



Ting Hsin International Group in Staple Foods

May 2025

Table of Contents

Scope

Executive summary

Top companies at a glance

Ting Hsin's global footprint

Chinese sales of instant noodles dominate the company's packaged food revenues

E-commerce expected to be an increasingly important sales channel

Ting Hsin's business remains heavily reliant on the Chinese market

Master Kong looks to maintain high environmental standards

Ting Hsin to continue tapping into the e-commerce channel

Ting Hsin expected to slip a place in the rankings

Leading players hold only minor shares in the diverse staple foods market

Ting Hsin's competitor overlaps are with other Chinese instant noodles players

Noodles in China dominate Ting Hsin's global food sales

Master Kong is the all-powerful brand name for Ting Hsin

New products reacting to price sensitivity and health concerns

Using celebrities to sell products

Ting Hsin signs deal with fibre technology start-up Alchemy Foodtech

Executive summary

Projected company sales: FAQs

Projected company sales: FAQs

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/ting-hsin-international-group-in-staple-foods/report.