

Instant Foods - China - April 2021

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This report looks at the following areas:

- Positioning instant noodles as main meal solutions with upgraded ingredients
- Introducing regional flavours to self-heating hotpot
- Restore exotic and regional cuisines from noodle types

The COVID-19 outbreak has accelerated the market growth of instant foods. Product upgrades and innovation have improved instant noodles' negative associations and overcome major consumption barriers. The introduction of self-heating technology further drives price tolerance with elevated convenience and conveys a positive signal to brands in premiumisation.

Although life has gradually returned to normal, consumers still show increased consumption when compared to the time before the COVID-19 outbreak. Continuous removal of negative ingredients and increasing product varieties will ensure instant foods have a more important role in satisfying consumers' diversified dining demand and drive market growth.



"Instant noodles are no longer the last resort for satisfying hunger. Product upgrades thanks to technological improvements help instant noodles cast aside the negative image of being low in nutrition and overcome consumption barriers."

– Roolee Lu, Research Analyst

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