



**SEA TRENDSPOTTING REPORT**  
**Too Much of a Good Thing?**  
**The Double-Edged Consumption**  
**of Instant Noodles**

# Instant Facts on Instant Noodles

In Vietnam, **instant noodles were perceived quite negatively on Mainstream and Social media** for “being said” to have bad health effects, harmful ingredients, and insufficient nutrition.

Yet, the consumption volume of instant noodles was in the top five globally throughout the years. **With more than 96 million people, the Vietnam market remains a potential demand for this category**, especially when Vietnamese people have a profound favour for its rich taste and convenience.

**The Top-of-Mind brands were Hảo Hảo, Omachi, and Mì 3 Miền**; each has a different brand personality towards category users. While Omachi appears to be a modern brand for the young consumers, Mì 3 Miền uses national pride to build its brand profile, Hảo Hảo is known for its widely-used products, targeting the mass market.

**Making the product experience more enjoyable is one way to maintain consumer loyalty.** Instant noodle brands could consider innovating favourite toppings, new ways to cook, and most importantly, showcasing the latest product aspects on the right platforms.



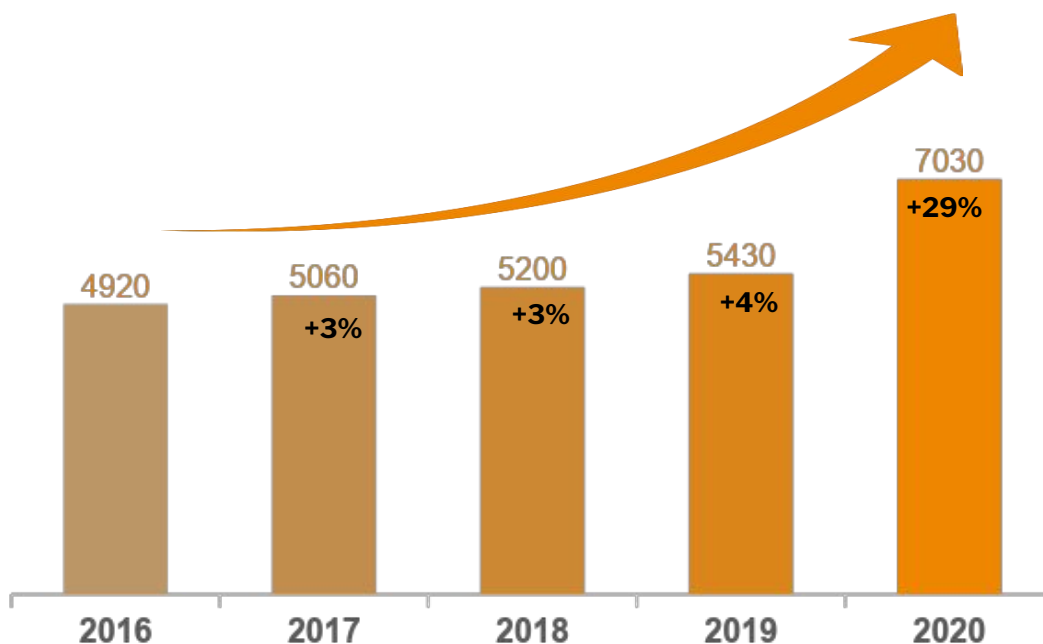
# Instant Noodles: Fast And Furious

## On Top of the Noodle Chain: Vietnamese Consumers

Vietnam stayed in the third place in instant noodles consumption last year, following after China/Hong Kong and Indonesia. The market size of Instant Noodles has consecutively gone up year-on-year in Vietnam.

**In 2020, the country's demand for noodles increased 1.3 times,** explained by consumers' panic buying due to the unpredicted Covid-19 outbreak movement, and again reaffirmed the popularity of instant noodles to Vietnamese consumers regarding their daily food choices.

## VIETNAM'S DEMAND OF INSTANT NOODLES



Source: World Instant Noodles Association



# The Consumption-Ready Advantages

163

Articles

about “Variety of ways to enjoy instant noodles”

55

Articles

about “how to eat instant noodles in more healthy ways”

26

Articles

about “instant noodles is in high demand in Tet and in Covid-19 pandemic”

In the context of the COVID-19 pandemic, the demand for instant noodles has enormously increased. Consumers tend to **stock a large amount of instant noodles and other packaged food, which have a long shelf life.**

Despite lacking of nutrition, people still seem to have a huge interest in instant noodles. Many media outlets capture the attention of instant noodles lovers with **a variety of ways to better enjoy instant noodles.**

Some nutritionists also help reduce the category barriers by giving tips on “mix and match” instant noodles in a healthier diet. To balance nutrition, consumers should **add in some protein (egg, meat) and green vegetables, remove or use less oil soup if unnecessary.**



# Stereotyped as “Very Harmful”



## 5 tác hại khủng khiếp khi ăn quá nhiều mì tôm

Thứ 4, 13/01/2021 11:07:30

Chia sẻ Quan tâm

## Tổng hợp các món lẩu giúp xua tan cảm giác ngán thịt ngày Tết

Ngày 02/02/2020 13:56 PM (GMT+7)

→ Món lẩu ngon

Những món lẩu sau đây vừa tuyệt ngon lại chống ngán tuyệt hảo đảm bảo sẽ là gợi ý tuyệt vời cho gia đình bạn!



## Cách ăn mì tôm không hại sức khỏe

HƯƠNG LAN - 08:00 01/03/2021

(khoa hoc doi song.vn) - Mỳ tôm ăn sống, mỳ úp, lẩu thả mỳ tôm vào đang là món ăn tiện lợi và ngon miệng đối với nhiều bạn trẻ, cả các cháu nhỏ, các cháu học sinh. Mặc dù tiện nhưng ăn nhiều mỳ tôm lại rất nguy hại cho sức khỏe.

## Mì gói 'đắt hàng' ngày sát Tết

Quỳnh Danh và Lan Anh • Thứ ba, 9/2/2021 14:08 (GMT+7)

Trước diễn biến phức tạp của dịch Covid-19 tại TP.HCM, người dân có xu hướng tăng mua các loại thực phẩm và đồ uống.



On the other hand, the mainstream media continued to cement their negative perception of instant noodles **with 265 articles about bad health effects and harmful ingredients in 03 months**. Obesity, high blood pressure, and digestive issues are typical health risks people might face when consuming too frequently.

**Despite the high category penetration, Instant noodles face the challenge of losing current users, who are beginning to get more cautious.**



# Considerations When Purchasing Instant Noodles



**Under the impact of media content, consumers display a particular concern over the adverse effects of instant noodles. However, interestingly, social listening also exposes the other usage barriers:**

- **The "boring" taste** topped amongst the non-health-related reasons. As two of the oldest noodles brands in the country, Miliket and Vifon were the most mentioned names on this aspect. The traditional Vietnamese flavors win the hearts of those who favor simple and authentic tastes; however, they do not excite consumers enough. On the contrary, Omachi, as a challenger brand, continuously launches new variants to satisfy consumers' appetites.
- **Body image and consciousness** is another reason. Being perceived as causing inner heat and having high fat, the young consumers blamed instant noodles for skin issues. When targeting teenagers, brands would need to tap on product education to fix this perception.



# Add Ons, Added Value: Turn A Packet of Instant Noodles Into a Gourmet Meal

From boiled eggs, sausage, fresh veggies to seafood, mushrooms, tofu, and beef, noodles proved its role was far than just a quick ordinary meal. **The combination of topping helps to spark off better pleasure in eating noodles.**

Besides simply enjoying noodles with hot pot or rice, Vietnamese consumers enthusiastically personalize this food from fried noodles, longer cook with broth, and extra seasoning to combine with dairy products (especially for very spicy noodles).



22%  
Create new  
cooking  
method

"Mi này ăn ngon cực thêm  
chén kim chi. Thêm quả trứng  
chiên, thêm con tôm, thêm  
xiu thịt bò nữa thì thoy rồi  
luôn. Nhức nặc"  
[Trần Bình An](#)

10%  
Enjoy instant  
noodles in  
different casual  
activities

"Combo thần  
thánh nhất vẫn là  
mì hảo hảo với  
cơm nguội"  
[Hoàng Nam](#)

37%  
Diversified  
topping and  
add-in



18%  
Enjoy instant  
noodles with  
variant of food

"Để tao ăn hảo hảo mì xào  
khô cho ngonnnnn"  
[Một Đồi Vôi Vã](#)

6%  
Favor the  
seasoning  
packet







# Hảo Hảo As A Responsible Corporate Citizen



Hảo Hảo teamed up with the **1977 Vlog**, a successful content creator in a **highly engaging and humorous digital clip that** effectively delivered its "Gắn kết yêu thương" message and reminding of gifting Hao Hao in Tet. The brand also hosted mini-games and offered attractive promotions to trigger actual purchases better.

Moreover, Acecook's flagship brand also conducted **a meaningful CSR campaign, "Vạn lộc Tết, Gắn kết yêu thương" in Điện Biên** province to help disadvantaged children celebrate Tet holidays.



# Going Generational: Omachi is Enlightening The “Younger” Taste Buds

## KOL Ninh Duong Lan Ngoc



Targeting a younger generation, Omachi has been leveraging its **fan page as a valuable digital platform to connect with its users**, simply via mini-games with unique gifts and product-related content.

The brand **promoted its new premium variant** with truffle alongside mixed noodle with cheese & salted egg flavor; carried out **activation booths** and partnered with **KOL Ninh Duong Lan Ngoc** to promote products suggesting healthy ways to enjoy noodles via #VETULA series, etc. Omachi has successfully generated huge attention from its target audience.

## #VETULA series





# Mix and Match Between Familiar and Innovative

## Hảo Hảo

1. Hảo Hảo was more well-known with primitive flavor of spicy and sour, basic **dried veggies without significant add-in**. Hảo Hảo could be mix with more **diversified vegetable and attractive add-in to eat like hot pot dish**.

## Omachi

2. Omachi was strongly attached with “**inner heat**” and “**pimple**”, while brand already offered instant sausage in the latest lines. Best combine with **healthier and refreshing topping**.

## 3Miễn

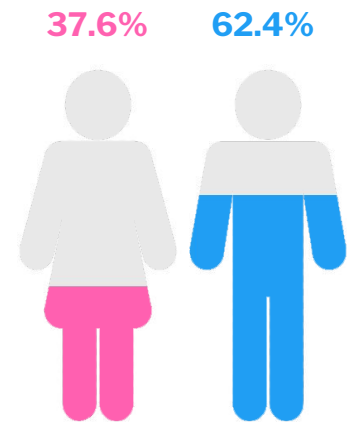
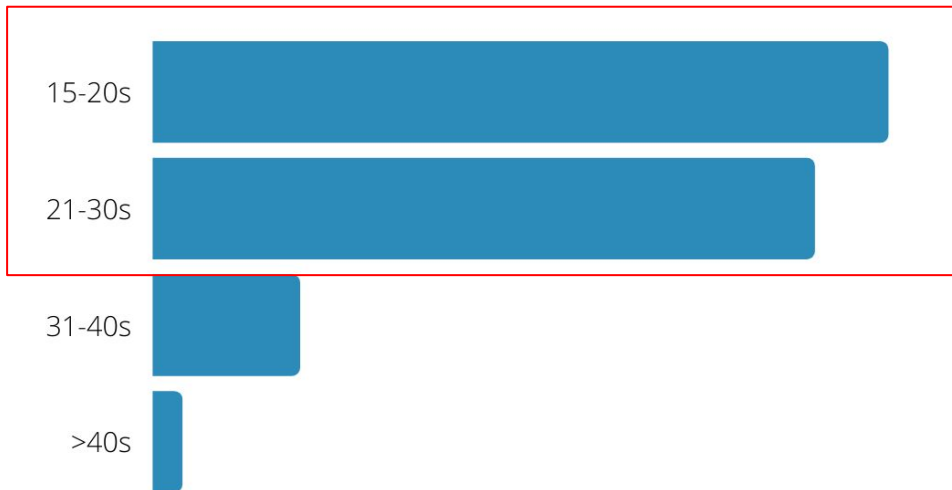
3. 3 Miễn impressed consumers by “**rich taste**” and “**affordable**” perception. What to combines are more **diversified topping such as season sauce/chili sauce, sausage or meatballs**.





# Future Food, A Younger Market Rises

## Attracting the Young Generation, Viral and Easy to Make



Brands that position themselves as young and modern personalities could consider **Tiktok**. The 15- 30-year-old group remains the most critical user group of this category. They are also highly active on this platform, which effectively triggers users **to engage in Brand posts and Product recommendations** compared to Instagram and Facebook.

Package innovation is another excellent idea. **Limited packaging edition, unique collection souvenirs** would bring excitement to an established category like instant noodles. The package relaunch also catches shoppers' attention better when displayed on shelves.





Please do not hesitate to get in touch with us for more information on this whitepaper.

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