

Sale Considerations for Instant Noodles

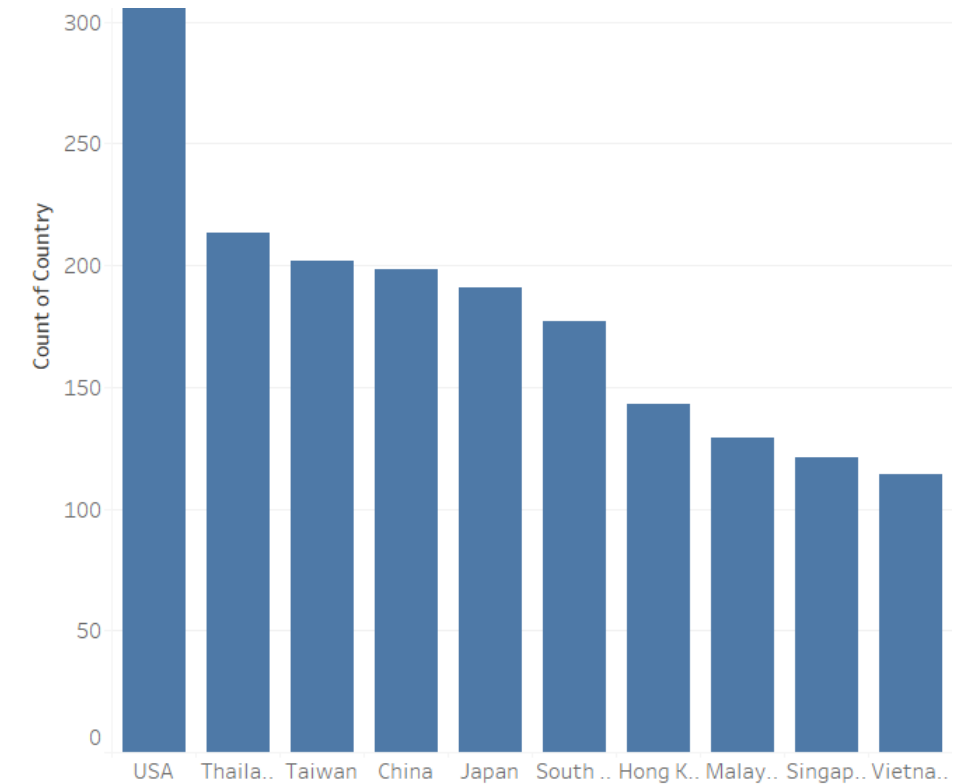
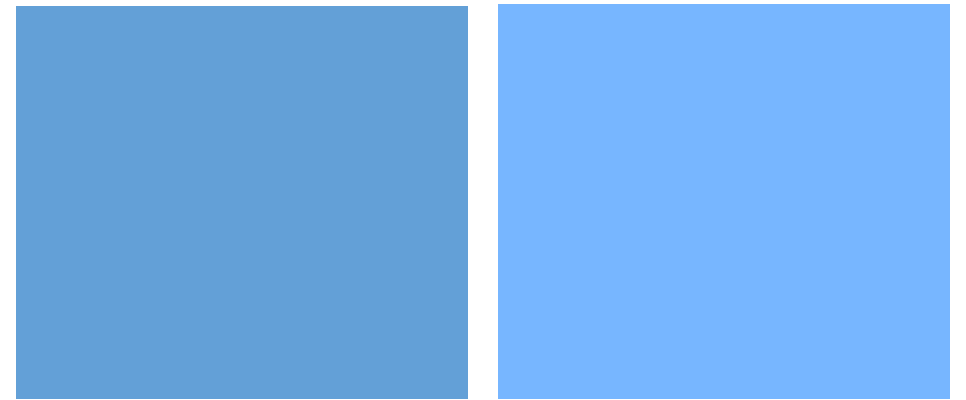
INFS 776 Final Project
Brooke Gardner,
Gavin Gunawardena,
Eric Polzella

Overview

- This report will explore sale considerations for ramen, also known as instant noodles.
- It will examine brand, country of production, flavor, Google trends, and general demand growth.
- The exploration of this data will develop a strategy for making more profitable ramen sales.

What Countries Produce Instant Noodles?

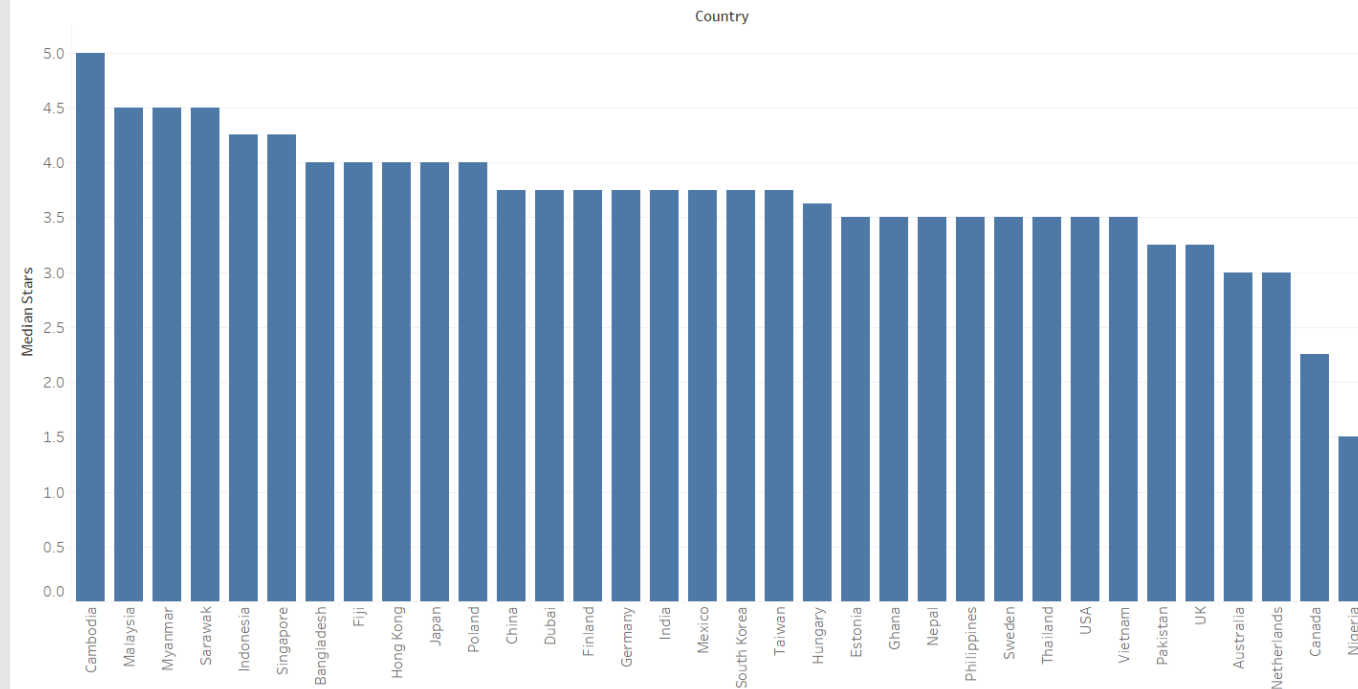
- USA produces the most instant noodle varieties, with over 350 entries.



Count of Country for each Country. The view is filtered as Country which has a 10+500

What Countries Produce Good Instant Noodles

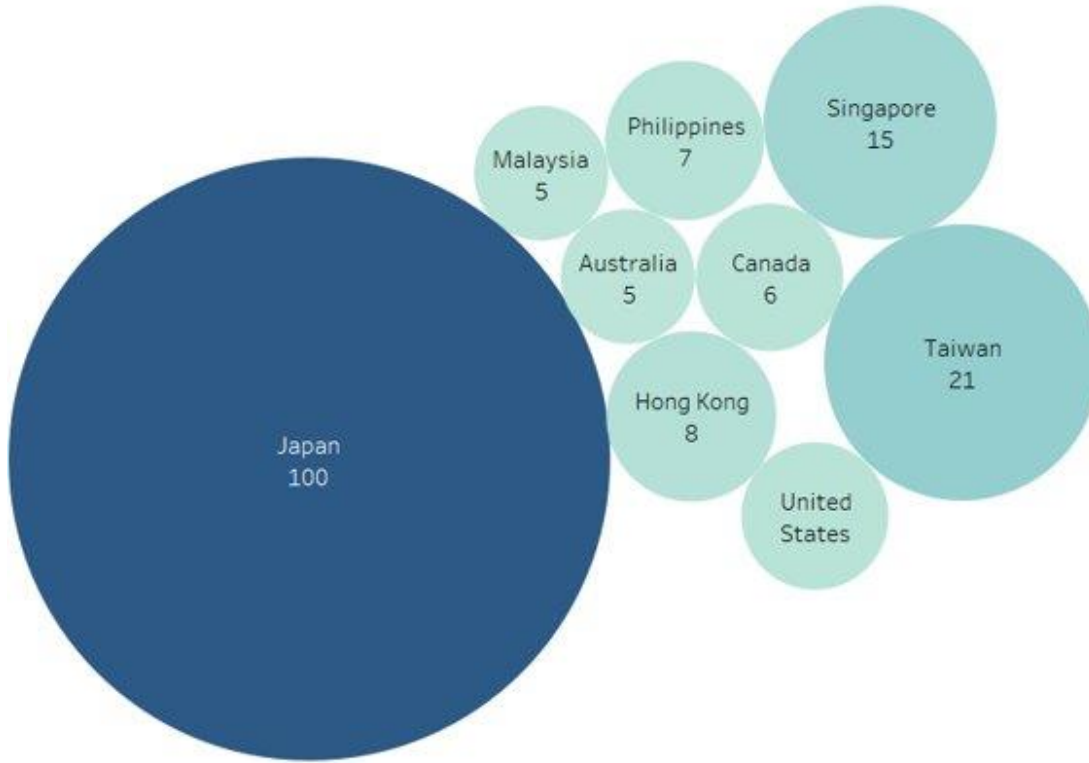
Top Ranking Producers



Median of Stars for each Country. The view is filtered on Country, which excludes Holland.

- However, USA produces less highly-ranking instant noodles, only scoring a median 3.5 stars.
- Cambodia makes the most highly ranked instant noodles, despite only having 9 varieties.

Ramen Popularity Based on 5-Year Google Trends



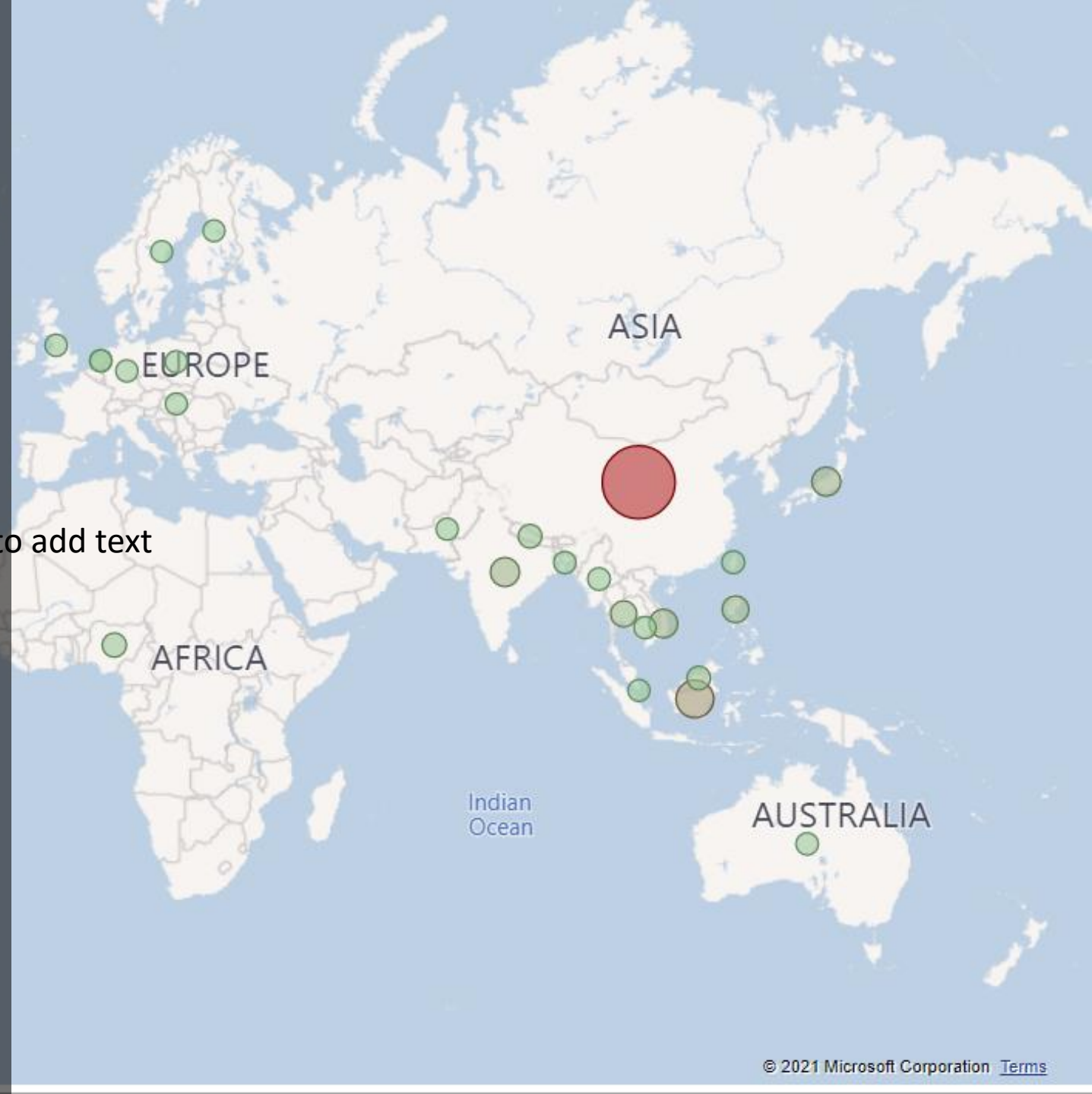
Ramen Trends Worldwide

- Ramen is most popular in Japan.
- Asia and North America would be good regions for marketing ramen.

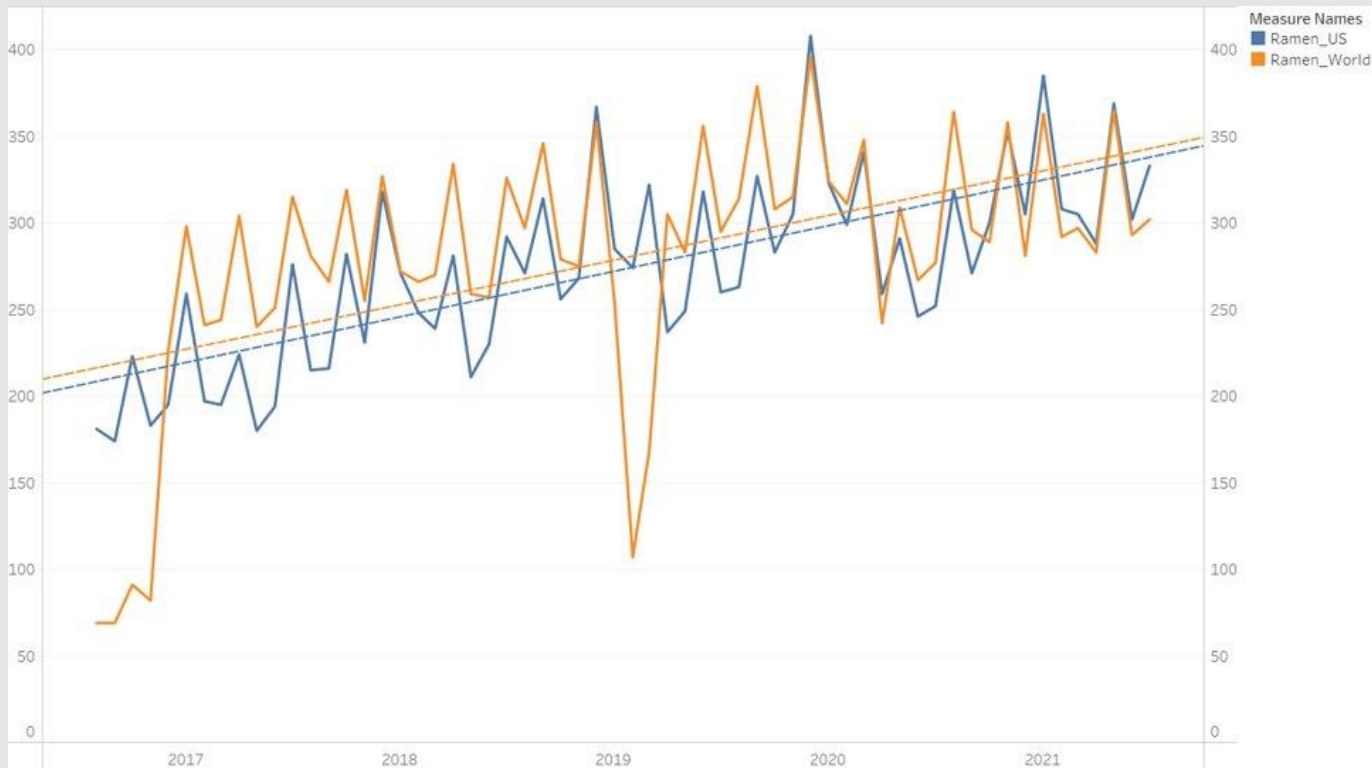
Instant Noodle Demand by Country

- This bubble map of Total Sales (millions) between 2016 and 2020 shows areas of the world with the most instant noodle sales.
- The highest demand occurs in China.

Click to add text

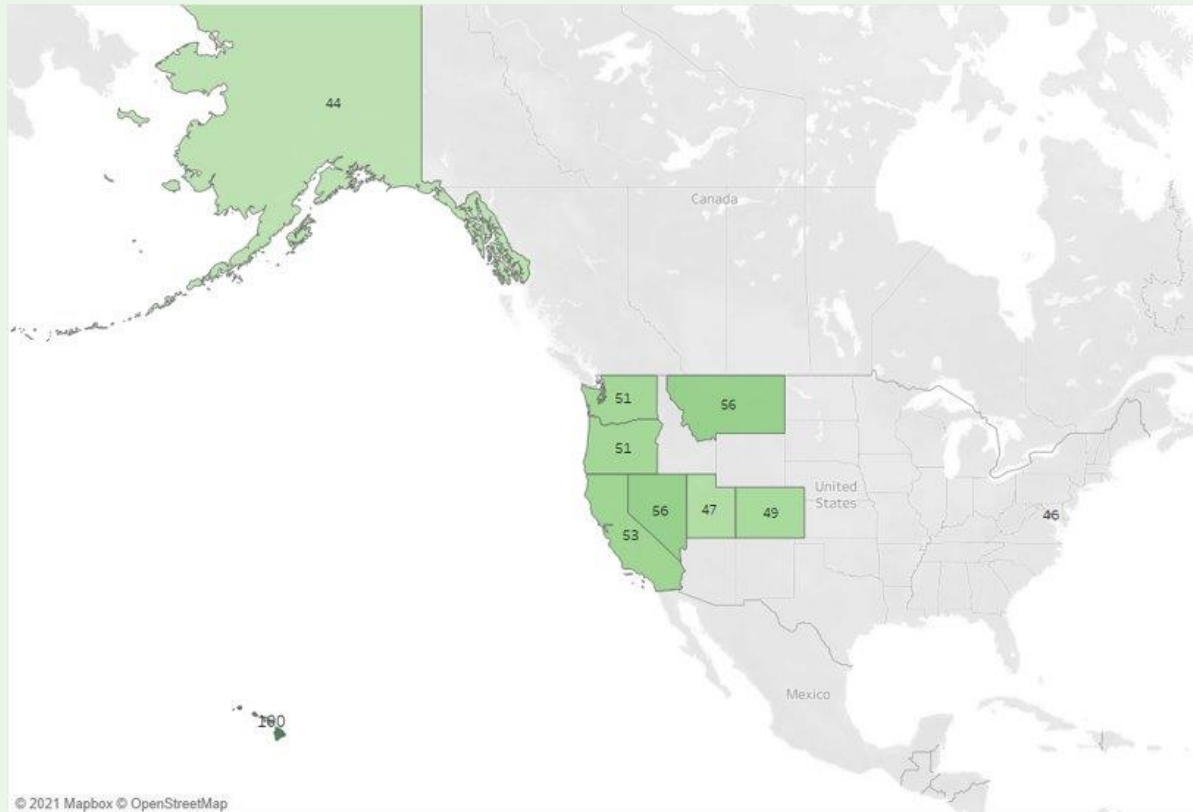


Worldwide Ramen Trends



- Popularity of ramen in both the U.S. and the world has shown an upward trend
- Popularity of ramen in the U.S. is slightly higher than worldwide, in recent months

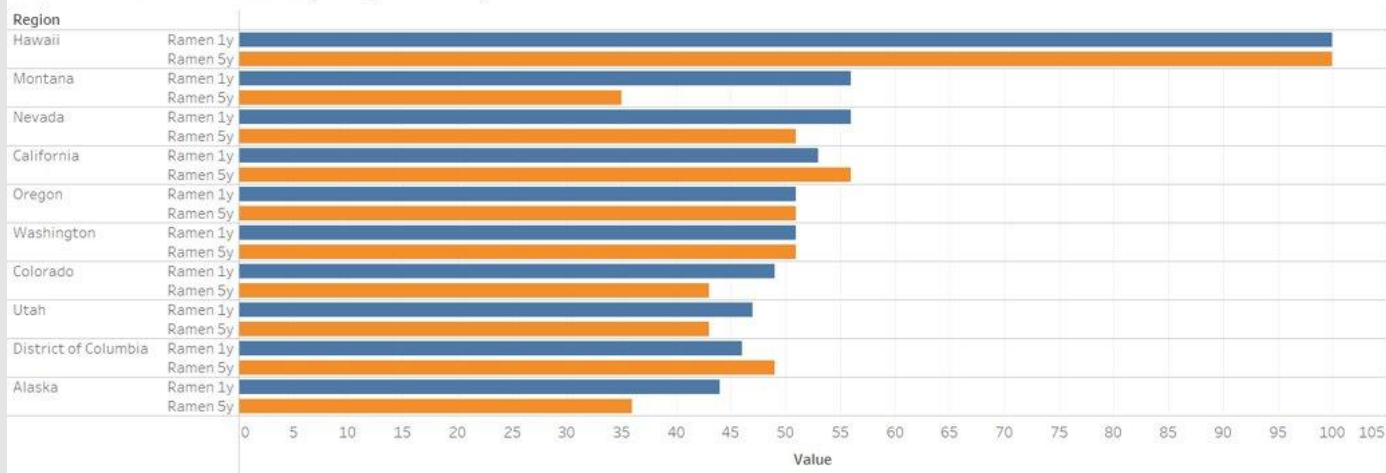
Ramen Trends in the US



The western United States is an area where ramen is popular.

Ramen Trends in the US (cont.)

Top Ten States for Ramen (Google Trends)

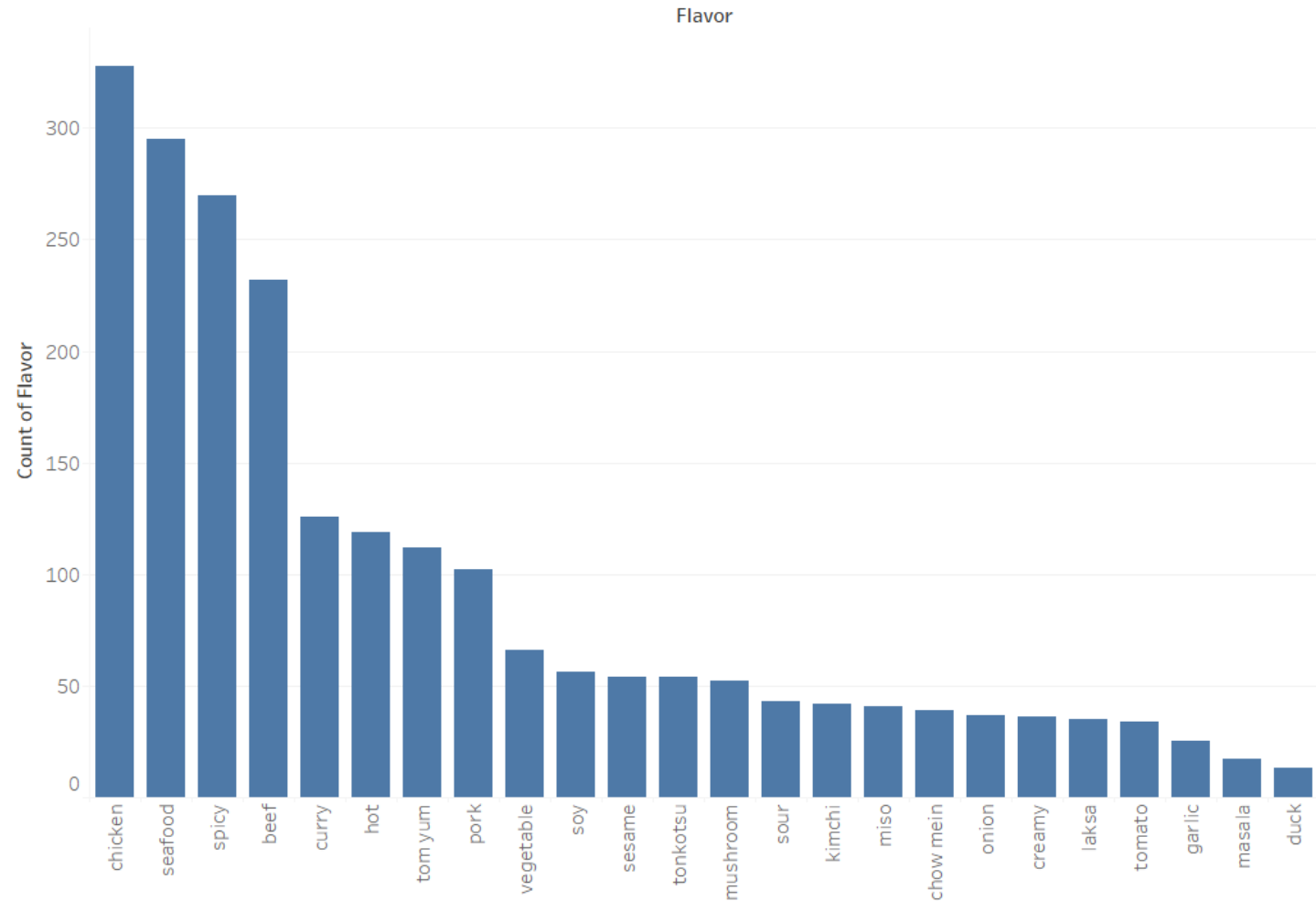


- Ramen is most popular in Hawaii.
- In most other states, ramen is only half as popular as in Hawaii.
- During the past year, ramen has increased significantly in popularity in Montana.

What Flavors are Most Common?

- Chicken, seafood (crab, shrimp, prawn, scallops), spicy, and beef are by far the most common flavor descriptors for instant noodles

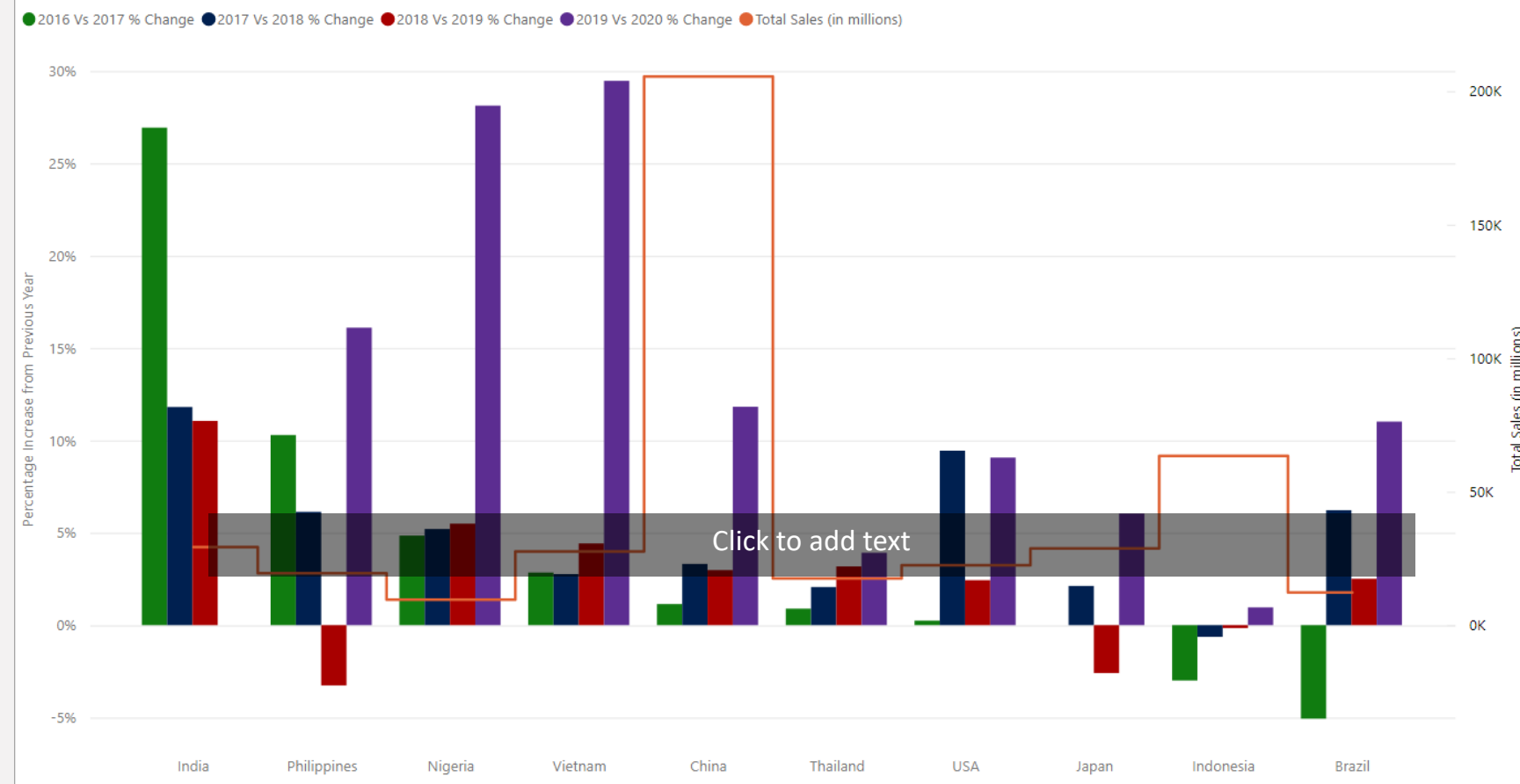
Most Common Flavors



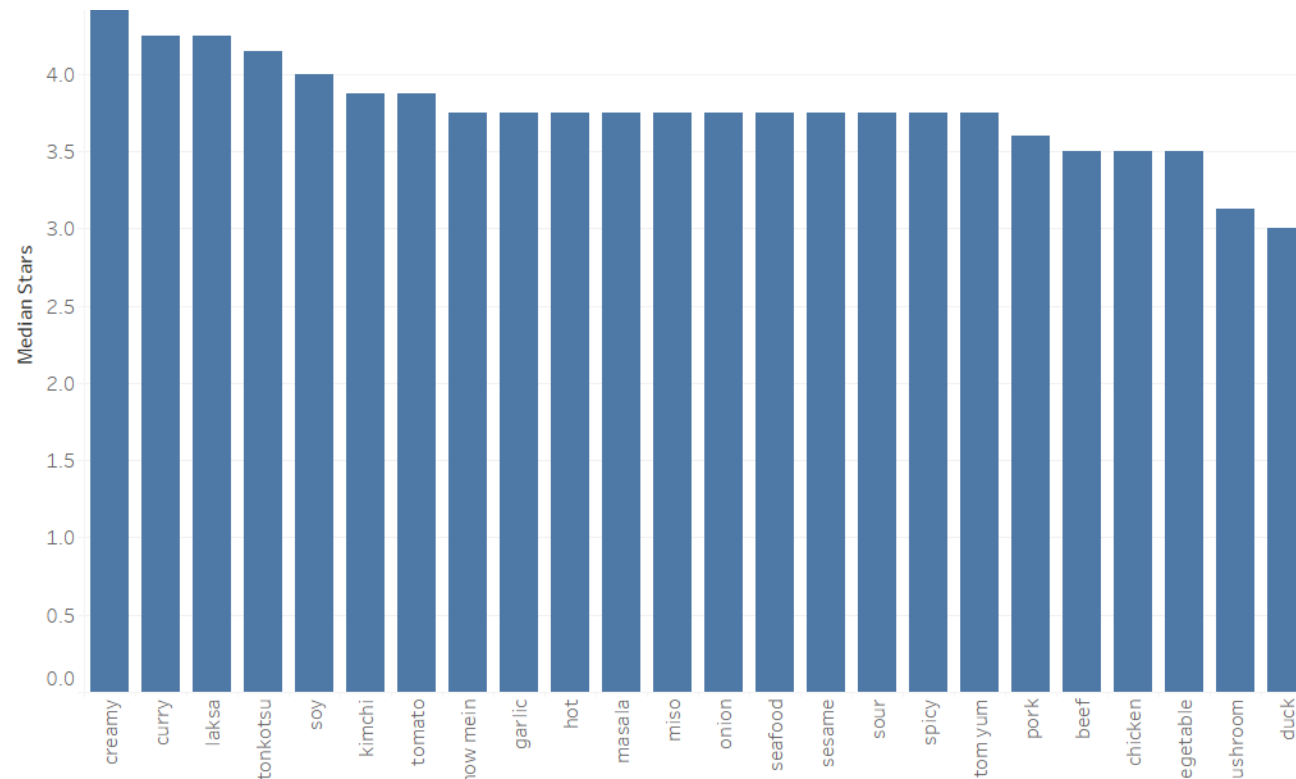
Count of Flavor for each Flavor.

Percentage Growth in Sales of Instant Noodles

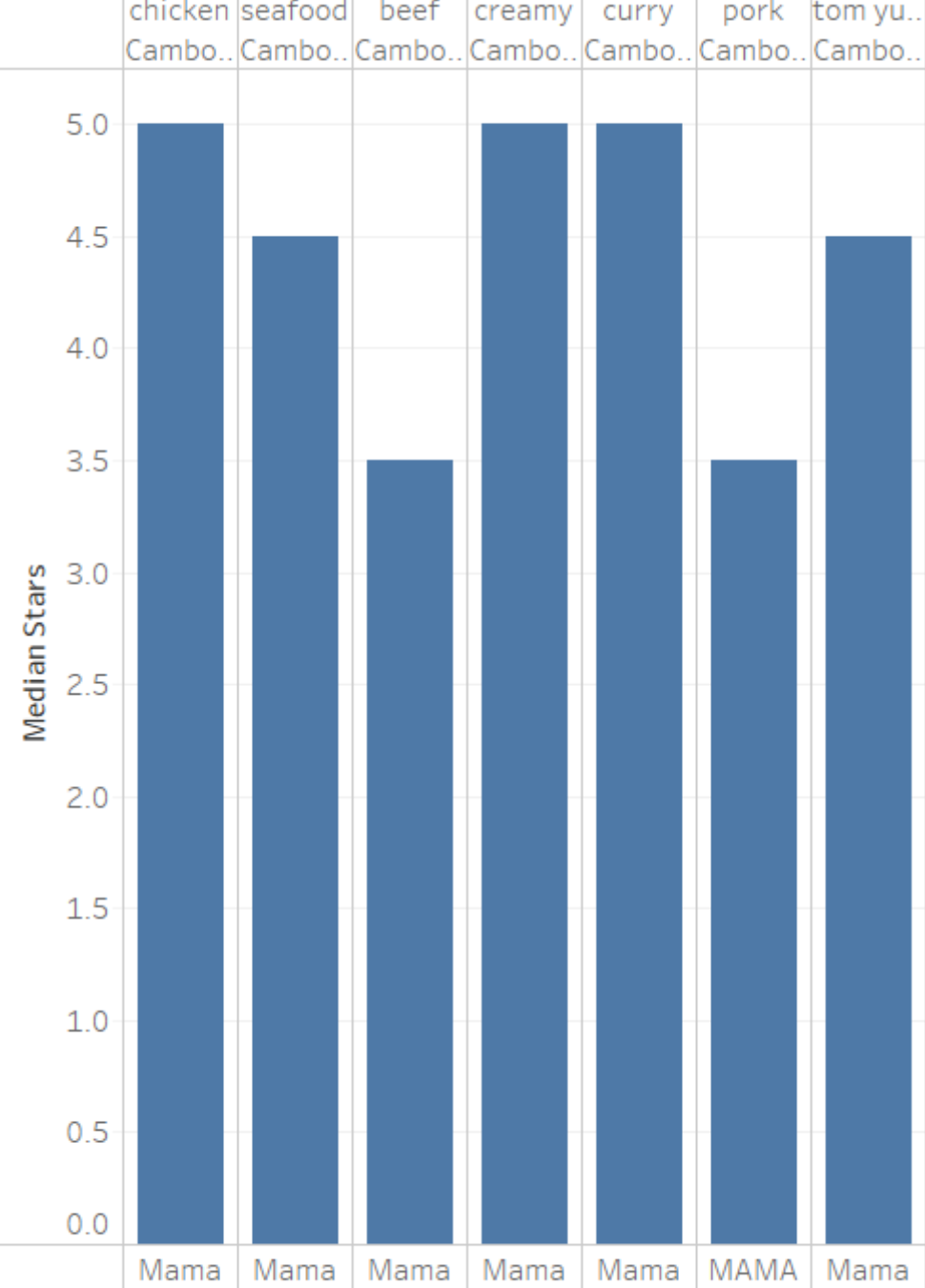
- This chart shows growth between 2016 and 2020 as well as total sales in the 10 countries selling the most instant noodles.
- Growth in sales has lately been the most rapid in Nigeria, Vietnam, China and Brazil while sales have started to stagnate in India and Indonesia.
- China has had the most overall sales through the 2016 to 2020 time period with 200 billion instant noodle sales.



How are Flavors Ranked?



- While chicken is the most common flavor, it only receives a median of 3.5 stars.
- Flavors that are described as "creamy" receive a median of 5 stars.
- Duck is one of the least common and least enjoyed flavors.

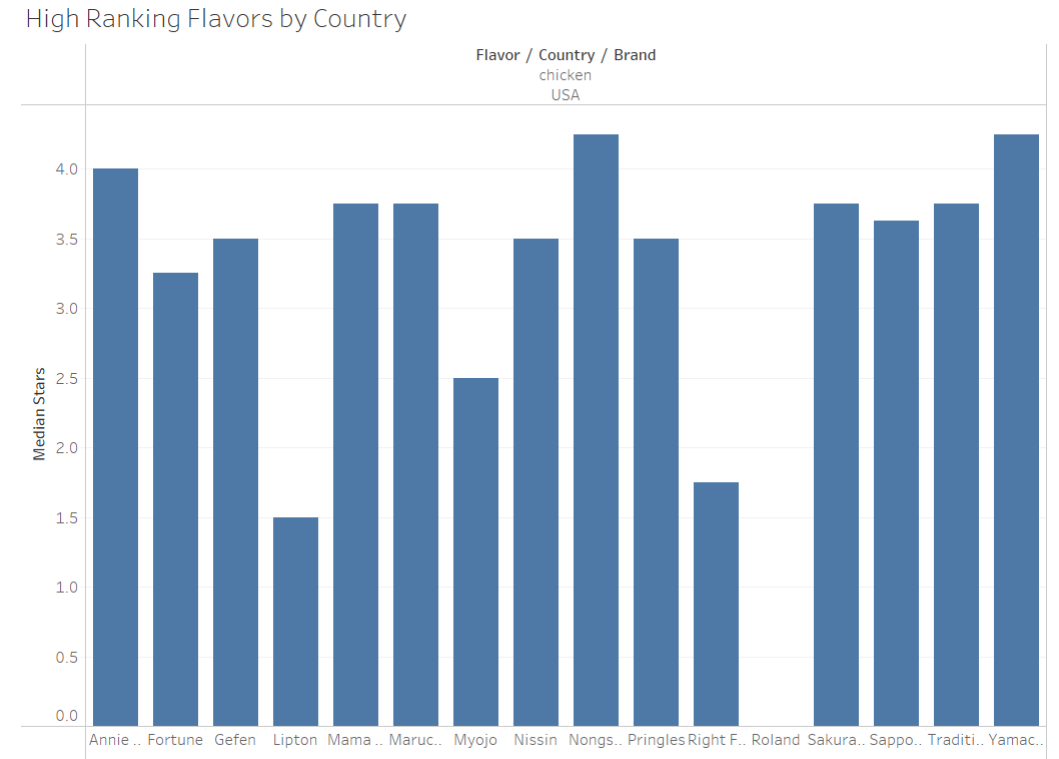
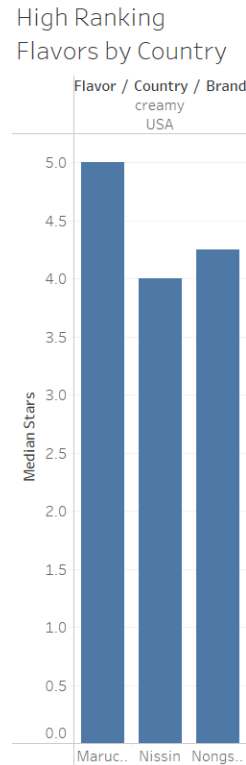


What Do the Top Ranked Producers Make?

- Cambodia has one Instant Noodle brand produced there: Mama.
- Mama produces highly rated creamy, curry, and chicken flavored instant noodles.
- However, their beef and pork instant noodles are rated less highly.

What Do the High Producers Make?

- The USA makes several highly ranked creamy instant noodles.
- The USA's chicken instant noodles vary widely in rating, but there are several highly ranked options

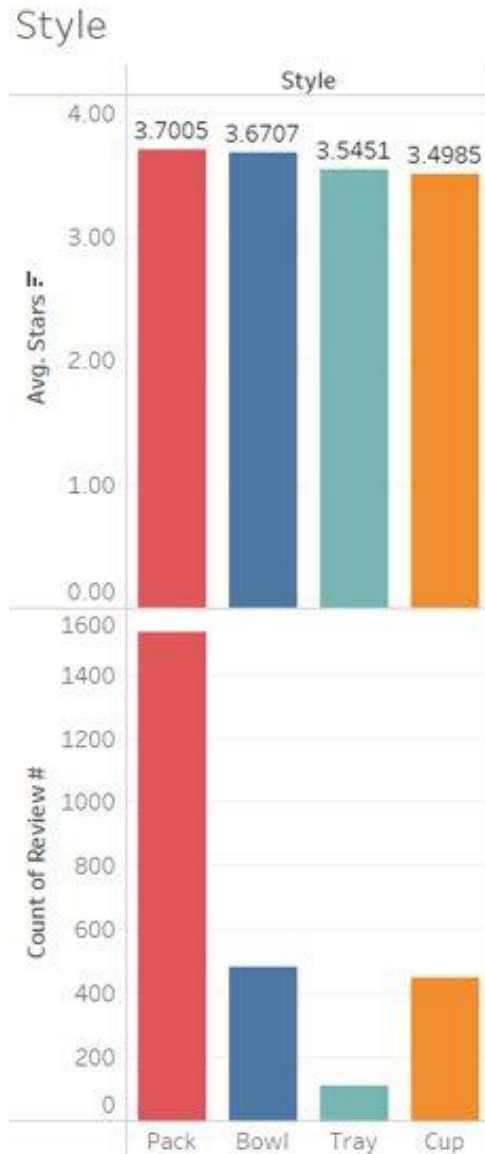


Branding

Top Ten Brands, Minimum 10 Reviews



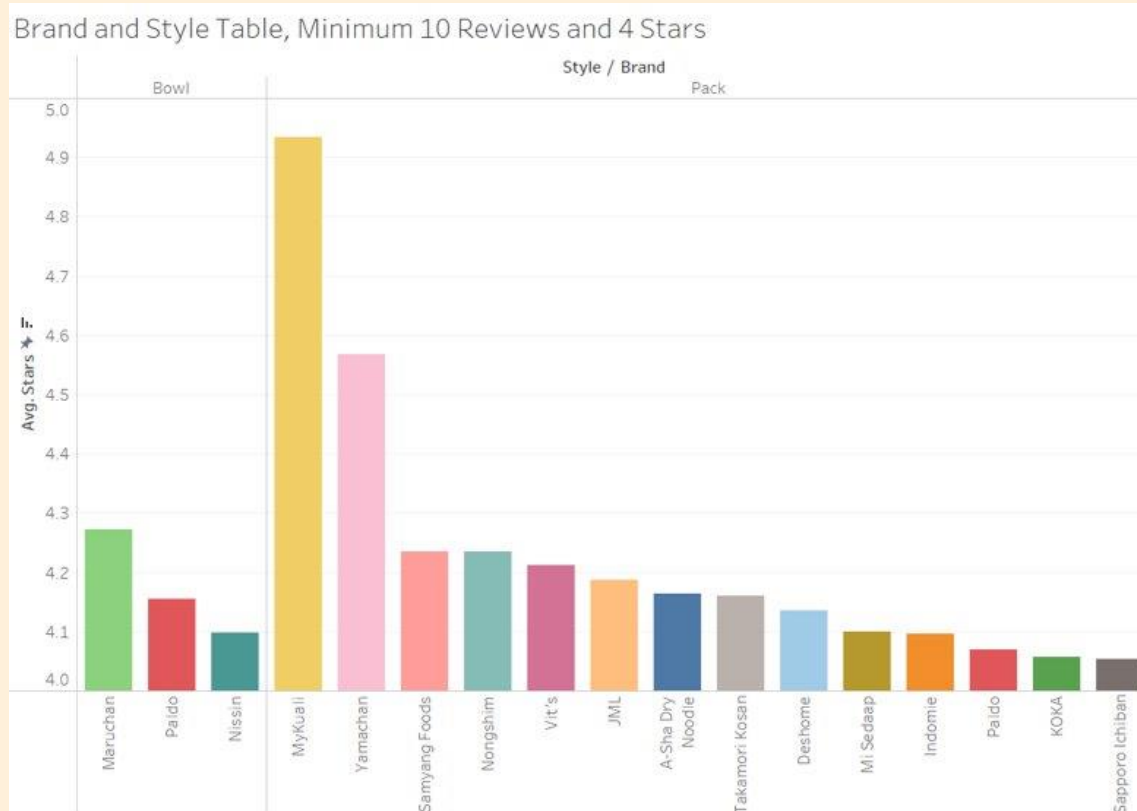
- MyKuali, Yamachan, and Vit's are the top three ramen brands
- All of the top ten brands have ratings above 4 stars, but MyKuali at over 4.9 and Yamachan at over 4.5 are distinctively higher rated



Packaging

- The pack and bowl styles of ramen earn the highest average ratings, although all four of the most frequently reviewed styles have comparable ratings.
- By a large margin, the pack style of ramen is the most reviewed. Bowl and cup each have about 25% of the rating volume that pack does.
- For this analysis, styles with fewer than 10 reviews were excluded.

Branding and Packaging



- The combination of brand and style reveals MyKuali pack ramen as the highest rated.
- Yamachan pack and Maruchan bowl receive excellent average ratings also.

Conclusions

The ramen style of instant noodles is most popular in Japan.

China has the highest demand for instant noodles.

Ramen has been gaining popularity throughout the world.

Of all US states, ramen is the most popular in Hawaii

Nigeria, Vietnam, China and Brazil have the highest sales growth for instant noodles.

Pack style for ramen is the most popular compared to bowl and cup

Conclusions (cont.)

Stores should consider both country of origin and flavor when choosing what instant noodle to sell

Flavors such as chicken and beef are more commonplace and the familiar flavors may encourage purchases.

The US produces a lot of instant noodles, but some brands are not highly ranked for more popular flavors

Mama from Cambodia produces very highly ranked noodles.

MyKuali pack is the most highly rated brand/style combination

Contributors:

Instant Noodle Ratings by County of Production and Flavor- Brooke Gardner

Instant Noodle Demand by Country, Percentage Growth in Sales - Gavin Gunawardena

Branding, Packaging, Google Trends – Eric Polzella

Sources:

Google Trends, Ramen (Dish), United States, Past 5 years, as of 8/3/2021, Interest over time, Interest by subregion
<https://trends.google.com/trends/explore?date=today%205-y&geo=US&q=%2Fm%2F09gms>

Google Trends, Ramen (Dish), Worldwide, Past 5 years, as of 8/3/2021, Interest over time, Interest by subregion
<https://trends.google.com/trends/explore?date=today%205-y&q=%2Fm%2F09gms>

Google Trends, Ramen (Dish), United States, Past 12 months, as of 8/3/2021, Interest over time, Interest by subregion
<https://trends.google.com/trends/explore?geo=US&q=%2Fm%2F09gms>

Google Trends, Ramen (Dish), Worldwide, Past 12 months, as of 8/3/2021, Interest over time, Interest by subregion
<https://trends.google.com/trends/explore?q=%2Fm%2F09gms>

Ramen Ratings; Flavor extracted from Variety column
<https://www.kaggle.com/residentmario/ramen-ratings>

Global Demand for Instant Noodles
<https://instantnoodles.org/en/noodles/market.html>