

# SEAWEED PRODUCTS WORLDWIDE

STRATEGIES TO GROW YOUR BUSINESS

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*In this case study a regional biologicals company engaged CPL Business Consultants to look in detail at the worldwide market for seaweed products and provide recommendations for its growth strategy. CPL's report of nearly 500 pages, with a 15 page executive summary detailed over 100 companies, including details of their products, markets and marketing strategies. Drawing inferences from its research, CPL was able to formulate a robust strategy for how its client could play in this space.*

The objective of this study was to assist the client in obtaining a detailed market understanding for seaweed-derived products in agriculture, horticulture and other target sectors, including food, cosmetics, animal feed, dietary supplements and pharmaceuticals. CPL identified potential partners and acquisition targets and made strategic recommendations on how the client should develop and grow its business.

Click here for a PDF of [the contents of the study](#) or look below for an outline.

## SEAWEED PRODUCTS WORLDWIDE

### Objective

### Method

### Principal Findings

- Seaweed Production & Geographical Markets
  - Asia
  - Europe
  - North America
  - South America
- Seaweed Production & Market Sectors
  - Agriculture & Horticulture
  - Food
  - Hydrocolloids Ingredients
  - Cosmetics
  - Nutraceuticals, Dietary Supplements & Pharmaceuticals
  - Animal Feed and Petfood
- Products and Players
  - Products
  - Players

## Conclusions

## Recommendations

### Overview of Markets for Seaweed Products

- Food Staple
- Porphyra
- Agriculture and Horticulture
- Food, Animal Feed and Petfood
  - Food
  - Animal Feed
- Cosmetics
- Dietary Supplements, OTC Medicines and Pharmaceuticals

### Production and Markets by Country

#### Seaweed Products – Production, Companies and Contacts

- Seaweeds of Commercial Importance
- Countries Covered: Argentina, Australia, Brazil, Bangladesh, Belgium, Burma, Brazil, Canada, Chile, China, Denmark, Egypt, Fiji, France, Germany, Greece, Hungary, Iceland, Indonesia, India, Ireland, Israel, Italy, Japan, Kenya, Mexico, North Korea, Kiribati, Latvia, Lithuania, Madagascar, Morocco, Mexico, Malaysia, Namibia, Netherlands, New Zealand, Norway, Peru, Poland, Portugal, Philippines, Russia, South Africa, South Korea, Senegal, Spain, Sri Lanka, Sweden, Taiwan/China, Tanzania, Thailand, Tonga, Ukraine, United Kingdom, United States of America and Vietnam

### Seaweed Product Prices

### Marketing of Seaweed Products

#### Markets in Agriculture & Horticulture

- Products
- Garden Centre Contacts
  - Denmark
  - France
  - Germany
  - The Netherlands
  - Portugal
  - United Kingdom

## Markets in Food, Animal and Petfood for Seaweed-Derived Products

- Hydrocolloids
  - Market Size and Trends
  - Hydrocolloid/Texturiser Characteristics and Applications
  - Hydrocolloid/Texturiser Suppliers and Structure of the Business
  - 10 Company Profiles of Hydrocolloid Producers/Users
  - Contacts Made in Previous Studies
  - Appendix – Specific Hydrocolloids

## Seaweed Products in Cosmetics

## Markets in Dietary Supplements, OTC Medicines and Pharmaceuticals

- Pharmaceuticals
- OTC Medicines
- Dietary Supplements

## Patents

## Cold Water Genera

- Ascophyllum
- Chondrus Sp.
- Fucus Sp.

## Warm Water Genera

- Gelidiella
- Gracilaria
- Hypnea
- Kappaphycus
- Sargassum
- Tubinaria

## 102 Tables and 4 Figures

*CPL Business Consultants has worked on many projects in seaweed, for example on [commercial algal products](#) and [seaweed soil amendments](#). Have a look at our [PowerPoint Introduction](#) and Brochure describing e.g. deliverables, differentiators and case studies. You can also review [eight case studies](#).*