

Instant Noodles - China - January 2017

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“The instant noodle category is facing great challenges as demographic changes are reshaping the main consumer group of the category. Manufacturers should take action and respond to consumers’ upgraded needs to stay competitive. A multi-brand strategy and clear positioning will enable more precise targeting and strengthen brand loyalty.”

– Cheryl Ni, Research Analyst - Food & Drink

This report looks at the following areas:

- Adopt multi-brand strategy and clarify sub-brands’ proposition
- Design snacking options specifically targeting women
- Market instant noodles as comforting food

The instant noodle market in China was lagging behind in terms of responding to consumers’ growing health concerns and the drastic demographic changes, which have led to a slump in total volume sales in recent years. To stay competitive, local players should adopt a multi-brand strategy, to retain loyal existing consumers and to win over current non-users.

Natural ingredients and low/no/reduced claims will improve the image of instant noodles. It is also important to shift instant noodles’ role as a convenient compromise, to that of a diverse experience provider.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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