

Maggi Noodles

Parent Company

Nestle

Category

Instant noodles

Sector

Food Products

Tagline/ Slogan

Taste bhi health bhi ;Good Food Good Life; Me n Meri Maggi

USP

Maggi can be cooked and prepared in 2 minutes

Maggi STP

Segment

People looking for a snack when hungry

Target Group

Young people and children from upper and middle class

Positioning

Maggi gives a tasty and healthy snack which can be prepared in 2 minutes

Maggi SWOT Analysis

Strengths

1. Maggi is a market leader in noodles category with high brand loyalty

2. Excellent advertising of Maggi makes its a top of the mind brand

3. Good product distribution and availability because of Nestle

4. Maggi offers a lot of flavors and varieties

5. Strong parent brand of Nestle adds to the strengths of the brand

6. Apart from instant noodles, Maggi also offers soups, sauces etc

7. Easy to cook and ready to eat noodles are extremely popular with students, young couples and youth

8. Strong visibility of Maggi due to TVCs, print ads, online ads and OOH media

Weaknesses

1. Controversy regarding Maggi being unsafe to eat caused a lot of damage to the brand image

2. Intense competition means limited market share growth

Opportunities

1. Maggi can target untapped rural markets by economy packages
2. Can leverage on the Nestle distribution and brand name and become a global brand
3. New flavors, packaging can help the brand grow with its existing customers
4. Maggi can tieup with schools, colleges, hotels etc to provide quick ready to eat snacks

Threats

1. Price wars with other noodle brands can affects its business
2. Increasing competition can reduce Maggi's market share
3. Strict regulations by government and food regulatory authorities can affect its business

Competition

Competitors

1. Nissin Top Ramen

2. Foodles

3. Private brands like Tasty Treat