



# Nissin Foods Holding Co Ltd in Staple Foods

February 2023

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Asia Pacific dominates Nissin's staple foods sales

Executive summary

## STATE OF PLAY

Nissin maintains its place among the top 10 staple foods players

## STATE OF PLAY

Instant noodles is Nissin's main staple foods product area

Nissin records strong growth in Brazil

Market momentum driving growth for Nissin

Inflation's impact on staple foods is hard to avoid

## EXPOSURE TO FUTURE GROWTH

Most growth will come from noodles in Asia Pacific and Latin America

Little movement expected among the major players in staple foods

Nissin pursuing a 10-year sustainability programme in Earth Food Challenge 2030

Tapping into an alternative protein space with lab-cultured meat

## COMPETITIVE POSITIONING

A number of top 10 players see their share declining in 2019-2022

Nissin's main competitor overlaps are with fellow instant noodles players

Noodles the dominant product for Nissin in all of its top 10 country markets

The Nissin brand does most of the heavy lifting for the company

"Beyond Instant Food" sees the launch of Kanzen Meal and its claimed "perfect nutrition"

Doorstep delivery of popular restaurant-style noodle dishes via Ramen-Ex

Strong demand for Nissin's 0 Second Chicken Ramen noodles sees it sell out post-launch

## RICE, PASTA AND NOODLES

Asia Pacific the main region for Nissin Foods

Cup noodles dominate in Japan, but pouches in its number two market of Brazil

Latin America expected to be a good source of growth for Nissin noodles

Brazilian market sees new launches: Saladaria and Nissin De Boas

Nissin noodles tap into local tastes

## BREAKFAST CEREALS

All of Nissin's breakfast cereals sales are generated in Asia Pacific

Nissin moves into hot cereals

Players looking to expand usage occasions of breakfast cereals

## KEY FINDINGS

Executive summary

## APPENDIX

Projected company sales: FAQs

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