

Study on Industry and Market of **INSTANT NOODLE** in Indonesia, 2008



Instant noodle has become an essential goods for part of Indonesians. There is almost no time left for highly mobile urban people to spend in the kitchen for cooking. The result is growing demand for fast foods. Instant noodle, which is easily served and cheap, has come as a practical solution to their problem without wasting too much of their precious time.

With a population of 227.8 million Indonesia provides a large market for instant noodles. With wide distribution system covering traditional market, agents, grocery stores, shops, and street side shops and modern market centers including supermarket, department stores and mini-market, instant noodles have become popular food for both adult people and young children. However, per capital consumption of instant noodles is still relatively low around 1.5 to 2 packs per week. The market, therefore, is still wide open.

The prices of instant noodles have scale up with the increase in the prices of basic material including the main basic material – wheat flour. Now the prices of instant noodle have risen to more than Rp1,000 per 60-68 gram pack.

The market of wheat flour is long dominated by the Indofood Group, but a new player PT Karunia Alam Segar with its product of MIE SEDAAP, which made its market appearance only in 2003 begin to gain a substantial share of the market. However, the Indofood Group, through PT Indofood Sukses Makmur Tbk with its products of INDOMIE, SARIMI, SUPERMI, POP MIE and SAKURA. is still by far more dominant.

PT CORINTHIAN Infopharma Corpora (a member of CIC Consulting Group) has carried out a study of instant noodle industry and market in the country. The results of the study have been compiled in a report titled **“Study on Industry and Market of Instant Noodle in Indonesia, 2008”**.

The study report covers :

Condition of Instant Noodle Industry

- Which of the 102 companies related to instant noodle industry and brands are still in operation ?
- Which of the companies have stopped operation, which have cancelled plan to produce instant noodle, which have merged to form new companies and which have sought to resume plan to produce instant noodle?
- Which companies secured the foreign investment (PMA) facility and where the investors come from?
- What is the production capacity of each company?
- Which companies and imported brands compete in the instant noodle market in Indonesia?
- How is the profile of the companies operating in instant noodle industry in Indonesia?

Production of Instant Noodles, 2003-2007

- How is development of instant noodle production in the country?
- How is development of production by types ? which is the largest?
- How is development of production by packaging : which is the largest ??
- What is production by companies? And how about their contributions
- What is production by brands? And how about their contributions?

- What is production by types and brands?
 - What is production by packaging and brands ?
 - What is the estimate of capacity utilization?
- Exports/Imports of Instant Noodles, 2003-2007**
- How strong is the export growth of instant noodles in volume and value.?
 - Which companies are the exporters and what is the volume and value of their exports?
 - What are the countries of export destination for Indonesian instant noodles?
 - What is the export ratio to the country's total production of instant noodles?
 - What is the import growth of noodle imports grow? Are imports growing?
 - Which of the importers remain active, what are their import volume and value?
 - Which countries Indonesia have imported instant noodle more often?
 - What is the Indonesian balance of instant noodle trade?
- Consumption /Volume pasar mi instan, 2003-2007**
- What is the growth rate of instant noodle consumption /market volume?
 - What is the role of each type of instant noodle and which type is highest in demand?
 - What is consumption by package? Which is the largest?
 - What is the average consumption?
 - What is the instant noodle ratio of imports to domestic consumption ?
 - What is the market share in volume of each company and brand and which is the largest?
 - How much is the contribution of each company and brand by types?
 - How much the contribution of each company and brand by packaging?
- Instant Noodle Market Value, 2003-2007**
- What is the growth of market value of instant noodle?
 - What is the growth of contribution of market value by types?
 - What is the growth of contribution of market value by packaging?
 - What is market share in value of each company, which is the largest?
 - What is the market value of each brand, which is the largest?
 - How much is the contribution of each brand by types, which is the largest?
 - How much is the contribution of each brand by packaging? Which is the largest?
- Marketing of Instant Noodles**
- How is the distribution system of instant noodles and who are the distributors?
 - How is the promotion conducted? and what are the selling prices from the distributors?
- Prospects of Instant Noodles, 2008-2012**
- What are projections of production, imports and supply of instant noodles in the coming years?
 - What are the projections of consumption, exports and demands ?
 - What is the market prospect in the coming years?
- Directory of instant noodle companies**

A comprehensive 275-page report is available in Bahasa Indonesia and English with a price of US\$ 650 a copy. Please call Mr. Brammantio, SE for more information via telephone, facsimile or e-mail.

Thank you very much for your attention,

Best regards,

Syafri Ahmad Siregar
Managing Director