

Market Intelligence Digest

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The Department of Trade and Industry - Export Marketing Bureau (DTI-EMB) is mandated to oversee the development, promotion and monitoring of Philippine exports. The DTI-EMB provides the exporters the enabling environment to make them globally competitive.

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Crisis Cup Noodles

Nissin has developed a Cup Noodle Rolling Stock service which delivers frequent refills of instant noodles and allows consumers to be prepared for emergency scenarios.



Source: Getty Images

News brief

Nissin has launched a disaster preparedness kit called 'Cup Noodle Rolling Stock' which periodically sends refills via mail to service subscribers.

The starter pack contains nine Cup Noodle flavors and all the necessary tools needed to cook the noodles. This includes a cooking pot, gas stove and canister, 1.5-liter water bottles, plastic forks, gloves, and other disaster equipment. Users will then receive an automatic refill every three months, with varying flavors each time.

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Why it matters

The outbreak of COVID-19 has increased consumer awareness around their individual disaster preparedness. Consumers are investing in long-lasting food products and better Wi-Fi connection to prepare for extended periods of self-isolation. Protection, preparedness, and precaution have become core values for the majority of consumers, and Nissin's rolling stock allows users to ensure their safety in case of emergency situations and future lockdowns.

What we've seen

Forklifting Cup Noodles: Nissin releases 'The Fork', a slim utensil designed specifically to recover toppings and short noodle strands from the bottom of instant ramen cups.

Ramen Unlimited: A Japanese ramen shop is offering a life-long supply to current students.

IKEA Noodles: IKEA Japan has launched a new line of plant-based cup noodles with no chemical additives or unsustainable ingredients.

What's next

As covered by Mintel Trend Driver Value, consumers are looking for products and services to make their lives less stressful and more convenient. Especially in terms of safety and disaster preparedness, consumers have become more anxious and cautious following the COVID-19 outbreak. While pandemic restrictions have started to loosen, Japan will always be vulnerable to natural disasters such as earthquakes and tsunamis. The future of rolling stock services should increase available dietary options to cater to diverse consumer needs, such as vegetarian, halal, and organic consumers.



Photo by Karolina Grabowska from Pexels



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