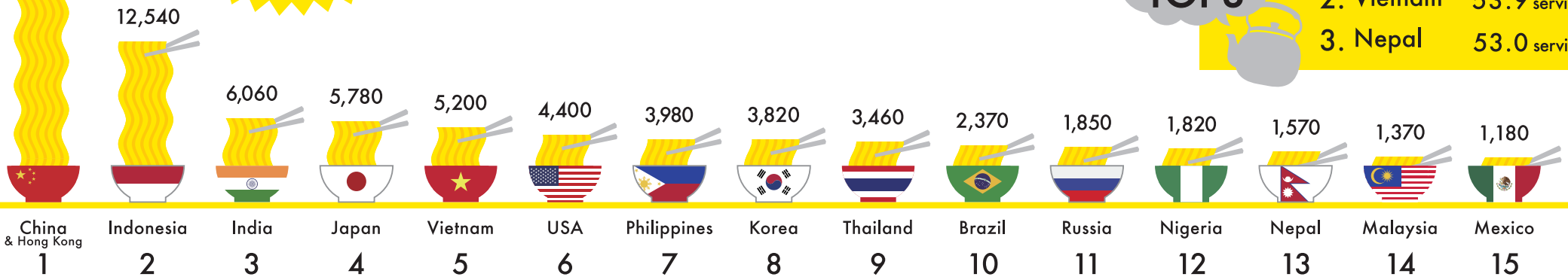
103.6 billion servings of instant noodles were eaten in 2018. By simple arithmetic, as many as 280 million servings are eaten every day. Regardless of the area, age and gender, instant noodles are loved as “global food”.

Per capita consumption

13.6 servings

Per capita consumption TOP 3

- 1. Korea 74.6 servings
- 2. Vietnam 53.9 servings
- 3. Nepal 53.0 servings



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 Nepal, 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 delectably 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

