

SEAWEED PRODUCTS WORLDWIDE

Prepared by:

CPL Business Consultants

Milton Park Innovation Centre, Abingdon, OX14 4RY, United Kingdom

Tel: +44 1865 257 252, info@cplconsult.com, www.cplconsult.com

STRATEGIES TO GROW YOUR BUSINESS

TABLE OF CONTENTS

SEAWEED PRODUCTS WORLDWIDE	1
SEAWEED PRODUCTS WORLDWIDE	1
<i>Objective</i>	1
<i>Method</i>	1
<i>Principal Findings</i>	1
<i>Conclusions</i>	2
<i>Recommendations</i>	2
<i>Overview of Markets for Seaweed Products</i>	2
<i>Production and Markets by Country</i>	2
<i>Seaweed Products – Production, Companies and Contacts</i>	2
<i>Seaweed Product Prices</i>	2
<i>Marketing of Seaweed Products</i>	2
<i>Markets in Agriculture & Horticulture</i>	2
<i>Markets in Food, Animal and Petfood for Seaweed-Derived Products</i>	3
<i>Seaweed Products in Cosmetics</i>	3
<i>Markets in Dietary Supplements, OTC Medicines and Pharmaceuticals</i>	3
<i>Patents</i>	3
<i>Cold Water Genera</i>	3
<i>Warm Water Genera</i>	3
<i>102 Tables and 4 Figures</i>	3

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](#).