

INSTANT NOODLES, PASTA AND SOUP – INDIAN CONSUMER – 2023

Consumers are seeking healthier options. Offer greens, protein, no-oil or no-maida versions of their favourite instant foods. Desi twists to global flavours can boost appeal.



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Instant Noodles, Pasta And Soup - Indian Consumer - 2023

This report looks at the following areas:

- Consumption of instant noodles, pasta and soup in the last three months
- An in-depth analysis of consumer demographics
- Consumption occasions of instant noodles, pasta and soup in the last three months
- Repertoire of the instant noodle brands consumed in the last three months
- Features that consumers are willing to pay a premium for in instant noodles/pasta/soup: added ingredients, health claims, maida alternatives
- Three key trends shaping the instant food industry in India



Consumers are seeking healthier options. Offer greens, protein, no-oil or no-maida versions of their favourite instant foods. Desi twists to global flavours can boost appeal.

Overview

India's **burgeoning instant noodles**, pasta and soup market is propelled by time-constraint lifestyles and urbanisation, leading to strong preference for convenient, competitively priced products. The three instant foods together enjoy a **61%** penetration, and are consumed the most by **younger consumers, those from higher socio-economic groups and women**. Instant noodles lead, followed by instant pasta and soup.

This report aims to uncover influencing factors such as health considerations and exposure to global culinary trends that significantly shape consumer preferences in instant foods. Its focus

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is on pivotal features that can drive innovation, thereby fostering increased consumption of instant foods in India.

The report explores key features encompassing health factors and claims, added ingredients and enticing flavours that have the potential to set brands apart, facilitating innovative strides within this market segment.

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Report Content

EXECUTIVE SUMMARY

- Report definition
- Mintel's perspective

Key issues covered in this Report

- Overview
- Amplify health quotient of instant foods with green vegetables and protein-rich ingredients
- Innovate to offer "no-maida, no-oil" versions of consumers' favourite instant foods
- Offer "no-maida, no-oil" versions of consumers' favourite instant foods
- Embrace regional flavours and desi Asian flavours
- Indian consumers prefer regional flavours over international ones
 - Graph 1: select flavours consumers are willing to pay more for in instant noodles,/pasta/soup, 2023

Mintel predicts

- The outlook for instant noodles, pasta and soup in India

KEY TRENDS

- What you need to know

Rising health focus amplifies scrutiny of ultra-processed foods

- The health movement continues to gather momentum
 - Graph 2: % of consumers who claim to typically eat healthily 'all the time*', 2023
- Watch your back (of pack): consumers and influencers are paying close attention to nutrition labels and pack claims
- Mintel 2024 Global Food and Drink Trend: Trust The Process
- Global brands promote processing techniques that help to deliver healthier food and drink to consumers
- Consumers seek macro- and micronutrients in food and drinks; protein is going mainstream in food and drinks
 - Graph 3: food and drink launches with high/added protein claims, 2018-23
 - Graph 4: top five factors when shopping for food, 2023
- The health benefits of ancient grains and millets are coming into the limelight
- Consumers link protein and fibre with millets

Gen Zs blur the line between snacks and meals

- Gen Z's side hustling propels demand for convenience and time-saving meals
- Gen Zs are 'snackifying' meal occasions
 - Graph 5: snack consumption occasions among Gen Zs, 2023

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- Global snack brands are focusing on ingredients and macronutrients that showcase satiety to become an ideal meal replacement

Increasing appetite for novel local and Korean flavours

- Consumers see value in embracing new experiences
 - Graph 6: select consumer behaviors around experiences*, 2023
- Desire for new experiences sparks consumers' interest in innovations in food and drinks
- Consumer desire for novel experiences sets expectations for flavour innovation
- Popularity of local flavours spotlights consumer's need to culturally connect with food and drinks
- Indian Gen Zs are talking about K-content
- The K-cult goes local
- India's young taste seekers are warming up to K-noodles

WHAT CONSUMERS WANT AND WHY

- What you need to know
- Instant noodles are the undisputed favourite instant food
 - Graph 7: consumption of select instant foods in the last three months, 2023

Consumption of instant noodles

- Launch activity in instant noodles gains momentum, competition intensifies
 - Graph 8: % of instant noodle launches as a share of total meal, meal centre and soup launches, 2018-23
 - Graph 9: sub-total share % of launches in instant noodles, 2018-23
- One in two Indians are instant noodle consumers; consumption decreases with age and increases with affluency
 - Graph 10: consumption of instant noodles in the last three months, by generation, 2023
 - Graph 11: consumption of instant noodles in the last three months, by socio-economic class, 2023
- Women are more likely than men to consume instant noodles; focus on Younger Millennial men to increase penetration
 - Graph 12: consumption of instant noodles in the last three months, by gender, 2023
 - Graph 13: consumption of instant noodles in the last three months, by select gender and age, 2023
- Target Younger Millennial men with a bigger pack of instant noodles that provides physical and mental energy benefits
- New launch alert: Nissin launches cup noodle for young gamers
- Maggi's strong brand pull is an entry barrier for new players and a challenge for existing brands to gain consumer mindshare
 - Graph 14: brands of instant noodles consumed in the last three months, 2023
- Maggi's strong brand pull is an entry barrier for new players and a challenge for existing brands to gain consumer mindshare
- Consumer segments: instant noodles
 - Graph 15: repertoire of number of instant noofdles brands consumed in the last three months, 2023
- Competition gets fiercer in the instant noodles space as imported and local companies vie for a spot

Instant Noodles, Pasta and Soup – Indian Consumer – 2023

- Graph 16: company count of launches in instant noodles, 2018-23
- Snack is the most popular consumption occasion for instant noodles; meals more so in lower-tier cities
 - Graph 17: consumption occasion of instant noodles in the last three months, by city tier, 2023
- Instant pasta and soup can expand reach by targeting the Experimentalist and Brand Polygamist segments of instant noodle consumers
 - Graph 18: consumption of instant pasta and soup in the last three months, by consumer segments of instant noodles, 2023
- Bundle instant noodles with instant pasta and soups to ride on instant noodles' popularity

Consumption of instant pasta

- Status quo: launch activity in instant pasta shows steady trajectory
 - Graph 19: sub-total share % of launches in instant pasta, 2018-23
 - Graph 20: % of instant pasta launches as a share of total meals, meal centre and soup launches, 2018-23
- Younger women, Tier 1 city dwellers and affluent Indians are the prime consumers of instant pasta
 - Graph 21: consumption of instant pasta in the last three months, by gender and age, city tier and current financial situation, 2023
- Despite being a meal, pasta is consumed as a snack; opportunity exists in promoting its role as a meal
 - Graph 22: consumption occasion of instant pasta in the last three months, 2023
- Make pasta meal-friendly
- Younger men are more likely to consume pasta at night
 - Graph 23: select consumption occasion of instant pasta in the last three months, by gender and age, 2023
- Instant pasta can take inspiration from global instant noodle brands to target the late night occasion
- Time is ripe for introducing spaghetti pasta in India
- Offer global flavour options in spaghetti pasta

Consumption of instant soup

- Status quo: launch activity picks up in 2021
 - Graph 24: sub-total share % of launches in instant soups, 2018-23
 - Graph 25: % of instant soup launches as a share of total meals, meal centre and soup launches, 2018-23
- Currently a niche, instant soup is consumed the most by working women, the affluent and Gen Z
 - Graph 26: consumption of instant soups in the last three months, by generation, employment and gender and current financial situation, 2023
- Appeal to working women with time-efficient, healthy instant soups
- Promote healthfulness and convenience of instant soups to target working women
- Expand consumption occasions of instant soups
 - Graph 27: consumption occasion of instant soups in the last three months, 2023
- Make instant soup more snackable with fun and familiar ingredient add-ons
- Why just an appetiser? Position instant soups as an accompaniment for lunch and dinner
- Reinvent soup with added noodles/pasta
- Offer noodle soup with chunks for meal occasions

Health features in instant foods

- Status quo: health claims are rising in instant foods
 - Graph 28: % of launches in instant noodles, pasta and soup with select category claims, 2020-23
 - Graph 29: % of launches in instant noodles with select category claims, 2020-23
- Status quo: Instant pasta embraces health claims; instant soup brands are going big on plus claims
 - Graph 30: % of launches in instant pasta with select category claims, 2020-23
 - Graph 31: % of launches in instant soups with select category claims, 2020-23
- Make a health shift: introduce oil- and maida-free, protein-enriched variants
 - Graph 32: health features consumers are willing to pay more for in instant noodles, pasta and soup, 2023
- No-maida and no-oil, added-protein recipes will appeal to six in 10 consumers
- New launch alert: Wicked Gud introduces a range of 'nourishing' instant foods
- Emerging from the niche: 'no maida' claims rise in the post-pandemic era in instant noodles
 - Graph 33: total share % of launches in instant noodles with 'no maida' claim, 2018-23
- Wicked Gud instant noodles goes all out with 'no maida' proposition
- Non-working mothers, western region and metro dwellers are the core target segments for maida-free instant noodles/pasta
 - Graph 34: % of consumers who are willing to pay more for 'no maida' in instant noodles/pasta/soup, by age, region, city tier and employment and parental status, 2023
- Status quo: maida alternatives millet, rice and oat flours are emerging in instant noodles
- Interpreting the map
- Status quo: diverse millet innovations ascend in instant pasta
- Whole wheat, oats, rice and soya are the top picks as maida alternatives
 - Graph 35: maida alternatives consumers are willing to pay more for, 2023
- Tap into regional preferences for maida alternatives
 - Graph 36: types of maida alternatives consumers willing to pay more for in instant noodles/pasta/soup, by region, 2023
- Supplement whole-wheat instant noodles with millets and other healthful ingredients
- Explore soya, oats and lentils for instant noodles/pasta
- Target southern, eastern and western region dwellers with instant noodles/pasta made from rice
- Tteokbokki can be a springboard for launching rice-based instant foods
- Capitalise on millet's popularity
- 'No oil' can be the fuel for driving mass premiumisation in instant foods
 - Graph 37: % of consumers who are willing to pay more for 'no oil' feature in instant noodles/pasta/soup, by city tier and socio-economic class, 2023
- Highlight manufacturing technology along with 'no oil' claim
- White space for high-protein instant foods; target younger men with protein-enriched variants
 - Graph 38: % of consumers who are willing to pay more for 'added protein' in instant noodles/pasta/soup, by gender and age, 2023

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- Graph 39: % of launches in instant noodles, pasta and soup with 'high/added protein' claims, 2023

- Take a proactive pro-protein approach in instant foods

Added ingredients in instant food

- Premiumise by adding green vegetables, paneer and egg, drive relevance for meal occasion
 - Graph 40: more/added ingredients that consumers are willing to pay more for in instant noodles/pasta/soup, 2023
- TURF: green vegetables and paneer appeal to seven in 10 consumers
- Green vegetables resonate the most among Tier 2 dwellers; appeal to the mighty middle class with greens
 - Graph 41: % of consumers who are willing to pay more for 'green vegetables' in instant noodles/pasta/soup, by city tier and socio-economic class, 2023
- Provide green vegetables with instant foods
- Make green vegetables the centre of communication
- Embrace the power of protein
 - Graph 42: % of consumers who are willing to pay for select more 'added ingredients in instant noodles/pasta/soup, by select consumer segment, 2023
- Premiumise with added paneer
 - Graph 43: % of consumers who are willing to pay more for 'added paneer' in instant noodles/pasta/soup, by city tier and current financial situation, 2023
- Added paneer can draw a premium
- Egg remains untapped in instant noodles in India
 - Graph 44: % of instant noodle consumers who are willing to pay more for 'egg' in instant noodles/pasta/soup, by gender and age, 2023
 - Graph 45: % of launches with select ingredient in instant noodles, 2020-23
- Egg-ceptional noodles: innovate in instant noodles with egg-infused varieties
- Say Cheese! Seize the untapped opportunity of cheese variants for young, affluent consumers
- Globally, cheese is an established ingredient in instant pasta and noodles; different varieties of cheese are entering the global market
 - Say cheese, Instant noodles!
 - Say cheese, Instant pasta!
 - Say cheese, Instant soups!
- Added chicken in instant foods can drive consumption among eastern region dwellers
- Opportunity for instant food brands to enter foodservice with focus on added fresh ingredients

Flavours in instant foods

- Flavourscape of instant noodles in India
- Flavourscape of instant pasta in India
- Flavourscape of instant soup in India
- Tap into unexploited regional and 'desi' Asian flavours
- Three in 10 consumers are reluctant to adopt flavours in instant foods

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- Graph 46: % of consumers selecting "none of these" when asked willingness to pay more for given flavours in instant noodles/pasta/soup, by consumption repertoire, 2023
- Graph 47: % of consumers selecting "none of these" when asked willingness to pay more for given flavours in instant noodles/pasta/soup, by socio-economic class, 2023
- Take inspiration from ready meals to offer regional flavours (Punjabi and Maharashtrian) in instant foods
 - Graph 48: top five Indian regional cuisines of interest in ready meals, by select consumer segments, 2023
- 'Desify' instant foods with Indian flavour options
- Indians are willing pay more for desi Asian flavours more than authentic Asian flavours
 - Graph 49: % of consumers who are willing to pay more for desi Asian (Chinese/Thai/Korean) in instant noodles/pasta/soup, by socio-economic class, 2023
 - Graph 50: select flavours consumers are willing to pay more for in instant noodles/pasta/soup, 2023
- 'Desified' global flavours to maximise reach among Experimentalists but authentic Chinese can also find its niche among this cohort
 - Graph 51: flavours consumers are willing to pay more for in instant noodles/pasta/soup, by select consumer segment, 2023
- Take inspiration from Desi Chinese street food stalls to desify Chinese flavours
- Experiment with desi versions of Thai and Korean classics
- Target the niche segment of Experimentalists with authentic Chinese flavours in instant noodles
- Say Annyeonghaseyo! The K-war is on in instant noodles
- Knorr launches K-Pot to appease the younger generations

APPENDIX

- Report definition
- Consumer survey methodology
- TURF methodology
- Repertoire analysis

About Mintel India Consumer

Access our reports now and we'll tell you how major trends are affecting India. We also hone in on the regional differences from socio-economic groups to demographics such as age, gender and household composition. We research consumers in Metro and Tier 1 to 3 cities across the 4 main regions and in 6 local languages.

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02

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