

## Instant Noodles - China - March 2012

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Until recently, China's instant noodles market was facing the dilemma of having become a mature market with stagnant growth, despite the continued rapid economic growth of the country. The success of instant noodles in reaching this position was based on their convenience, but little had been done to maintain product innovation, and consumers had begun to take them for granted. Meanwhile, other snack and convenience meal markets were growing fast, and taking share of consumer spending, and interest, away.

- Matthew Crabbe, Research Director, Mintel APAC

### In this report we answer the key questions:

- How can instant noodles shake off their commodity image, and become interesting to consumers again?
- How are instant noodles using flavours and packaging to develop value added status, and what more can be done?
- What are the differences between key consumer groups and how can they be encouraged to eat more instant noodles?
- What premium features will attract more consumers to the instant noodle market?

#### Definition:

This market covers instant convenience noodles packaged in soft plastic pouches, and cups or bowls, including fried and non-fried noodles, prepared as either dry noodles or in soup and supplied with meat to be consumed both as a meal and a snack.

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