

When Ramen Strikes

BAX 431 2021 Project Group 2
A.K.A. Team Ramen



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Why Ramen? (Instant Noodles)



In-home Ramen is a worldwide phenomenon

Japanese Name Noodles Best Invention

By Jan Chorlton

January 6, 2006, 8:51 AM • 2 min read



TOKYO, Dec. 12, 2000 -- Modern Japan boasts of many technological marvels: robot dogs that run and bark, ingenious household appliances that make everyday life easier, and computers that make fiendishly complex problems almost childishly simple.



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Celebrating 50 Years Of Those Styrofoam Cups Of Instant Ramen Noodles

September 14, 2021 · 5:24 AM ET

Heard on [Morning Edition](#)

Adult-friendly instant noodle-themed playground opens in Rochor on Sep. 25, 2021

(N)oodels of fun.

Karen Lui | September 22, 2021, 11:33 PM



Finance

The Korea Herald

Instant noodle makers see 2020 sales jump amid pandemic

By Yonhap

Published : Mar 24, 2021 - 09:27 Updated : Mar 24, 2021 - 09:27

How Is Ramen Consumed Worldwide?



Data Source

World Instant Noodles Association

<https://www.theramenrater.com/>



The Ramen Rater

<https://instantnoodles.org/en/>



The World Bank Open Data

<https://www.worldbank.org/en/home>



At WINA, companies and organizations around the world related to instant noodles unite to undertake initiatives for improving quality so that consumers all over the world can eat instant noodles tastily and with peace of mind.

The Ramen Rater is a product review website for the hardcore ramen enthusiast (or "ramenphile"), with over 2500 reviews to date. This dataset is an export of "The Big List" (of reviews).,

The World Bank is an international financial institution that provides loans and grants to the governments of low- and middle-income countries for the purpose of pursuing capital projects.



Challenges

Missing Data

- Top 10 rated list: Incomplete / Not up to date



Rating Source

- No criteria/guidelines on how ratings were given



Visualization Topics

01

Global Demand

How is Ramen demand worldwide?

02

Ramen Preferences

What are the trends of Ramen?

03

The Top 10

Which countries are true Ramen enthusiasts?

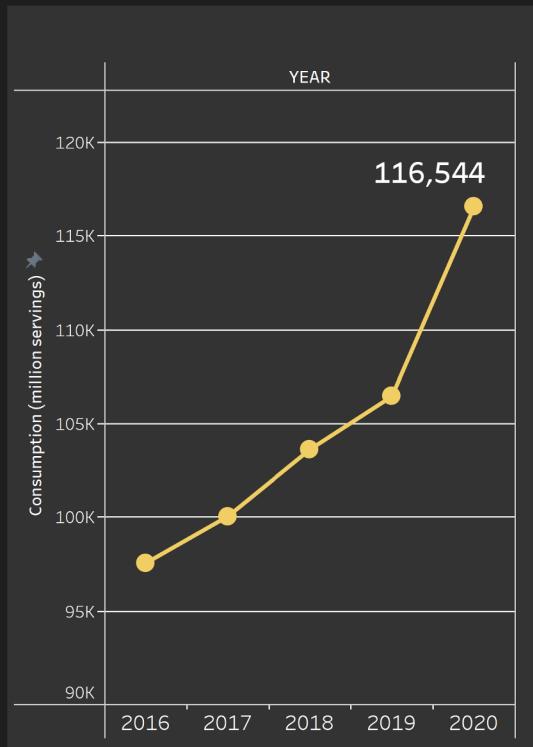
01

Global Demand

Total & Individual Consumption



Cravings are Strong for Ramen



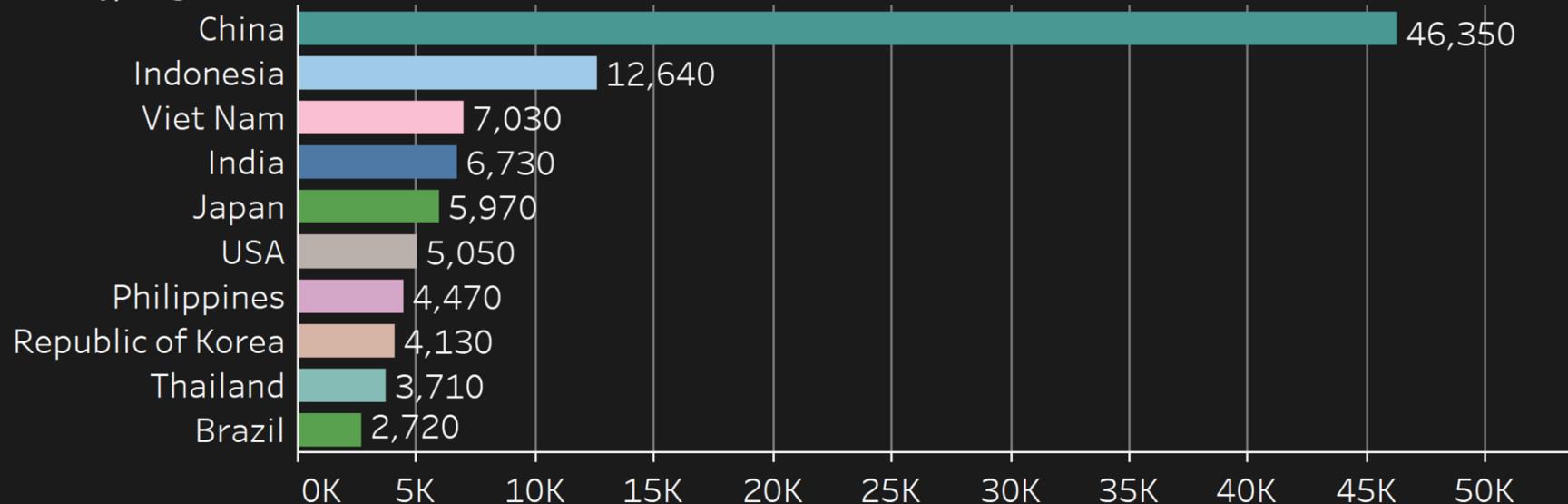
**116 Billion Servings
In 2020**

2017	2018	2019	2020
+3%	+4%	+3%	+9%

Top 10 Ramen Consuming Countries

2020 Ramen Consumption (million servings)

Country/Region



Consumption (million servings)



These 10 countries contributed

85%

of global Ramen consumption

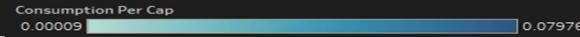
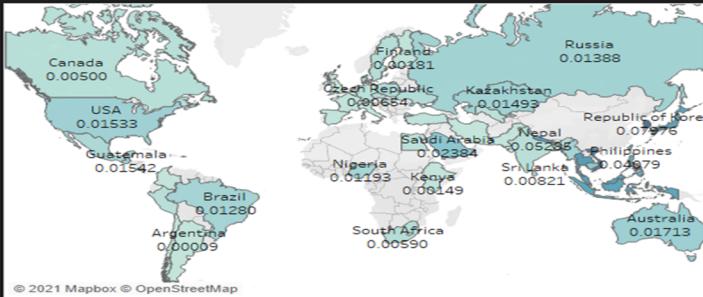


But Who Loves Ramen the Most?

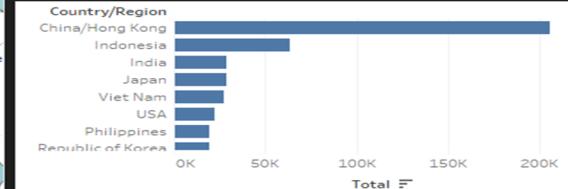
Which country consumes most Ramen individually?

Consumption per Capita

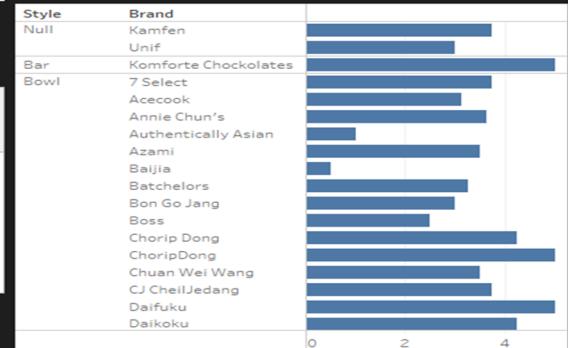
<Consumption Per Capita (MAP)>



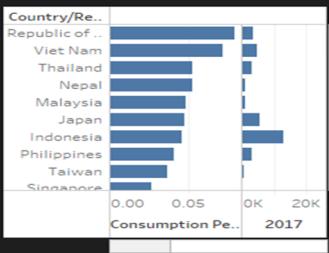
<Total Consumption By Country>



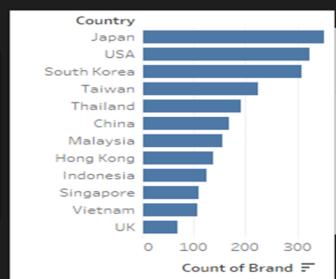
<Avg Star per Style and Brand>



<Consumption Each year and Per Capita By Country>

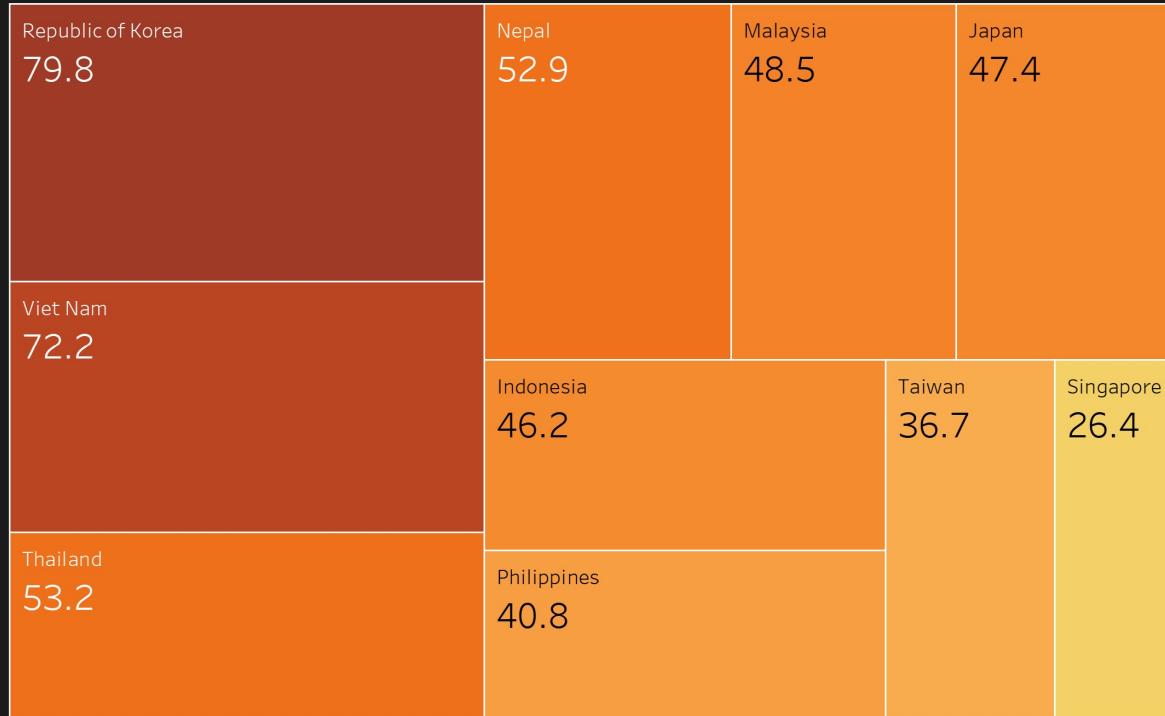


<Num Brand per Countries>



Consumption per Capita

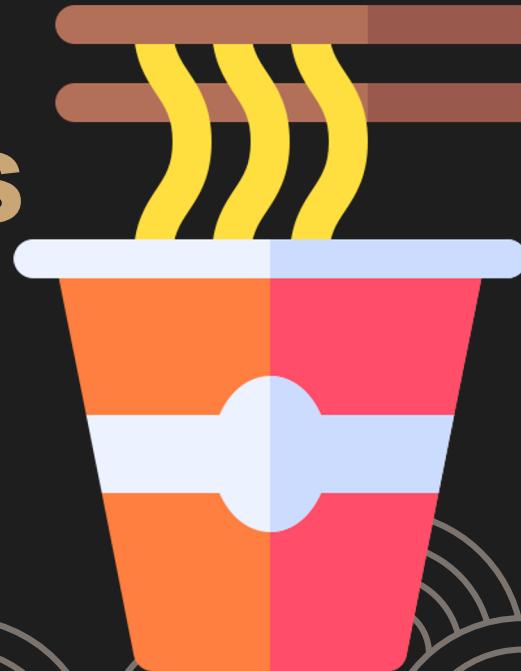
2020 Ramen Servings per Capita - Top 10



02

Ramen Preferences

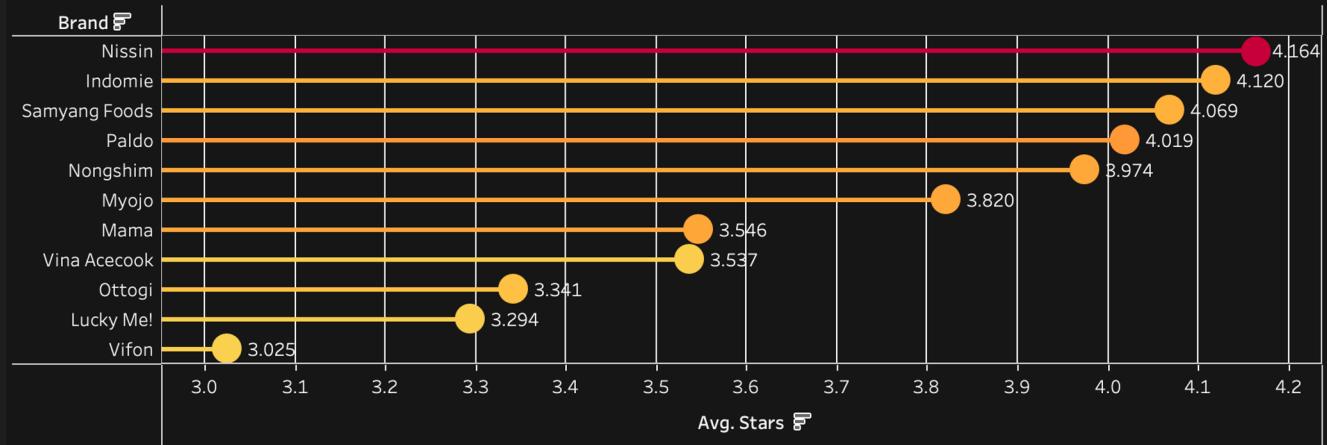
Ramen preferences in details



Popular Ramen Brands

Brand Ratings in the 10 Countries

Filter: # of reviews > 30

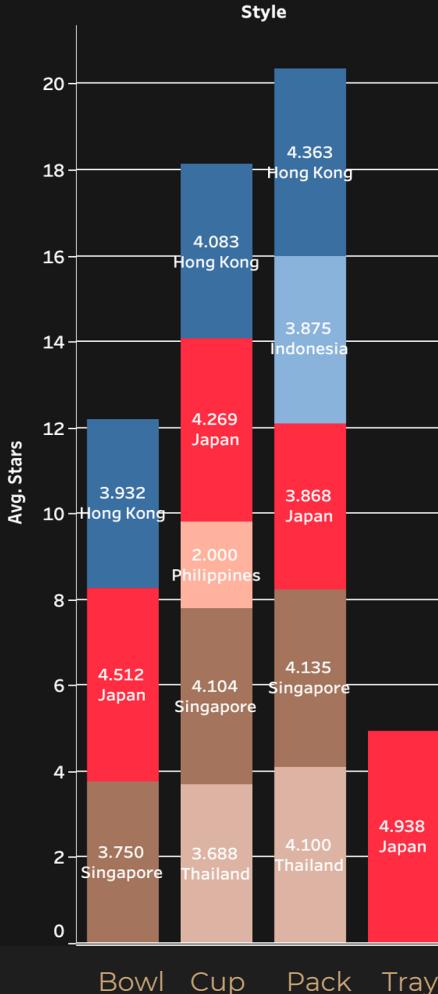


Nissin received the highest rating and the most reviews

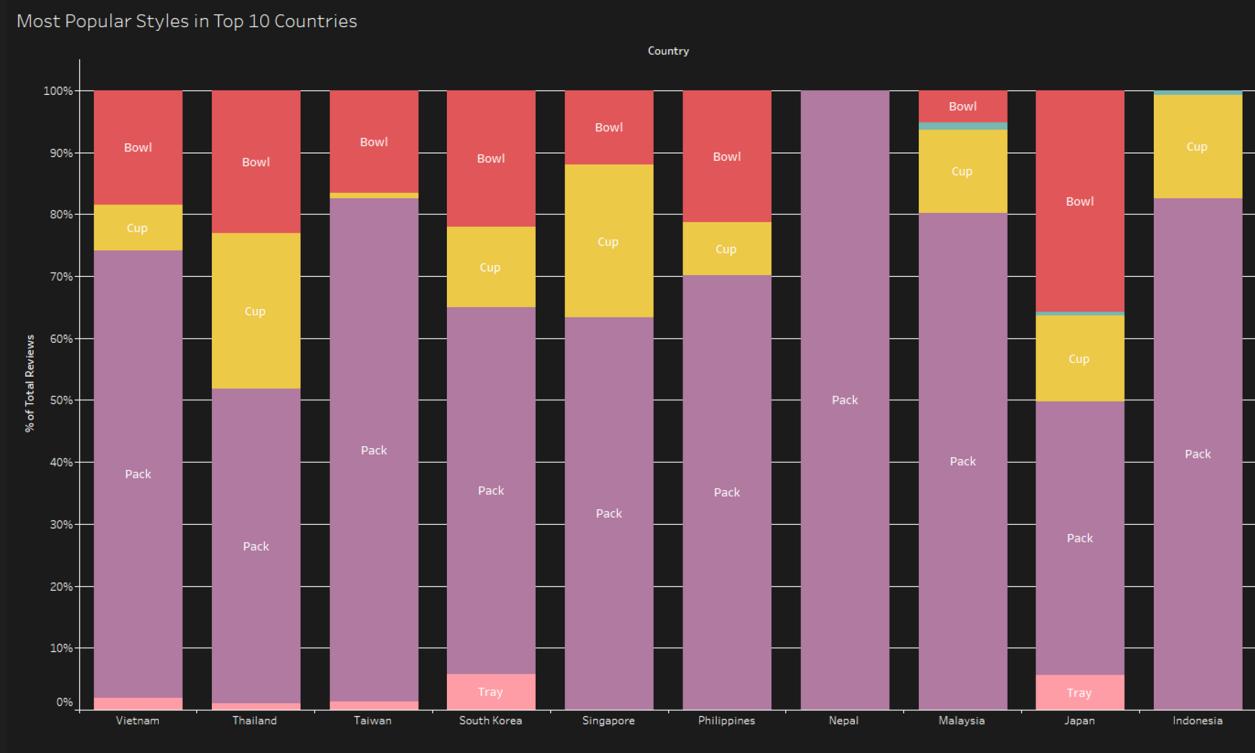
Nissin's Products



Tray ramen had the highest rating but only available in **Japan**



The Most Popular Ramen Styles



Pack is the most popular style in all countries because of the lower price

Country by Keyword

Top 10 by per Capita Consumption

Number of Varieties

1	83
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Country by Keyword by Per Capita Consumption

Type	Country										Grand Total
	Indonesia	Japan	Malaysia	Nepal	Philippines	Singapore	South Korea	Taiwan	Thailand	Vietnam	
Beef	3.20%	0.90%			12.77%	3.92%	6.21%	10.81%	7.30%	12.26%	5.18%
Cheese	0.80%	0.90%					3.79%		0.56%		1.04%
Chicken	20.80%	5.71%	6.00%	50.00%	23.40%	11.76%	3.45%	6.31%	8.43%	19.81%	9.00%
Curry	5.60%	8.71%	32.67%	7.14%	10.64%	23.53%	11.03%	13.96%	4.49%	0.94%	12.10%
Fried	4.80%	0.30%	2.00%			2.94%	1.03%	0.45%	0.56%		1.17%
Miso		4.80%					0.69%		0.56%		1.17%
Noodles	2.40%	6.91%	9.33%	7.14%	4.26%	10.78%	6.55%	9.01%	11.80%	2.83%	7.51%
Other	51.20%	20.12%	26.00%	7.14%	34.04%	7.84%	28.62%		3.15%	8.99%	8.49%
Pork		3.00%					0.69%	7.66%	11.80%	10.38%	3.95%
Ramen	0.80%	12.91%	1.33%			0.98%	4.83%	1.35%			4.14%
Rice	2.40%	0.30%	0.67%		2.13%	0.98%	2.76%		6.18%	3.77%	1.94%
Sauce	1.60%	8.11%	1.33%		2.13%		2.07%	27.03%	1.12%		6.47%
Seafood	1.60%	6.91%	11.33%		8.51%	23.53%	12.41%	5.41%	25.84%	23.58%	12.17%
Shoyu		8.11%					0.34%				1.81%
Soup	0.80%	0.30%	2.67%		2.13%	3.92%	2.76%	0.90%	4.49%		1.88%
Spaghetti		1.50%					0.34%				0.52%
Thai	0.80%		0.67%			1.96%			1.12%		0.45%
Udon		6.91%					3.45%				2.07%
Vegetable	3.20%	3.60%	6.00%	28.57%		7.84%	8.97%	13.96%	6.74%	15.09%	7.57%

Country by Keyword

Top 10 by Total Consumption

Number of Varieties

1	83
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Country by Keyword by Total Consumption

Type	Country										Grand Total
	Brazil	China	India	Indonesia	Japan	Philippines	South Korea	Thailand	United States	Vietnam	
Beef		28.21%		3.20%	0.90%	12.77%	6.21%	7.30%		12.26%	7.76%
Cheese				0.80%	0.90%		3.79%	0.569%			1.28%
Chicken	9.62%		10.34%	20.80%	5.71%	23.40%	3.45%	8.43%		19.81%	9.28%
Curry	14.10%		58.62%	5.60%	8.71%	10.64%	11.03%	4.49%		0.94%	9.68%
Fried				4.80%	0.30%		1.03%	0.569%			0.88%
Miso					4.80%		0.69%	0.56%			1.44%
Noodles	60.00%	9.62%	17.24%	2.40%	6.91%	4.26%	6.55%	11.80%		2.83%	7.44%
Other	40.00%	3.85%		51.20%	20.12%	34.04%	28.62%	8.99%		8.49%	20.80%
Pork		12.82%			3.00%		0.69%	11.80%			10.38%
Ramen				0.80%	12.91%		4.83%				4.64%
Rice		1.92%		2.40%	0.30%	2.13%	2.76%	6.18%			3.77%
Sauce		1.28%		1.60%	8.11%	2.13%	2.07%	1.12%	100.00%		3.28%
Seafood	14.10%			1.60%	6.91%	8.51%	12.41%	25.84%		23.58%	12.56%
Shoyu		0.64%			8.11%		0.34%				2.32%
Soup		0.64%		0.80%	0.30%	2.13%	2.76%	4.49%			1.60%
Spaghetti					1.50%		0.34%				0.64%
Thai				0.80%					1.12%		0.32%
Udon					6.91%		3.45%				2.56%
Vegetable		3.21%	13.79%	3.20%	3.60%		8.97%	6.74%		15.09%	6.08%

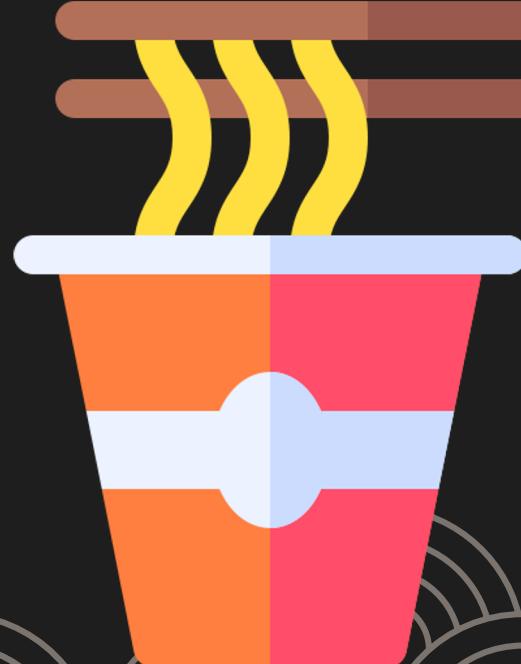
03

The Top 10

Top 10 ramen demanding countries

&

Top 10 ramen in the world

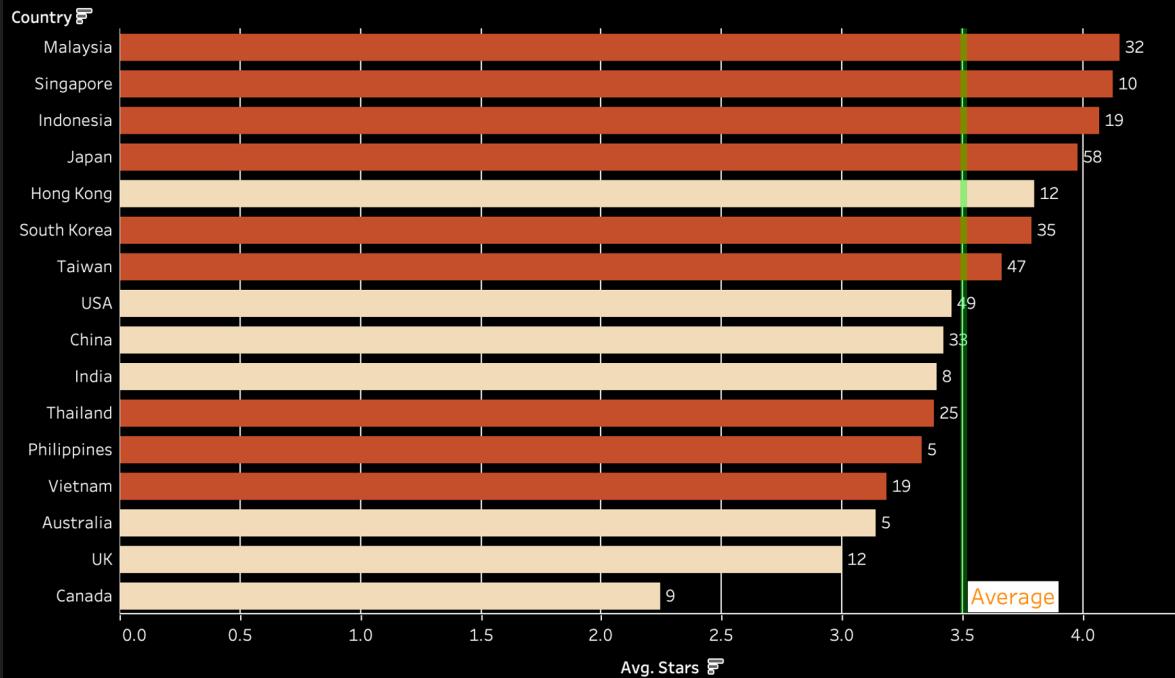


Average Ramen Rating of All Countries

Average ramen rating of all countries

Top 10 ramen consume countries are marked in dark brown

Filter: # of brand ≥ 5



Top 4 are all
from top 10
ramen
consume
countries

Ramen Demand & Ramen Production

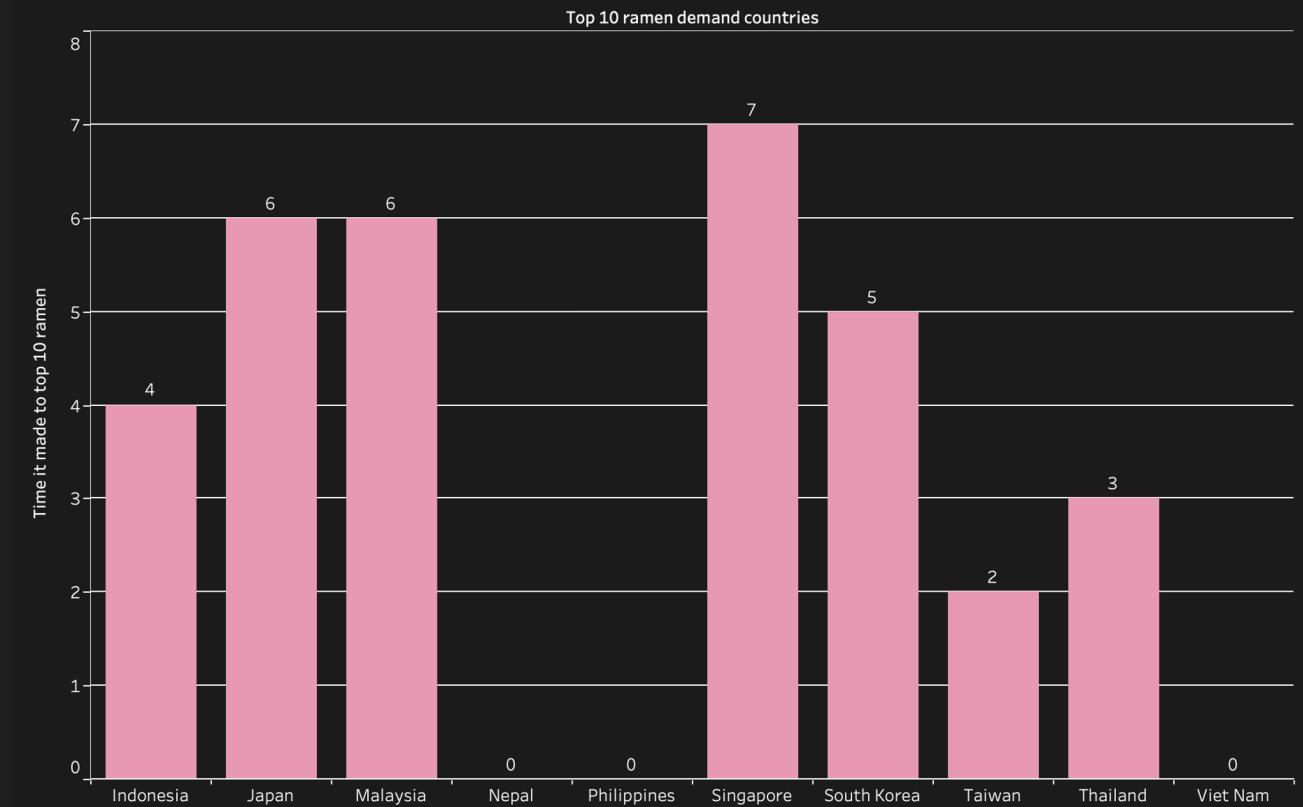


Most top 10 ramen demand countries made to top 10 ramen

Top ten ranking	Year				
	2012	2013	2014	2015	2016
1	Indonesia	Singapore	Malaysia	Malaysia	Singapore
2	Indonesia	Singapore			
3	Japan	Indonesia			
4	Japan	USA	Japan	Malaysia	
5	Indonesia		South Korea		Singapore
6	Japan	Japan	South Korea	Malaysia	
7	South Korea		Malaysia	Malaysia	China
8			Singapore	Thailand	Singapore
9	Hong Kong	South Korea	South Korea	Japan	Taiwan
10	Singapore	Thailand	Thailand	Taiwan	Myanmar

- top 10 ramen demand countries
- Not top 10

Ramen Demand & Ramen Production



**Singapore, Japan
and Malaysia** made
to top 10 ramen most
frequently

**Nepal, Philippines,
and Viet Nam** never
made to top 10 ramen

Conclusions

- Ramen demand is **increasing** every year due to its **convenience** and **cheap** price
- Different **countries** prefer different **flavors** of ramen
- **Nissin** is the world's favorite brand of ramen
- Countries whose people love ramen and also produce the best ramen are **Singapore, Japan and Malaysia**



Thank You

