

## Noodles - China - March 2014

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“Consumers are also demanding a wider variety of new and exotic flavours, as more people travel overseas, and are exposed to more new cuisines. This provides an opportunity for noodle manufacturers to create bold new flavours that generate interest among increasingly sophisticated consumers.”

– Matthew Crabbe, Director of Research, Asia-Pacific

### This report looks at the following areas:

- What is the current state of the noodles market in China and what are the trends, drivers of and barriers to growth?
- What are consumers’ behaviour and attitudes towards noodles?
- Where are the opportunities for growth in the noodles market?
- How can product diversification drive consumption?
- How can sales be increased through engaging more with consumers to promote new product innovations?

Continued strong rises in spending power are creating greater demand for higher value, better quality products. This is also leading to greater demand for more healthy ingredients. This is of particular significance for instant noodles, which continue to suffer from a lingering image as being less healthy. Quality and health are therefore increasingly important differentiating features for noodle marketers.

Consumers appear to be willing to pay more for interesting and elaborate side dishes and appealing textures. Rising quality and convenience expectations mean that ready-to-eat noodle-based meals are already becoming a key area for product development for both packaged and instant noodles. Mintel believes that this trend has a lot of mileage left in it.

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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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## Table of Contents

### Introduction

Definition  
Report structure  
Methodology  
Abbreviations

### Executive Summary

#### The market

Figure 1: Total retail market for instant noodles and forecast, 2008-18

#### Companies and brands

Figure 2: Company retail market share by volume (%), 2012-13

#### The consumer

##### The key packaged noodle consumer segments

Figure 3: Packaged noodle target segments, December 2013

##### The key instant noodle consumer segments

Figure 4: Instant noodle target segments, December 2013

#### Key issues

##### Consumers are demanding more healthy noodle options

Figure 5: Important consideration factors when buying packaged noodles, December 2013

##### Interesting flavours to excite instant noodle eaters

Figure 6: Attitudes towards instant noodles flavour, December 2013

##### Variety of textures and side dishes to create new interest

Figure 7: Attitudes towards packaged noodles textures and side dishes, December 2013

##### Convenience and low cost no longer key draw

Figure 8: Important consideration factors when buying instant noodles, December 2013

#### What we think

### The Market

#### Key points

##### Market size and forecast

Figure 9: Total retail market for instant noodles and forecast, 2008-18

##### Market segmentation

##### Cup/bowl noodles increasing market share through convenience

Figure 10: Instant Noodles: Retail market segmentation by volume and value, 2008-13

Figure 11: Proportion of new product launches, by packaging type and year, 2011-13

##### Convenience and purity are key selling points

Figure 12: Proportion of new product launches, by type of product claims, 2011-13

Figure 13: Important consideration factors when buying instant noodles, December 2013

##### Is there room for more premium products?

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Figure 14: Instant Noodles: Average retail unit price by market segmentation, 2008-13

Figure 15: Proportion of new product launches, by type of product price point, 2011-13

### Market drivers

#### New product launches slowing

Figure 16: Proportion of new product launches, 2011-13

Figure 17: Proportion of total new product launches, by launch type, 2011-13

Figure 18: Proportion of new product launches, by launch type and year, 2011-13

## Companies and Brands

### Key points

#### Brand share

Figure 19: Instant Noodles: Company retail market share by volume (%), 2012-13

Figure 20: Instant Noodles: Company retail market share by volume (%), 2012-13

Figure 21: Instant Noodles: Company retail market share by value (%), 2012-13

Figure 22: China – Instant Noodles: Company retail market share by value (%), 2012-13

Figure 23: Proportion of new product launches, by brand/company, 2011-13

#### Advertising and innovation

##### Advertising becoming more innovative

Figure 24: Important consideration factors when buying instant noodles, by demographics, December 2013

Figure 25: Attitudes towards instant noodles flavour, by demographics, December 2013

##### Still more room for flavour innovation

Figure 26: Important consideration factors when buying instant noodles, December 2013

Figure 27: Proportion of new product launches, by product flavours, 2011-13

Figure 28: Attitudes towards instant noodles, December 2013

##### Packaging innovation to help stand out from the crowd

Figure 29: Proportion of new product launches, by product packaging type, 2011-13

Figure 30: Proportion of new product launches, by product packaging type and year, 2011-13

##### Private label makes its mark

Figure 31: Important consideration factors when buying packaged noodles, December 2013

### Companies

#### Tingyi Holdings Ltd

Figure 32: Tingyi (Cayman Islands) Holding Corporation financial results, 2011-12, Q3 2012-Q3 2013

#### Uni-President Group

Figure 33: Uni-President financial results, 2011-12

#### Jinmailang Nissin Foods Co., Ltd

Figure 34: Nissin Foods financial results, 2012-13

#### Baixiang Food Group.

## The Consumer – Key Noodle Consumer Segments

### Key points

Key packaged noodle consumer segments

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Figure 35: Packaged noodle target segments, December 2013

Key instant noodle consumer segments

Figure 36: Packaged noodle target segments, December 2013

### The Consumer – Purchasing Frequency

Key points

Key user frequency segments

Figure 37: Noodles eaten in the last 3 months, by user group, December 2013

Frequency of packaged noodle use among key consumer segments

Figure 38: Packaged noodles eaten in the last 3 months, by key consumer segment, December 2013

Frequency of instant noodle use among key consumer segments

Figure 39: Instant noodles eaten in the last 3 months, by target groups, December 2013

### The Consumer – Purchasing Channels

Key points

The key user shopping channels

Figure 40: Purchasing channels of noodles, December 2013

Shopping channels used by demographics

Figure 41: Purchasing channels of noodles, by demographics, December 2013

Shopping channels used by user frequency segments

Figure 42: Purchasing channels of noodles, by user frequency segments, December 2013

### The Consumer – Purchasing Considerations when Buying Noodles

Key points

Key packaged noodle user purchasing considerations

Figure 43: Important consideration factors when buying packaged noodles, December 2013

User packaged noodle purchasing considerations among key consumer segments

Figure 44: Important consideration factors when buying packaged noodles, by key consumer segment, December 2013

Key instant noodle user purchasing considerations

Figure 45: Important consideration factors when buying instant noodles, December 2013

User instant noodle purchasing considerations among key consumer segments

Figure 46: Important consideration factors when buying instant noodles, by key target segments, December 2013

### The Consumer – Attitudes Towards Instant Noodles

Key points

What do instant noodle consumers believe?

Figure 47: Attitudes towards instant noodles, December 2013

Key instant noodles consumer segment attitudes

Figure 48: Attitudes towards instant noodles, by key target segments, December 2013

### Key Issue – Consumers are Demanding More Healthy Noodle Options

Key points

Less bad, more good

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Figure 49: Important consideration factors when buying packaged noodles, December 2013

Figure 50: Important health consideration factors when buying packaged and instant noodles, by user frequency, December 2013

### Health demands from packaged noodles by demographics

Figure 51: Important health consideration factors when buying packaged noodles, by demographics, December 2013

### Health attitudes towards packaged noodles

Figure 52: Attitudes towards packaged noodles, December 2013

### Packaged noodles health attitudes by demographics

Figure 53: Attitudes towards health aspects of packaged noodles, by demographics, December 2013

### Health attitudes towards instant noodles

Figure 54: Health attitudes towards instant noodles, December 2013

### Instant noodles health attitudes by demographics

Figure 55: Health attitudes towards instant noodles, by demographics, December 2013

What does it mean?

## Key Issue – Interesting Flavours to Excite Instant Noodle Eaters

### Key points

#### Flavour dominates among choice factors

Figure 56: Important consideration factors when buying instant noodles, December 2013

Figure 57: Important consideration factors when buying instant noodles, by demographics, December 2013

Figure 58: Important consideration factors when buying instant noodles, by key target consumer segments, December 2013

#### Generally strong demand for more interesting flavours

Figure 59: Attitudes towards instant noodles flavour, December 2013

Figure 60: Proportion of new product launches, by product flavours, 2011-13

#### Who wants these more interesting flavours?

Figure 61: Attitudes towards instant noodles flavour, by demographics, December 2013

Figure 62: Attitudes towards instant noodles flavour, by key consumer segments, December 2013

What does it mean?

## Key Issue – Variety of Textures and Side Dishes to Create new Interest

### Key points

#### Packaged noodles with more interesting textures and side dishes are welcome

Figure 63: Attitudes towards packaged noodles textures and side dishes, December 2013

Figure 64: Attitudes towards packaged noodles textures and side dishes, by demographics, December 2013

Figure 65: Attitudes towards packaged noodles textures and side dishes, by key consumer segment, December 2013

#### Texture ranks highest among purchasing considerations

Figure 66: Important consideration factors when buying packaged noodles, December 2013

Figure 67: Important consideration factors when buying packaged noodles, by demographics, December 2013

#### Side dishes add interest to instant noodles

Figure 68: Consideration of side dishes when buying instant noodles, by Target groups, December 2013

Figure 69: Attitudes towards extra side dishes with instant noodles, by Target groups, December 2013

What does it mean?

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### Key Issue – Convenience and Low Cost No Longer Key Draw

#### Key points

##### Price and convenience rank below flavour and brand

Figure 70: Important consideration factors when buying instant noodles, December 2013

##### Ready-to-eat features consumers would pay more for

Figure 71: Attitudes towards instant noodles, December 2013

##### Ready-to-eat convenience sought by demographics

Figure 72: Attitudes towards instant noodles packaging convenience, by demographics, December 2013

##### Features consumers would pay more for by demographics

Figure 73: Attitudes towards instant noodle features consumers would pay more for, by demographics, December 2013

##### Value-added and convenience attitudes among key consumer segments

Figure 74: Attitudes towards instant noodle features consumers would pay more for and packaging convenience, by key consumer segments, December 2013

#### What does it mean?

### Appendix – Market Size

Figure 75: China – Total retail market for instant noodles and forecast, by sector, 2008-18

### Appendix – Noodles had in the Last 3 Months

Figure 76: Noodles had in the last 3 months, December 2013

Figure 77: Noodles had in the last 3 months – Packaged dry white noodles, by demographics, December 2013

Figure 78: Noodles had in the last 3 months – Packaged dry non-white noodles, by demographics, December 2013

Figure 79: Noodles had in the last 3 months – Packaged fresh noodles, by demographics, December 2013

Figure 80: Noodles had in the last 3 months – Packet, by demographics, December 2013

Figure 81: Noodles had in the last 3 months – Bowl/cup, by demographics, December 2013

Figure 82: Noodles had in the last 3 months, by purchasing channels of noodles, December 2013

Figure 83: Noodles had in the last 3 months, December 2013

Figure 84: Noodles had in the last 3 months – Packaged noodles, by demographics, December 2013

Figure 85: Noodles had in the last 3 months – Instant noodles, by demographics, December 2013

Figure 86: Noodles had in the last 3 months – Packaged dry white noodles, by demographics, December 2013

Figure 87: Noodles had in the last 3 months – Packaged dry non-white noodles, by demographics, December 2013

Figure 88: Noodles had in the last 3 months – Packaged fresh noodles, by demographics, December 2013

Figure 89: Noodles had in the last 3 months – Packet, by demographics, December 2013

Figure 90: Noodles had in the last 3 months – Bowl/cup, by demographics, December 2013

### Appendix – Purchasing Channels of Noodles

Figure 91: Purchasing channels of noodles, December 2013

Figure 92: Most popular purchasing channels of noodles, by demographics, December 2013

Figure 93: Next most popular purchasing channels of noodles, by demographics, December 2013

#### Repertoire analysis

Figure 94: Repertoire of purchasing channels of noodles, December 2013

Figure 95: Repertoire of purchasing channels of noodles, by demographics, December 2013

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Figure 96: Purchasing channels of noodles, by repertoire of purchasing channels of noodles, December 2013

### Appendix – Important Consideration Factors when Buying Packaged Noodles

Figure 97: Important consideration factors when buying packaged noodles, December 2013

Figure 98: Most popular important consideration factors when buying packaged noodles – Rank 1, by demographics, December 2013

Figure 99: Next most popular important consideration factors when buying packaged noodles – Rank 1, by demographics, December 2013

Figure 100: Other important consideration factors when buying packaged noodles – Rank 1, by demographics, December 2013

Figure 101: Most popular important consideration factors when buying packaged noodles – Rank 2, by demographics, December 2013

Figure 102: Next most popular important consideration factors when buying packaged noodles – Rank 2, by demographics, December 2013

Figure 103: Other important consideration factors when buying packaged noodles – Rank 2, by demographics, December 2013

Figure 104: Most popular important consideration factors when buying packaged noodles – Rank 3, by demographics, December 2013

Figure 105: Next most popular important consideration factors when buying packaged noodles – Rank 3, by demographics, December 2013

Figure 106: Other important consideration factors when buying packaged noodles – Rank 3, by demographics, December 2013

Figure 107: Most popular important consideration factors when buying packaged noodles – Rank 4, by demographics, December 2013

Figure 108: Next most popular important consideration factors when buying packaged noodles – Rank 4, by demographics, December 2013

Figure 109: Other important consideration factors when buying packaged noodles – Rank 4, by demographics, December 2013

Figure 110: Most popular important consideration factors when buying packaged noodles – Rank 5, by demographics, December 2013

Figure 111: Next most popular important consideration factors when buying packaged noodles – Rank 5, by demographics, December 2013

Figure 112: Other important consideration factors when buying packaged noodles – Rank 5, by demographics, December 2013

Figure 113: Important consideration factors when buying packaged noodles, by most popular noodles had in the last 3 months – Packaged noodles, December 2013

Figure 114: Important consideration factors when buying packaged noodles, by next most popular noodles had in the last 3 months – Packaged noodles, December 2013

Figure 115: Important consideration factors when buying packaged noodles, by most popular noodles had in the last 3 months – Instant noodles, December 2013

Figure 116: Important consideration factors when buying packaged noodles, by next most popular noodles had in the last 3 months – Instant noodles, December 2013

Figure 117: Important consideration factors when buying packaged noodles, by most popular noodles had in the last 3 months – Packaged dry white noodles, December 2013

Figure 118: Important consideration factors when buying packaged noodles, by next most popular noodles had in the last 3 months – Packaged dry white noodles, December 2013

Figure 119: Important consideration factors when buying packaged noodles, by most popular noodles had in the last 3 months – Packaged dry non-white noodles, December 2013

Figure 120: Important consideration factors when buying packaged noodles, by next most popular noodles had in the last 3 months – Packaged dry non-white noodles, December 2013

Figure 121: Important consideration factors when buying packaged noodles, by most popular noodles had in the last 3 months – Packaged fresh noodles, December 2013

Figure 122: Important consideration factors when buying packaged noodles, by next most popular noodles had in the last 3 months – Packaged fresh noodles, December 2013

Figure 123: Important consideration factors when buying packaged noodles, by most popular noodles had in the last 3 months – Packet, December 2013

Figure 124: Important consideration factors when buying packaged noodles, by next most popular noodles had in the last 3 months – Packet, December 2013

Figure 125: Important consideration factors when buying packaged noodles, by most popular noodles had in the last 3 months – Bowl/cup, December 2013

Figure 126: Important consideration factors when buying packaged noodles, by next most popular noodles had in the last 3 months – Bowl/cup, December 2013

Figure 127: Important consideration factors when buying packaged noodles, by noodles had in the last 3 months, December 2013

### Appendix – Attitudes Towards Packaged Noodles

Figure 128: Attitudes towards packaged noodles, December 2013

Figure 129: Agreement with the statement 'I would like to see more packaged noodles with local features available', by demographics, December 2013

Figure 130: Agreement with the statement 'Noodles of different shapes taste different', by demographics, December 2013

Figure 131: Agreement with the statement 'Freshly-made noodles taste better than packaged ones', by demographics, December 2013

Figure 132: Agreement with the statement 'Noodle products from Chinese manufacturers taste better than imported ones', by demographics, December 2013

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- Figure 133: Agreement with the statement 'I would like to see more imported noodles', by demographics, December 2013
- Figure 134: Agreement with the statement 'Non-white noodles are healthier than white noodles', by demographics, December 2013
- Figure 135: Agreement with the statement 'There is a lack of organic/green packaged noodle products available', by demographics, December 2013
- Figure 136: Agreement with the statement 'Packaged noodles are healthier than instant noodles', by demographics, December 2013
- Figure 137: Agreement with the statement 'Packaged noodles with nourishing ingredients are worth paying more for', by demographics, December 2013
- Figure 138: Agreement with the statement 'Noodles sold with sauces make cooking easier', by demographics, December 2013
- Figure 139: Agreement with the statement 'It is more enjoyable to eat noodles with other dishes mixed into it', by demographics, December 2013
- Figure 140: Agreement with the statement 'Noodles served with soup taste better than dry noodles', by demographics, December 2013
- Figure 141: Attitudes towards packaged noodles, by noodles had in the last 3 months, December 2013

## Appendix – Important Consideration Factors when Buying Instant Noodles

- Figure 142: Important consideration factors when buying instant noodles, December 2013
- Figure 143: Most popular important consideration factors when buying instant noodles – Rank 1, by demographics, December 2013
- Figure 144: Next most popular important consideration factors when buying instant noodles – Rank 1, by demographics, December 2013
- Figure 145: Other important consideration factors when buying instant noodles – Rank 1, by demographics, December 2013
- Figure 146: Most popular important consideration factors when buying instant noodles – Rank 2, by demographics, December 2013
- Figure 147: Next most popular important consideration factors when buying instant noodles – Rank 2, by demographics, December 2013
- Figure 148: Other important consideration factors when buying instant noodles – Rank 2, by demographics, December 2013
- Figure 149: Most popular important consideration factors when buying instant noodles – Rank 3, by demographics, December 2013
- Figure 150: Next most popular important consideration factors when buying instant noodles – Rank 3, by demographics, December 2013
- Figure 151: Other important consideration factors when buying instant noodles – Rank 3, by demographics, December 2013
- Figure 152: Most popular important consideration factors when buying instant noodles – Rank 4, by demographics, December 2013
- Figure 153: Next most popular important consideration factors when buying instant noodles – Rank 4, by demographics, December 2013
- Figure 154: Other important consideration factors when buying instant noodles – Rank 4, by demographics, December 2013
- Figure 155: Most popular important consideration factors when buying instant noodles – Rank 5, by demographics, December 2013
- Figure 156: Next most popular important consideration factors when buying instant noodles – Rank 5, by demographics, December 2013
- Figure 157: Other important consideration factors when buying instant noodles – Rank 5, by demographics, December 2013
- Figure 158: Important consideration factors when buying instant noodles, by noodles had in the last 3 months, December 2013

## Appendix – Attitudes Towards Instant Noodles

- Figure 159: Attitudes towards instant noodles, December 2013
- Figure 160: Agreement with the statement 'Instant noodles that come with new flavours are more appealing to me', by demographics, December 2013
- Figure 161: Agreement with the statement 'There is no big difference in taste between instant noodle products available', by demographics, December 2013
- Figure 162: Agreement with the statement 'Instant noodle products imported from the country they originate from taste more authentic', by demographics, December 2013
- Figure 163: Agreement with the statement 'I would like to see more easy-to-prepare instant noodle products', by demographics, December 2013
- Figure 164: Agreement with the statement 'Quick to prepare is more important than the taste of instant noodles', by demographics, December 2013
- Figure 165: Agreement with the statement 'Non-fried instant noodle products are worth paying more for', by demographics, December 2013
- Figure 166: Agreement with the statement 'Instant noodles with exotic flavours are worth paying more for', by demographics, December 2013
- Figure 167: Agreement with the statement 'I would like to see more instant noodles packed with extra side dishes', by demographics, December 2013
- Figure 168: Agreement with the statement 'Instant noodles free of additives are worth paying more for', by demographics, December 2013
- Figure 169: Agreement with the statement 'I would like to see more instant noodles with healthy ingredients', by demographics, December 2013

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Figure 170: Agreement with the statement 'There is a lack of instant noodles with health benefits available', by demographics, December 2013  
Figure 171: Agreement with the statement 'Eating fewer instant noodles is beneficial for the health', by demographics, December 2013

### Appendix – Further Analysis

Figure 172: Target groups, December 2013

Figure 173: Target groups, by demographics, December 2013

Figure 174: Purchasing channels of noodles, by target groups, December 2013

Figure 175: Important consideration factors when buying packaged noodles, by target groups, December 2013

Figure 176: Attitudes towards packaged noodles, by target groups, December 2013

Figure 177: Target groups, by repertoire of purchasing channels of noodles, December 2013

Figure 178: Target groups, December 2013

Figure 179: Target groups, by demographics, December 2013

Figure 180: Purchasing channels of noodles, by target groups, December 2013

Figure 181: Important consideration factors when buying instant noodles, by target groups, December 2013

Figure 182: Attitudes towards instant noodles, by target groups, December 2013

Figure 183: Target groups, by repertoire of purchasing channels of noodles, December 2013

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