



# Nissin Europe Business

**EARTH  
FOOD  
CREATOR**

12<sup>th</sup> June, 2025

# EMEA Segment Overall

## Nissin Europe



- Established in 1991
- Sales function in Germany, and factory in Hungary
- Expanding business in pan Europe with Nissin Brand (Cup Noodles, Soba, Demae Ramen)
- Headcount (DE:50, HU:700)

**Based on the Brand Strategy and Sales Strategy, we are expanding our business and share in Europe.**



## Premier Foods

- Manufacture and sale of processed soup and instant noodle products, condiments and confectionery.
- Capital alliance in 2016, and equity method affiliate in 2022
- HD share 24.84%

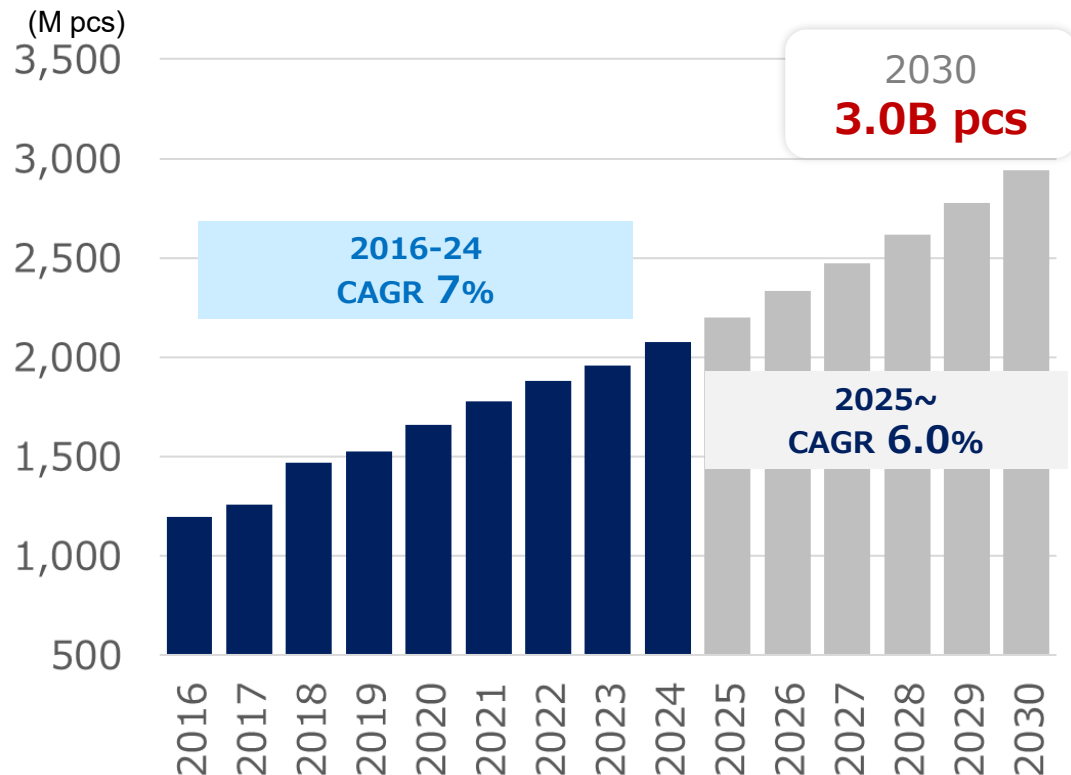
## MAREVEN FOOD HOLDINGS LIMITED

- Pure holding company, and subsidiary that manufactures and sells processed food products centered on instant noodles.
- Capital alliance in 2008, and equity method affiliate in 2010
- HD share 33.5%

# Europe market overview

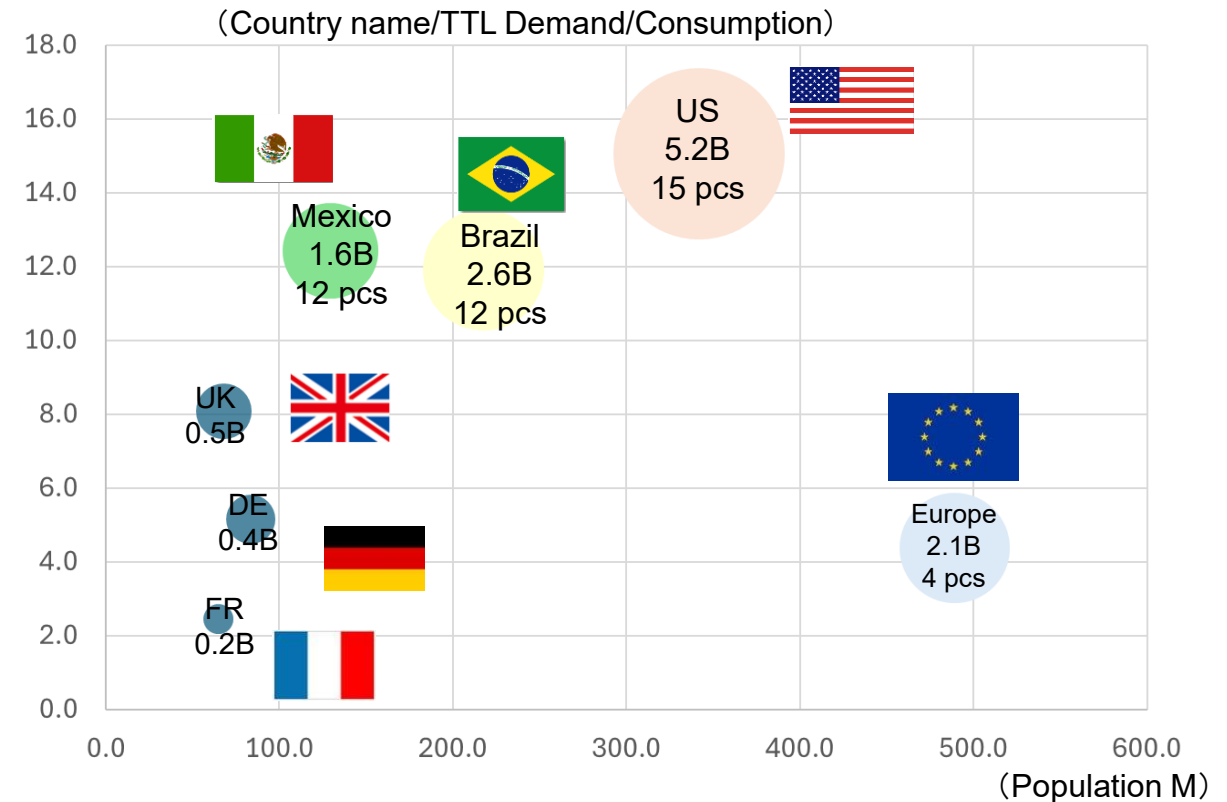
- Europe market is expanding, and we estimate 3.0 billion pcs in 2030.
- The consumption per capita is still low at 4, strong potential to grow.

Europe Market Demand



Consumption per capita (2024)

Bubble: TTL demand



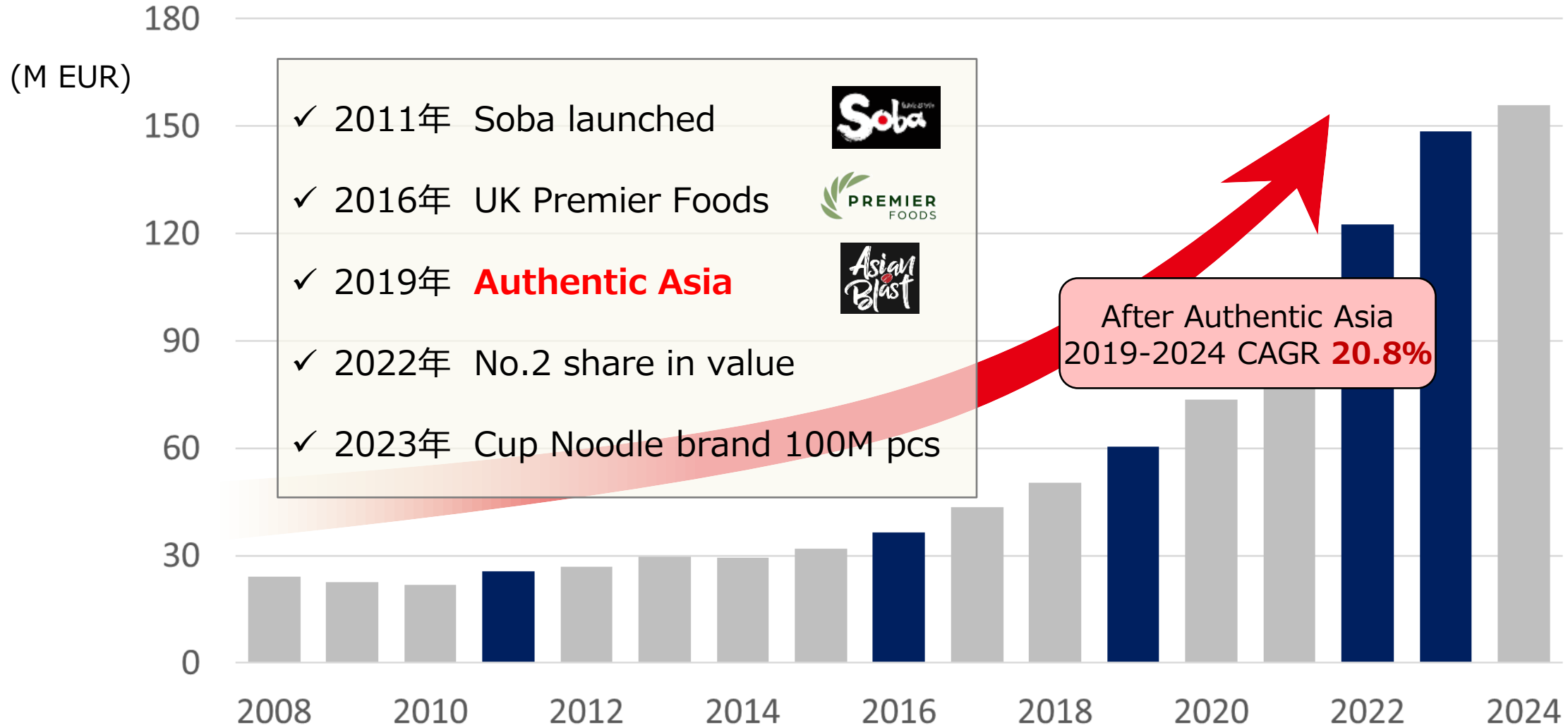
# Market share in value; Nielsen-Cup&Bag total 18 countries

- Nissin has been growing to the lower 10% range, **No.2 position.**
- The No1 Company A is losing its share in Europe\*. \*Within 18 countries listed in foot note.

	2021	2022	2023	2024
No.1	Company A	Company A	Company A	Company A
No.2	Company B	Nissin	Nissin	Nissin
No.3	Nissin	Company B	Company B	Company C

# Nissin Europe sales growth

- After building “**Authentic Asia**” concept, we have been growing CAGR more than 20% in Net Sales amount.



# Basic concept and branding strategy

- Based on the “**Authentic Asia**” concept, we implemented branding strategy for our Nissin Brand.

## Authentic Asia

**CUP NOODLES**  
カップヌードル



Asian Blast

**出前一丁**  
Demae Ramen



The Asian Ramen Express

**NISSIN**  
RAMEN

*The World of Asia*



The World of Asia

**Establishing an Inimitability and Competitiveness**



# Marketing Strategy

- Pan Europe promotion and creating several touch points to our target group.

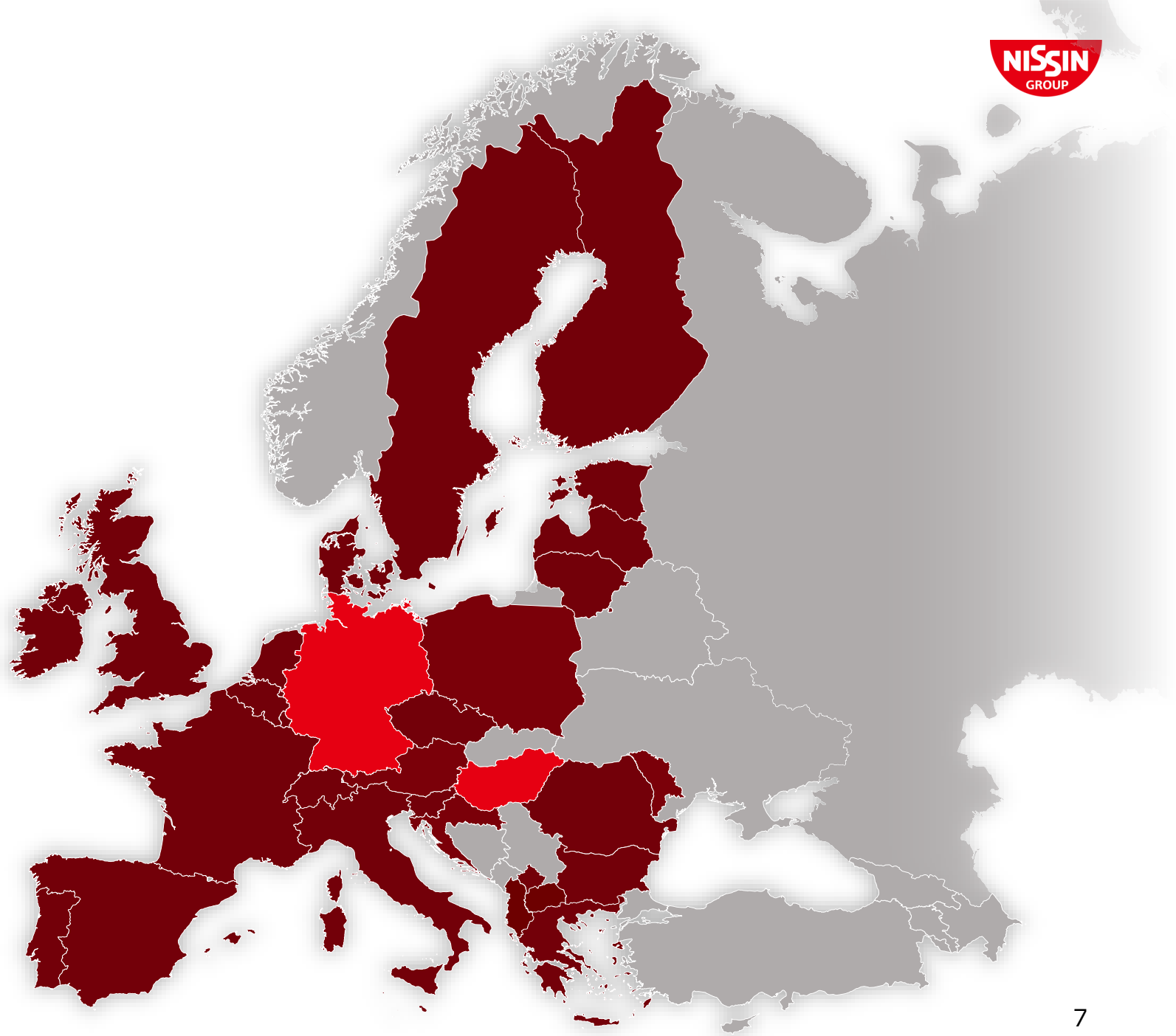


Top Marke is a prestigious award in the FMCG industry, assigned by **Lebensmittel Zeitung**



# **| Sales Strategy**

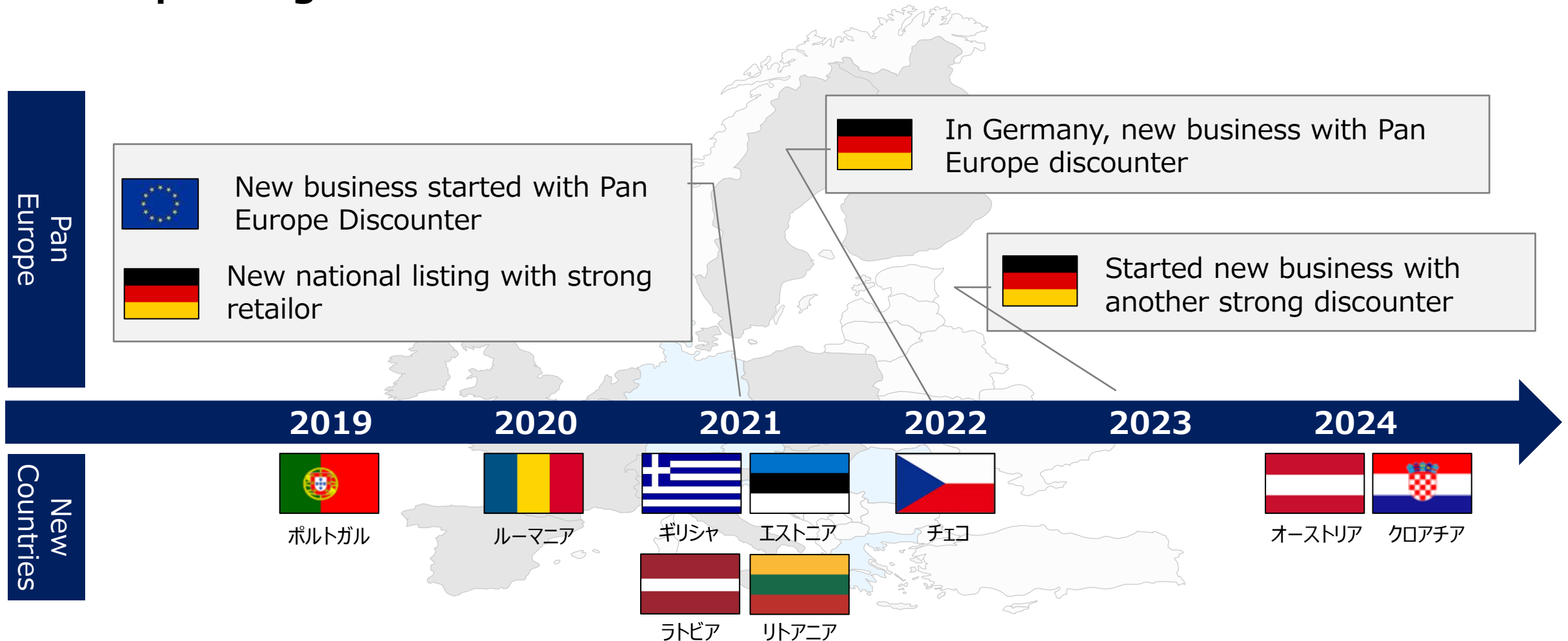
**Active in**  
**36**  
**countries**





# Sales Strategy\_Expanding coverage

- We started a new business with strong discounter, and also expanding to new countries.



# EARTH FOOD CHALLENGE 2030 in Nissin Europe

As part of our commitment to sustainability leadership, we are placing strategic emphasis on developing a sustainable supply chain and reducing Scope 3 emissions.

## Earth Material Challenge

### Sustainable Sourcing



100% RSPO SG certified palm oil



Promoting mono-material packaging and significantly improving recyclability.



Conducting ESG due diligence and analysing our value chain



## Green Food Challenge

### Tackling Climate Crisis



Scope 1 • 2  
Introducing renewable energy and plug-in hybrid vehicles for company cars.



Scope 3  
Advancing emissions accounting and launching projects to support sustainable farming practices in procurement.



CO2e g/pcs

## 2<sup>nd</sup> Factory

- We are planning 2<sup>nd</sup> factory in Hungary, and would double the production capacity.
- The area is same as 1<sup>st</sup> factory, in Kecskemet.

Images;



Press release on 28<sup>th</sup> Feb



# Appendix

# Nissin Brand Family Europe

**CUP  
NOODLES**  
カップヌードル

NISSIN  
**出前一丁**  
Demae Ramen

**NISSIN  
RAMEN**



**RAMEN  
STYLE**



Standard  
range



BIG  
size

**WOK  
STYLE**

