ABSTRACT

SHINTA EKA RINI. Profile of Instant Noodle which are distributed among Five Largest Consumer Country in Asia. Under direction of DEDDY MUCHTADI and MADE ASTAWAN

The objective of this research is determine the trend of consumption of instant noodles in China, Japan, South Korea and Vietnam than in Indonesia based on the age, gender, lifestage, income complexities, individualism, sensory, comfort, connectivity, convenience and health. Mega trends of instant noodles in the five largest major consuming countries of Asia have in common is the tendency of convenience as provided for in the affirmation of time/speed, microwaveable, easy to use and on the go product. In Indonesia, besides trend of convenience, halal claim is the main thing in all instant noodle products. This has similarities with instant noodles that circulate in Vietnam. Trend’s second-largest the trend of health. The similarity of health trends in the five countries consuming the largest instant noodle is no additives/preservatives, with the addition of vitamins and minerals. Health trend in China and Japan is more complex as the claims are added calcium, low/no/reduced calorie, organic, low/no/reduced sodium, low/no/reduced fat, high/added fiber, functional, low/no/reduced sugar and whole grains. Mega trends of gender, comfort and individualism are an emerging trend in the five largest consuming nation of instant noodles in Asia.

Keywords: instant noodle, mega trends, convenience, health, individualism and gender.