

Beyond Asia: Coronavirus Renews Interest in K-food Globally

September 2020

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Key findings

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Significant impact of social media on local food moving global

INSTANT NOODLES: A K-FOOD ICON FOR GLOBAL CONSUMERS

Korean instant noodles, Ram-don shown in Parasite hit the world market

INSTANT NOODLES: A K-FOOD ICON FOR GLOBAL CONSUMERS

Nong Shim benefited from Oscar-winning movie Parasite

Other Korean instant noodle brands also expand across the globe

Fire Chicken Noodle considered as the origin of K-food to the world

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Key takeaways

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About Via Online Tracking from Euromonitor International

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