

Nissin Foods to Acquire Additional Stake in NURC Philippines

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Japan's Nissin Foods Holdings has announced plans to acquire an additional 21 per cent stake in Nissin-Universal Robina Corporation (NURC), its joint venture in the Philippines, through its Thai subsidiary Nissin Foods Asia Co., Ltd.. The shares will be purchased from Universal Robina Corporation (URC) in January 2027, increasing Nissin's ownership in NURC to 70 per cent and making it a consolidated subsidiary.

The move aligns with Nissin's Mid- to Long-Term Growth Strategy 2030, under which the company aims to derive approximately 45 per cent of its core operating profit from overseas markets. Strengthening its footprint in Southeast Asia remains a key priority, given the region's strong demand for instant noodles and continued economic growth.

The Philippines has emerged as a strategic market for the group, supported by robust economic performance and rising consumer demand. According to official data, the country recorded a GDP growth rate of 4.4 per cent in 2025. It is also one of the world's largest instant noodle markets, with demand reaching 4.49 billion servings in 2024, ranking seventh globally.

Nissin has been expanding its presence in the Philippines through NURC, where its flagship product, CUP NOODLES, has shown steady sales performance. The increased stake is expected to enable faster decision-making, more agile resource allocation, and deeper market penetration.

The company noted that favourable demographic trends, including population growth and increasing purchasing power, are expected to further drive demand for instant noodles in the country.

By consolidating NURC, Nissin aims to reinforce its leadership in the fast-growing Southeast Asian market and accelerate its global expansion strategy.