

# Sale Considerations for Instant Noodles

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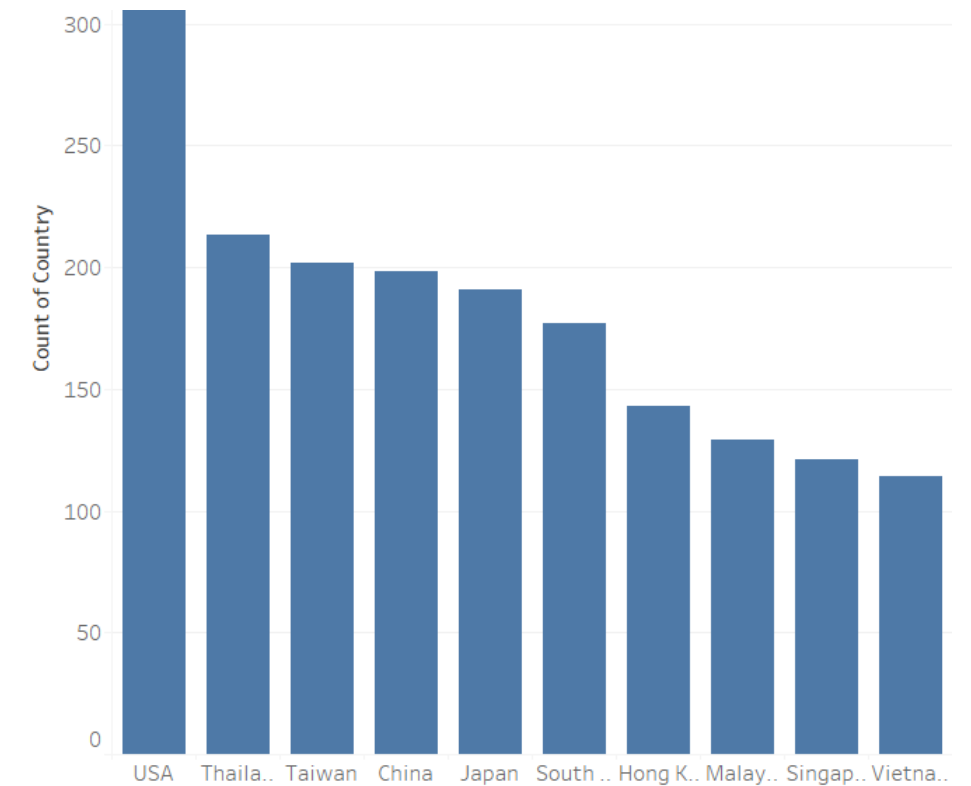
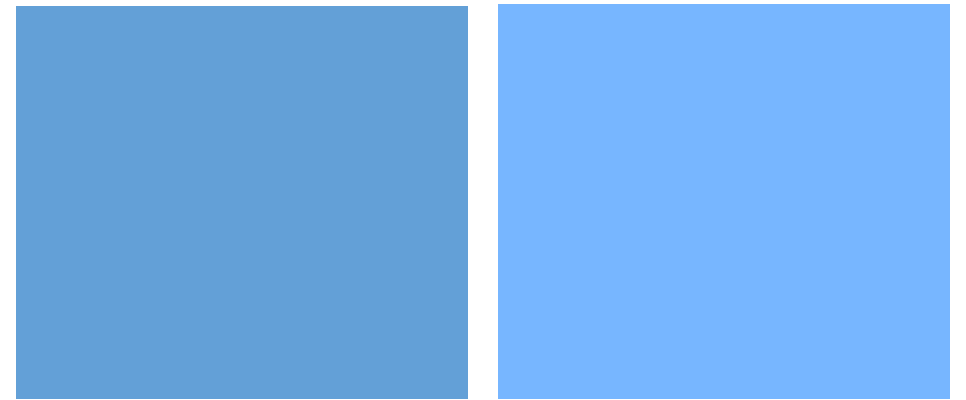
INFS 776 Final Project  
Brooke Gardner,  
Gavin Gunawardena,  
Eric Polzella

# 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?

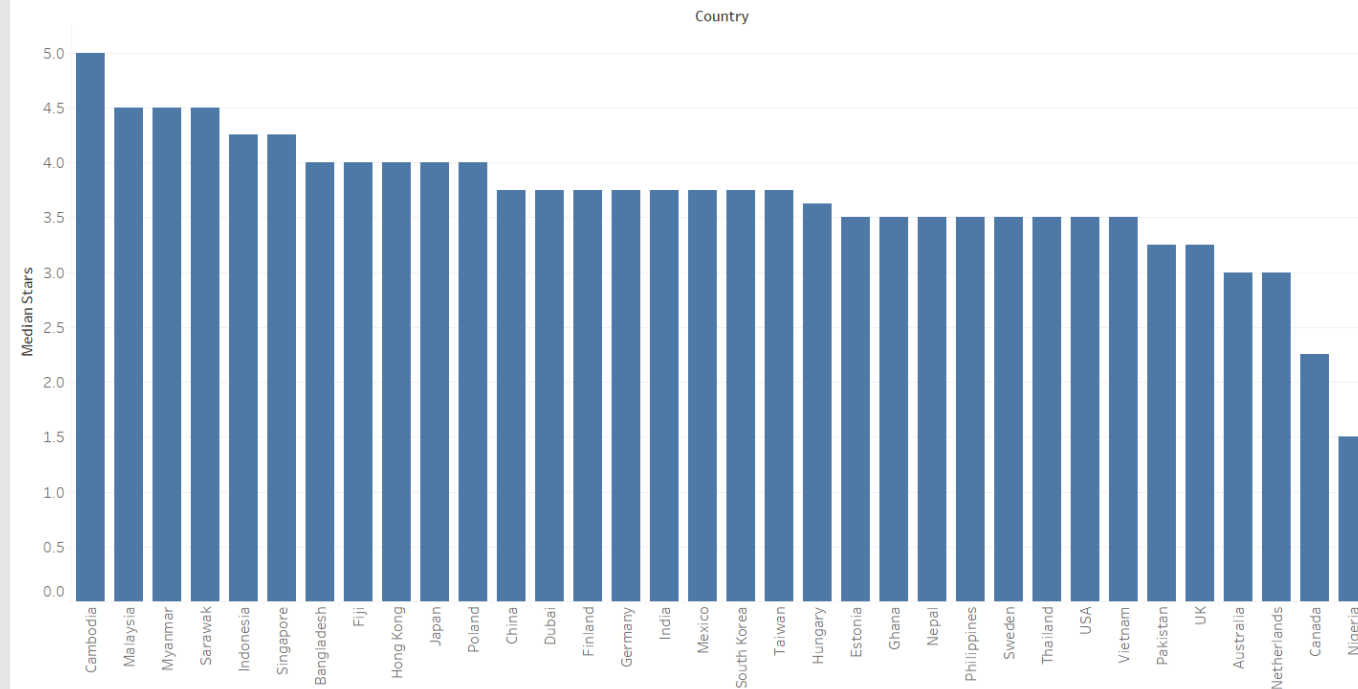
- USA produces the most instant noodle varieties, with over 350 entries.



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

# What Countries Produce Good Instant Noodles

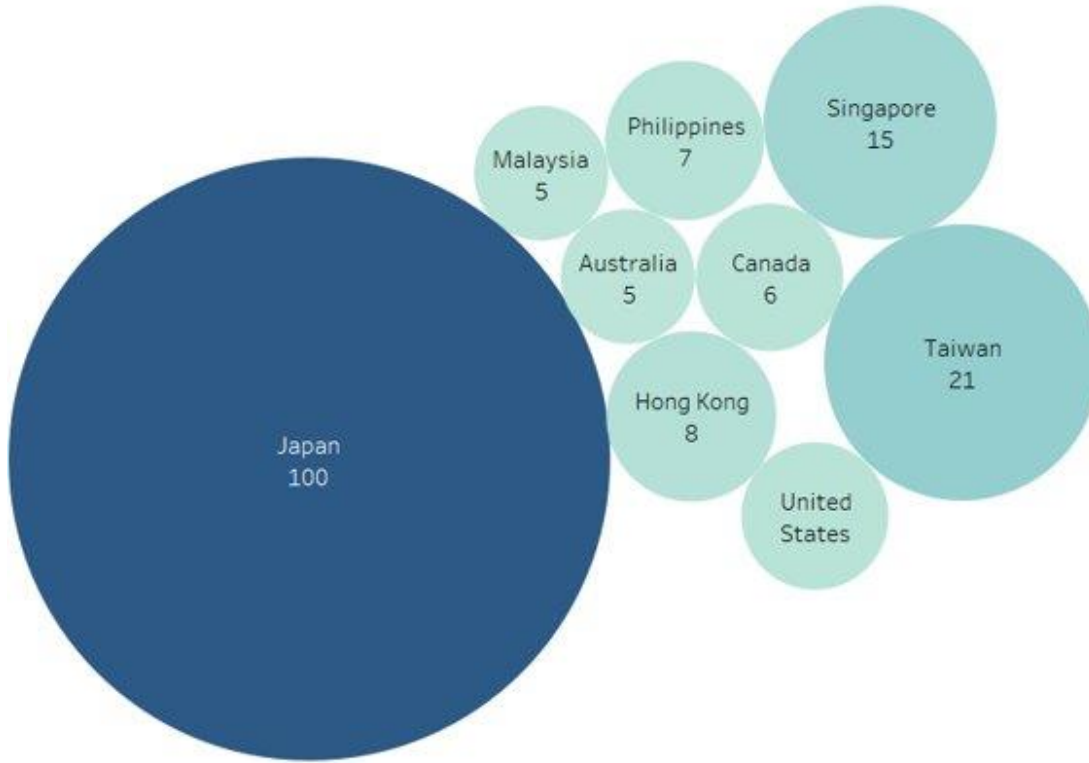
Top Ranking Producers



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

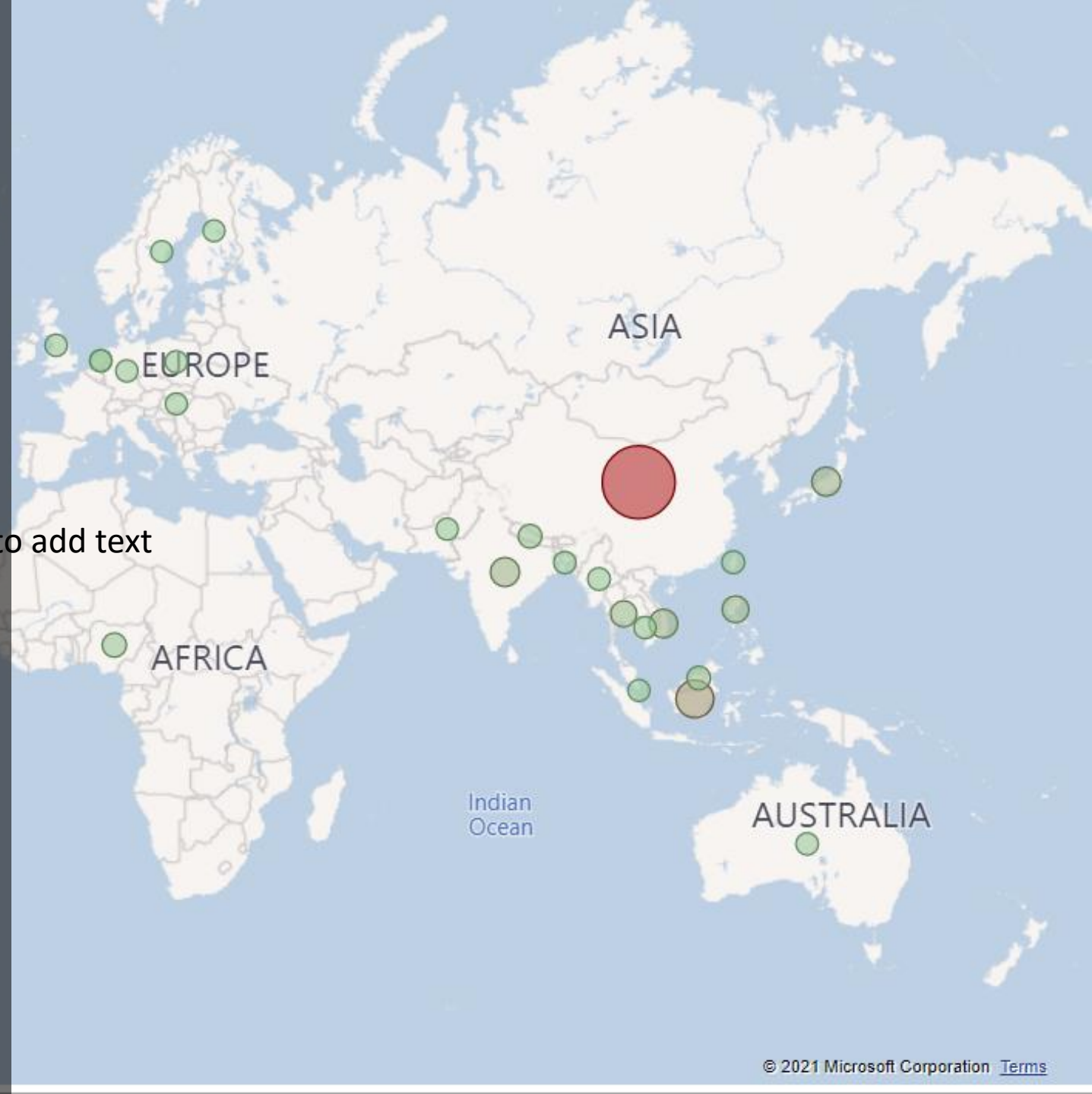
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- Ramen is most popular in Japan.
- Asia and North America would be good regions for marketing ramen.

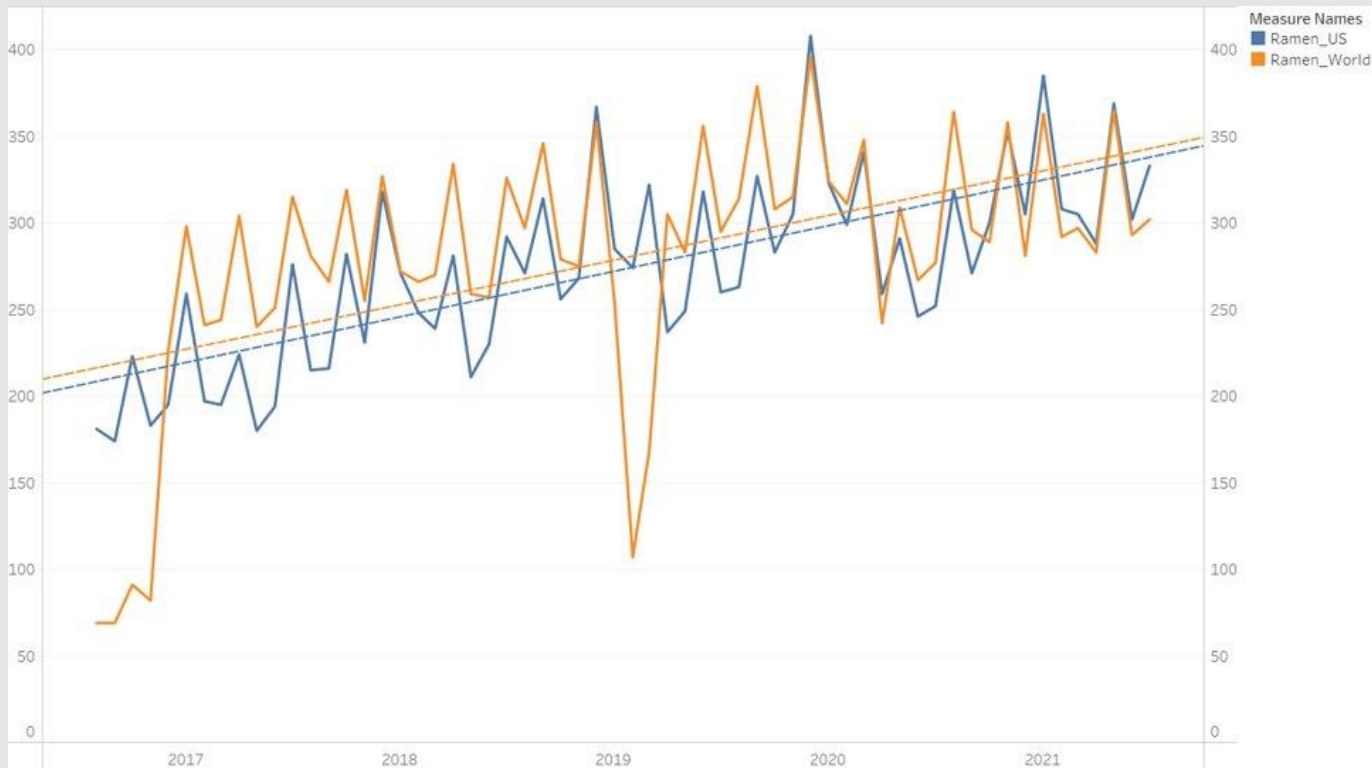
# Instant Noodle Demand by Country

- 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.

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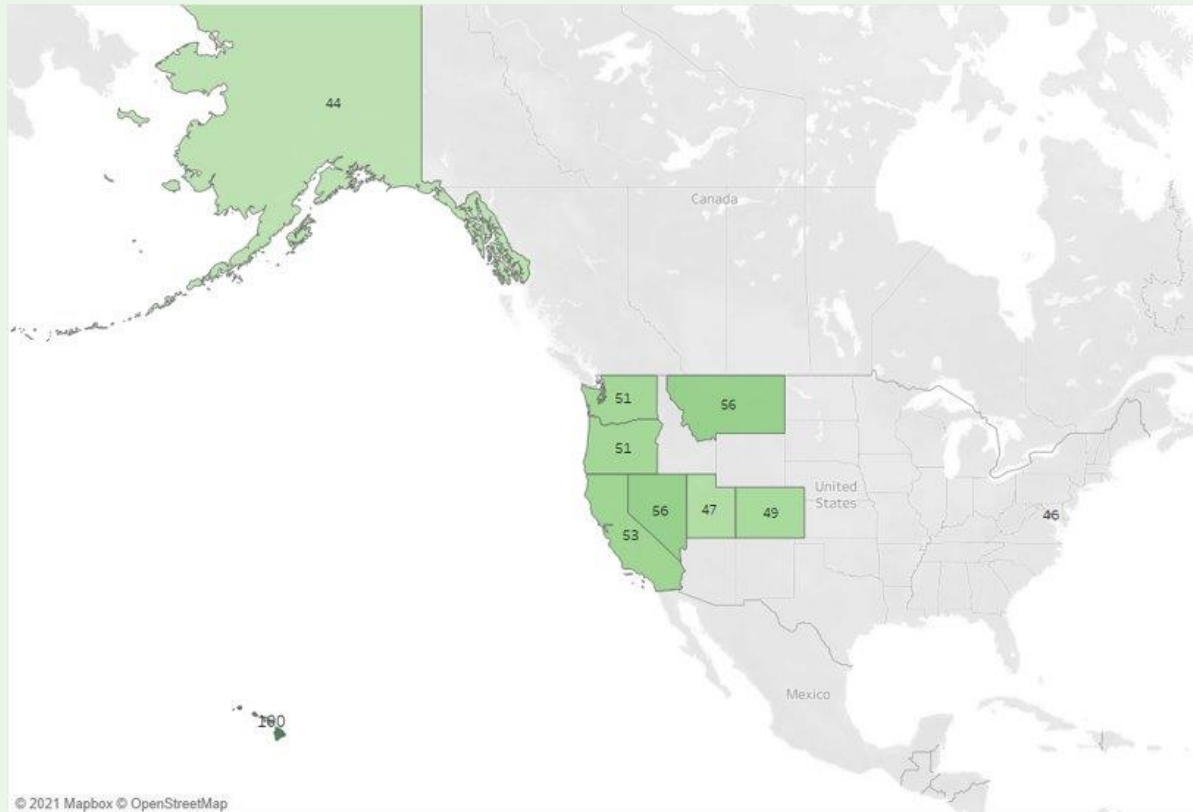


# Worldwide Ramen Trends



- 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

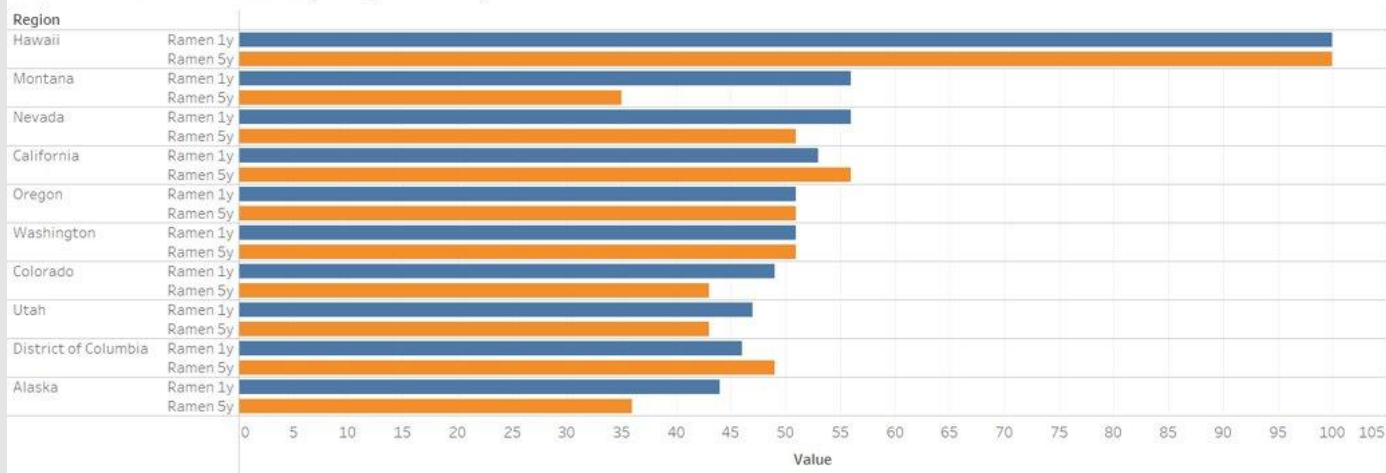


The western United States is an area where ramen is popular.



# Ramen Trends in the US (cont.)

Top Ten States for Ramen (Google Trends)

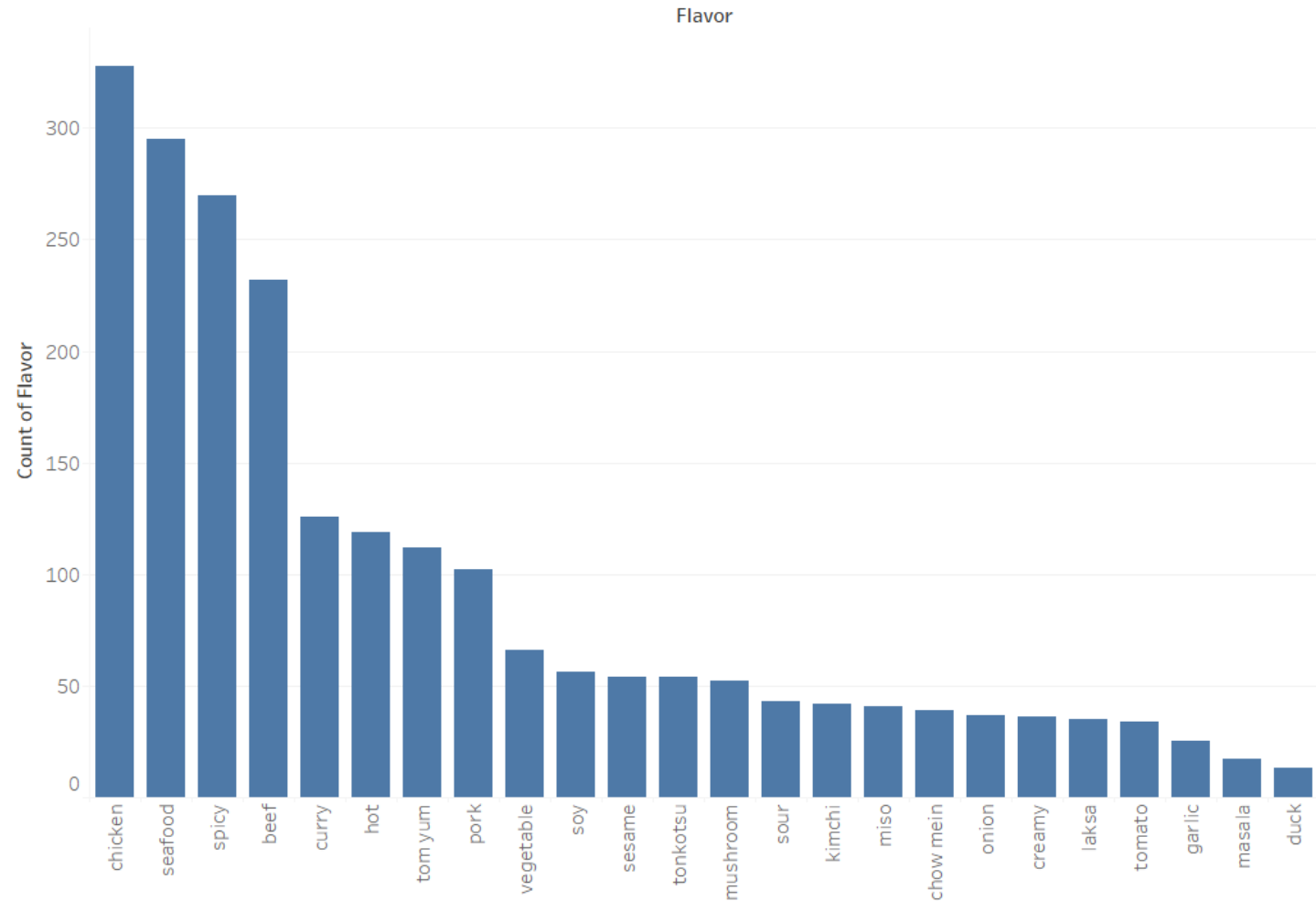


- Ramen is most popular in Hawaii.
- In most other states, ramen is only half as popular as in Hawaii.
- During the past year, ramen has increased significantly in popularity in Montana.

# 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

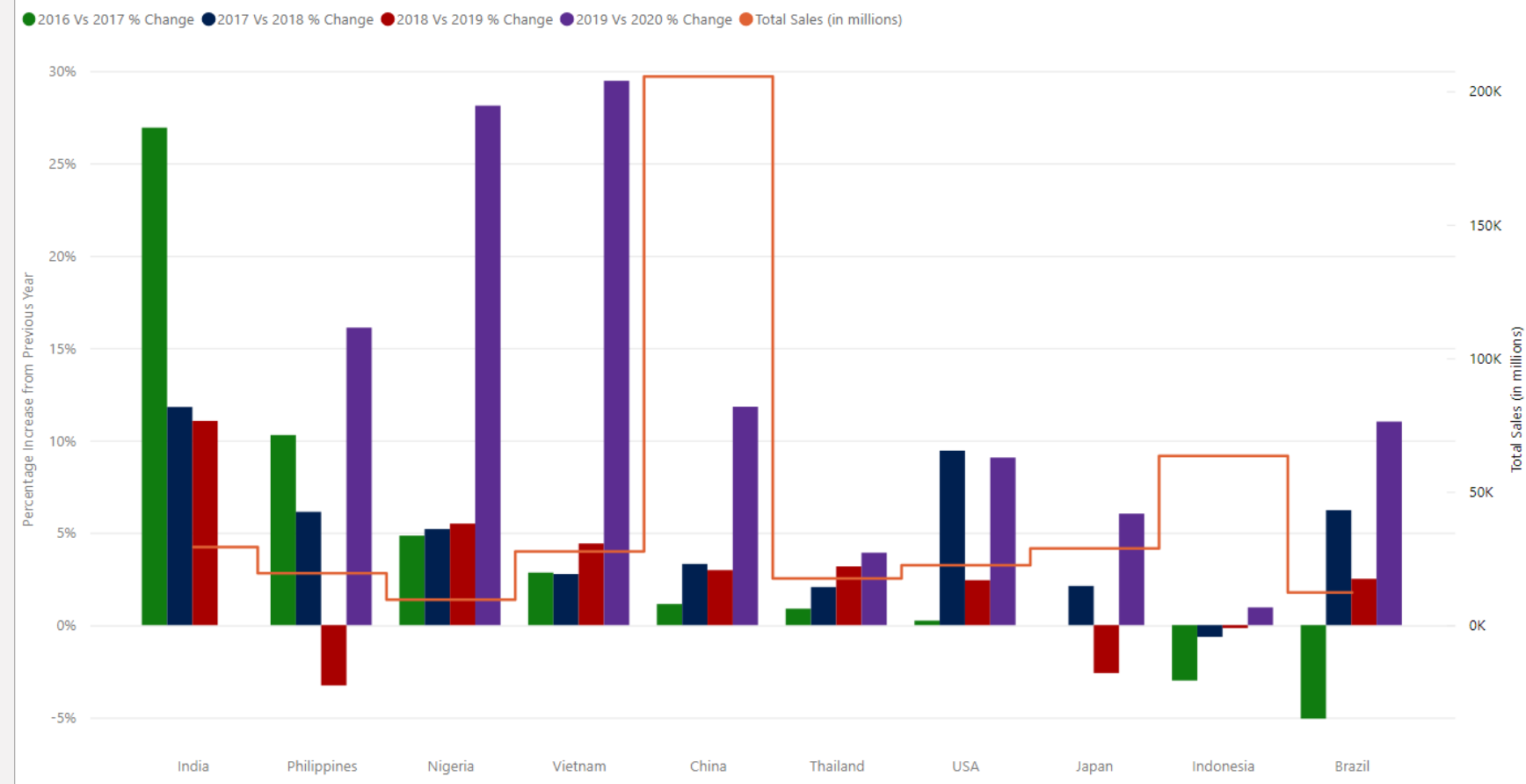
Most Common Flavors



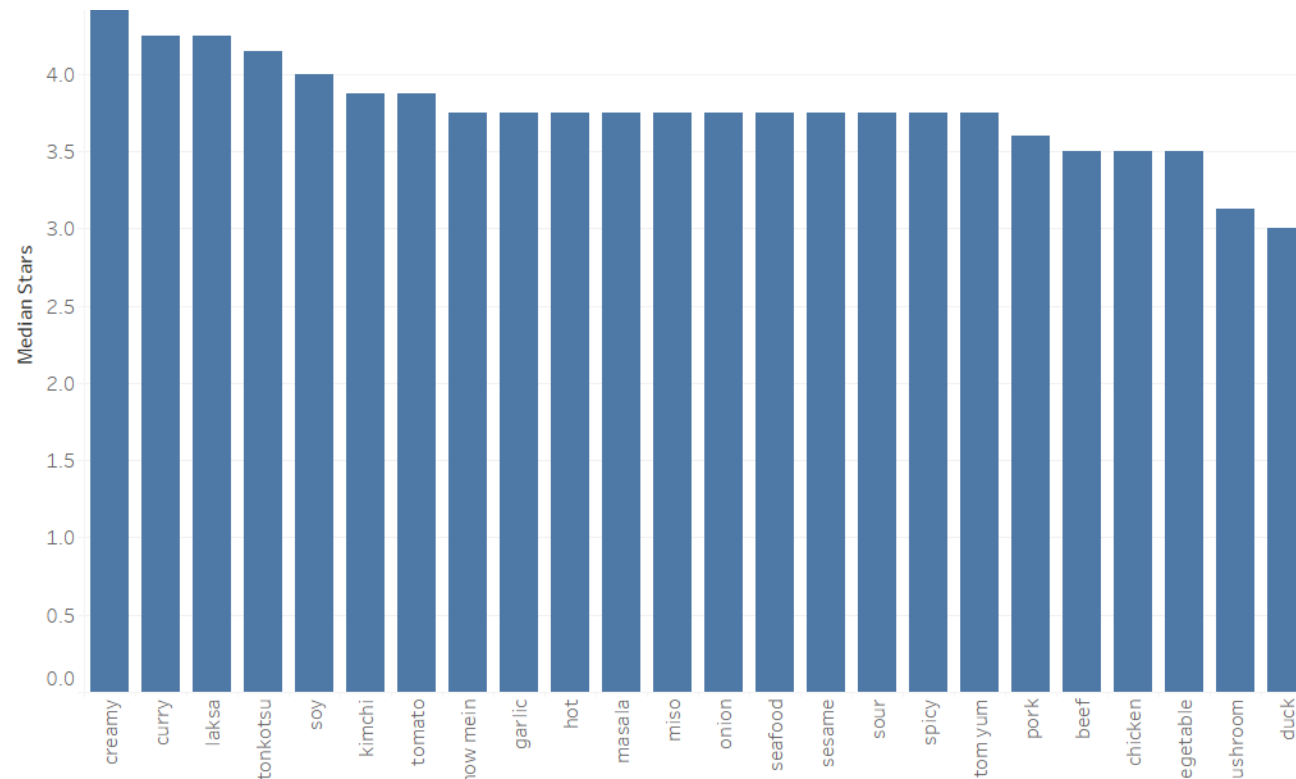
Count of Flavor for each Flavor.

# Percentage Growth in Sales of Instant Noodles

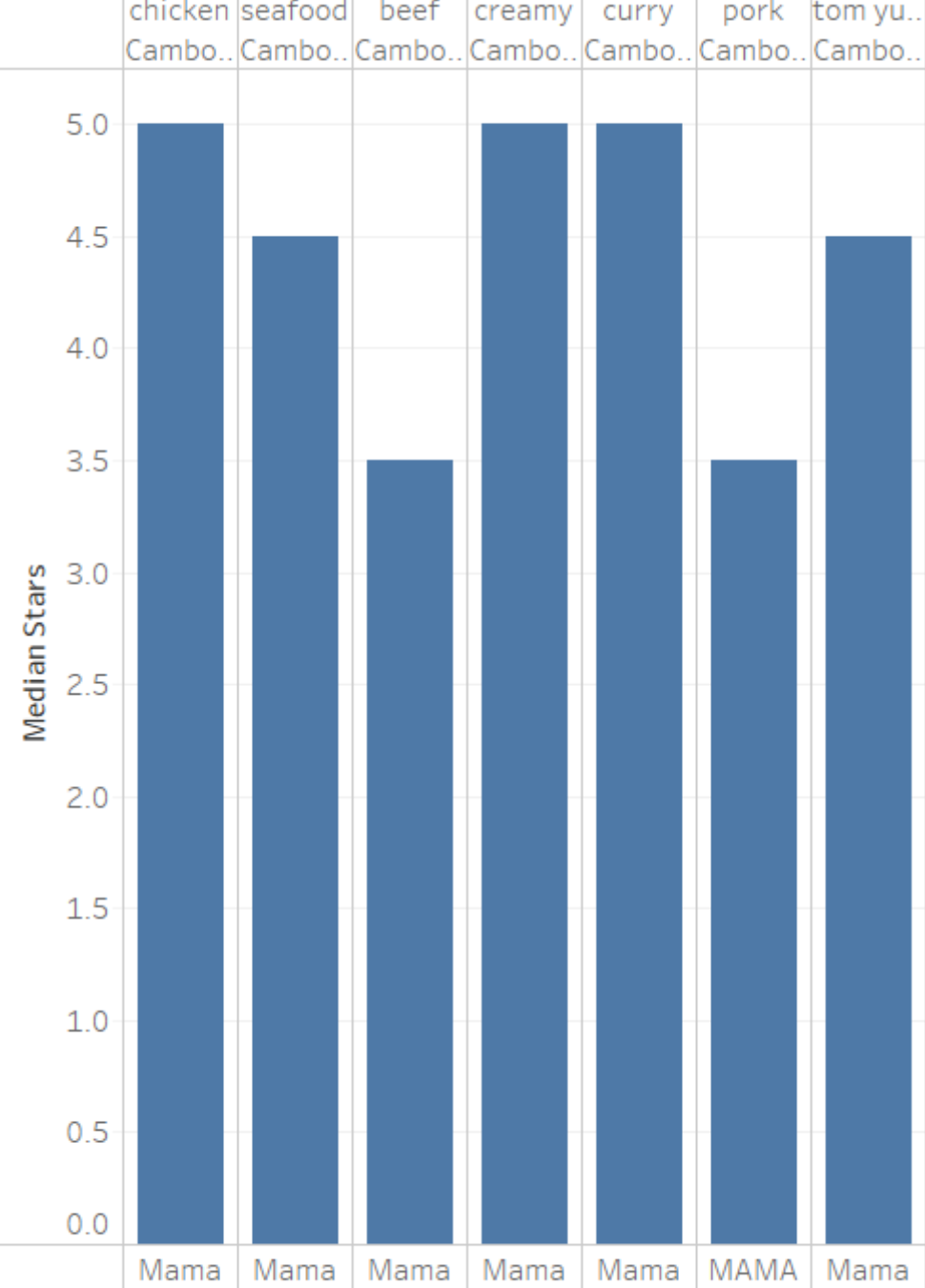
- This chart shows growth between 2016 and 2020 as well as total sales in the 10 countries selling the most instant noodles.
- Growth in sales has lately been the most rapid in Nigeria, Vietnam, China and Brazil while sales have started to stagnate in India and Indonesia.
- China has had the most overall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



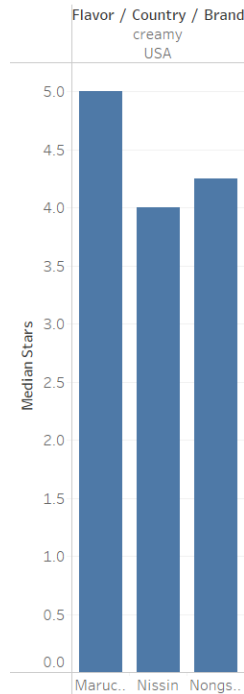
## What Do the Top Ranked Producers Make?

- 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.

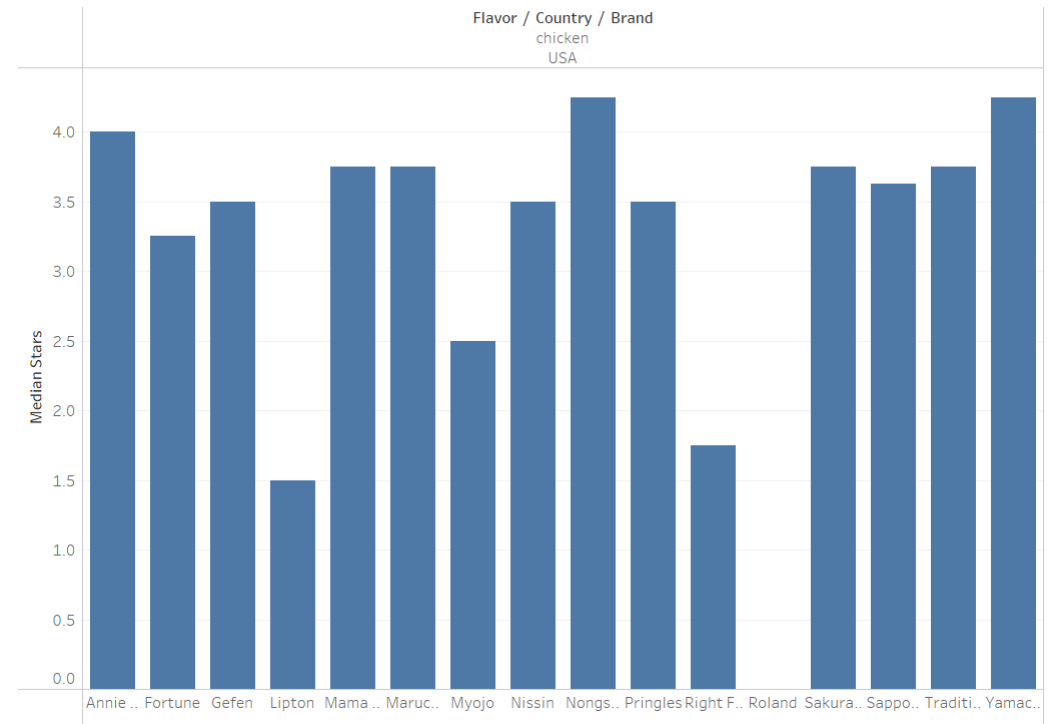
# What Do the High Producers Make?

- 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

High Ranking  
Flavors by Country



High Ranking Flavors by Country

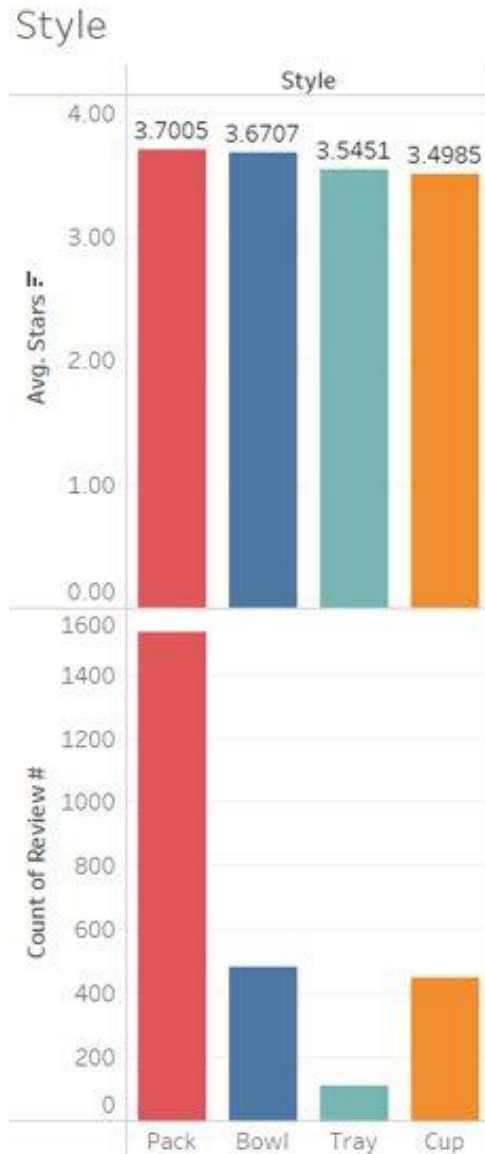


# Branding

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



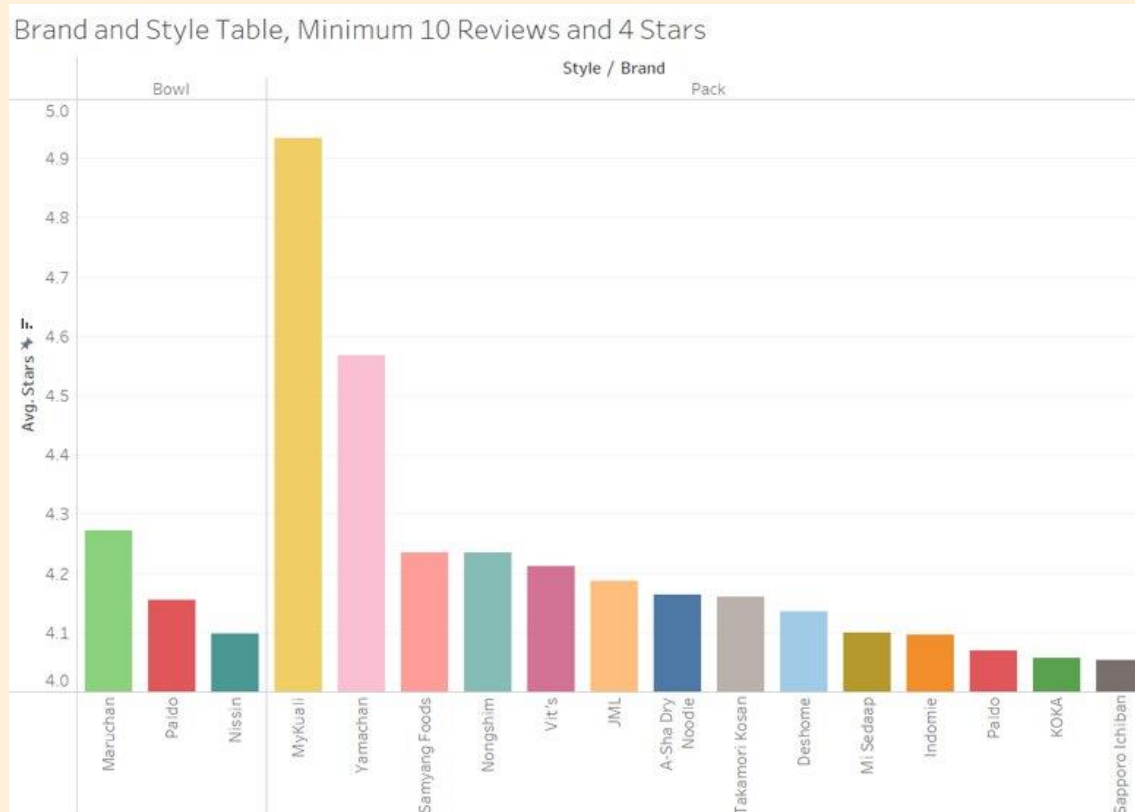
# Packaging

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- 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

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

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China has the highest demand for instant noodles.

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Ramen has been gaining popularity throughout the world.

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

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

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

# Conclusions (cont.)

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

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

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

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Mama from Cambodia produces very highly ranked noodles.

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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  
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Google Trends, Ramen (Dish), United States, Past 12 months, as of 8/3/2021, Interest over time, Interest by subregion  
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<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>