

Ting Hsin International Group in Staple Foods

May 2025

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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

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Projected company sales: FAQs Projected company sales: FAQs

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