

Seaweed Market by Product (Red, Brown, and Green) and Application (Human Food, Hydrocolloids, Fertilizers, Animal Feed Additives, and Others) - Global Opportunity Analysis and Industry Forecast, 2018-2024

<https://marketpublishers.com/r/SBD813FCDC9EN.html>

Date: May 2018

Pages: 231

Price: US\$ 5,370.00 (Single User License)

ID: SBD813FCDC9EN

Abstracts

Seaweed is a plant-like organism, which are adhered to rock or other hard substrata in coastal areas. Based on the pigmentation, seaweeds are categorized into three broad groups, red, brown, and green. Botanists refer to these broad groups as phaeophyceae, rhodophyceae, and chlorophyceae, respectively. Seaweeds are macro-algae that differentiate them from micro-algae, which are microscopic in size, and are often unicellular. Red and brown seaweeds are mostly found in marine water, whereas green seaweeds grow in freshwater. Seaweeds are used in many maritime countries across the globe as a source of human food, hydrocolloids, fertilizers, animal feed additives, and others, including aquaculture, biomass for fuel, and wastewater treatment. The major utilization of these seaweeds as food and food ingredients is in the Asia-Pacific region, particularly in China, Indonesia, Philippines, Korea, and Japan where seaweed cultivation has developed into a huge industry.

Hydrocolloid polysaccharides have significant importance, both technologically and economically, since they are used in the food, pharmaceutical, medicinal, and biotechnological industries, due to their distinct physicochemical properties. Increase in demand for seaweeds in the manufacture of hydrocolloids, such as agar, alginate, and carrageenan, is anticipated to boost the adoption of seaweeds during the forecast period. Moreover, they are applicable in human food, hydrocolloids, fertilizers, animal feed additives, aquaculture, biofuel, and wastewater treatment, which increase their consumption. Untapped markets in North American and European countries are anticipated to open new opportunities for the seaweed manufacturers, thereby driving the market growth. However, volatility in the prices of seaweed due to unstable supply

and constant change in weather patterns hamper the market growth. The seaweed market is segmented based on product, application, and region. Depending on product, the market is fragmented into red, brown, and green seaweed. The applications covered in the study include human food, hydrocolloids, fertilizers, animal feed additives, and others. By Region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA. Some of the major players analyzed in this report are Cargill Inc., DuPont, Groupe Roullier, Irish Seaweeds, Qingdao Gather Great Ocean Algae Industry Group (GGOG), Annie Chun's Inc., Chase Organics, GimMe Health Foods, Maine Coast Sea Vegetables, and Mara Seaweed.

KEY BENEFITS

This report provides a quantitative analysis of the current trends, estimations, and dynamics of the global seaweed market from 2017 to 2024 to identify the prevailing market opportunities.

The key countries in all the major regions are mapped based on their market share.

Porter's Five Forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global industry.

Market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of market players.

The report includes the analysis of the regional as well as global market, key players, market segments, application areas, and growth strategies.

KEY MARKET SEGMENTS

By Product

Red

Brown

Green

By Application

Human Food

Hydrocolloids

Fertilizers

Animal Feed Additives

Others

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Denmark

Rest of Europe

Asia-Pacific

China

Indonesia

Philippines

Korea

Japan

Rest of Asia-Pacific

LAMEA

Saudi Arabia

UAE

South Africa

Tanzania

Rest of LAMEA

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key benefits for stakeholders
- 1.3. Key market segments
- 1.4. Research methodology
 - 1.4.1. Primary research
 - 1.4.2. Secondary research
 - 1.4.3. Analyst tools and models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. Key finding of the study
- 2.2. CXO perspective

CHAPTER 3: MARKET OVERVIEW

- 3.1. Market definition and scope
- 3.2. Key findings
 - 3.2.1. Top investment pocket
 - 3.2.2. Top winning strategies
 - 3.2.3. Top winning strategies, by year, 2015-2017
 - 3.2.4. Top winning strategies, by development, 2015-2017 (%)
 - 3.2.5. Top winning strategies, by company, 2015-2017
- 3.3. Porter's five forces analysis
 - 3.3.1. Bargaining power of suppliers
 - 3.3.2. Bargaining power of buyer
 - 3.3.3. Threat of new entrants
 - 3.3.4. Threat of substitute
 - 3.3.5. Intensity of competitive rivalry
- 3.4. Market dynamics
 - 3.4.1. Drivers
 - 3.4.1.1. The rise in demand for seaweeds in the manufacture of hydrocolloids
 - 3.4.1.2. Increasing applications of seaweed
 - 3.4.2. Restraints
 - 3.4.2.1. Volatility in the prices of seaweed
 - 3.4.3. Opportunities

- 3.4.3.1. Growing application of seaweed in biofuel
- 3.4.3.1. Untapped market in North America and Europe
- 3.5. Top player positioning

CHAPTER 4: SEAWEED MARKET, BY PRODUCT

- 4.1. Overview
 - 4.1.1. Market size and forecast
- 4.2. Red Seaweed
 - 4.2.1. Key market trends, growth factors, and opportunities
 - 4.2.2. Market size and forecast
 - 4.2.3. Market analysis by country
- 4.3. Brown Seaweed
 - 4.3.1. Key market trends, growth factors, and opportunities
 - 4.3.2. Market size and forecast
 - 4.3.3. Market analysis by country
- 4.4. Green Seaweed
 - 4.4.1. Key market trends, growth factors, and opportunities
 - 4.4.2. Market size and forecast
 - 4.4.3. Market analysis by country

CHAPTER 5: SEAWEED MARKET, BY APPLICATION

- 5.1. Overview
 - 5.1.1. Market size and forecast
- 5.2. Human Food
 - 5.2.1. Key market trends, growth factors, and opportunities
 - 5.2.2. Market size and forecast
 - 5.2.3. Market analysis by country
- 5.3. Hydrocolloids
 - 5.3.1. Key market trends, growth factors, and opportunities
 - 5.3.2. Market size and forecast
 - 5.3.3. Market analysis by country
- 5.4. Fertilizers
 - 5.4.1. Key market trends, growth factors, and opportunities
 - 5.4.2. Market size and forecast
 - 5.4.3. Market analysis by country
- 5.5. Animal Feed Additive
 - 5.5.1. Key market trends, growth factors, and opportunities

- 5.5.2. Market size and forecast
- 5.5.3. Market analysis by country
- 5.6. Others
 - 5.6.1. Key market trends, growth factors, and opportunities
 - 5.6.2. Market size and forecast
 - 5.6.3. Market analysis by country

CHAPTER 6: SEAWEED MARKET, BY REGION

- 6.1. Overview
 - 6.1.1. Market size and forecast
- 6.2. North America
 - 6.2.1. Key market trends, growth factors, and opportunities
 - 6.2.2. Market size and forecast, by product
 - 6.2.3. Market size and forecast, by application
 - 6.2.4. Market size and forecast, by country
 - 6.2.5. U.S.
 - 6.2.5.1. Market size and forecast, by product
 - 6.2.5.2. Market size and forecast, by application
 - 6.2.6. Canada
 - 6.2.6.1. Market size and forecast, by product
 - 6.2.6.2. Market size and forecast, by application
 - 6.2.7. Mexico
 - 6.2.7.1. Market size and forecast, by product
 - 6.2.7.2. Market size and forecast, by application
- 6.3. Europe
 - 6.3.1. Key market trends, growth factors, and opportunities
 - 6.3.2. Market size and forecast, by product
 - 6.3.3. Market size and forecast, by application
 - 6.3.4. Market size and forecast, by country
 - 6.3.5. UK
 - 6.3.5.1. Market size and forecast, by product
 - 6.3.5.2. Market size and forecast, by application
 - 6.3.6. Germany
 - 6.3.6.1. Market size and forecast, by product
 - 6.3.6.2. Market size and forecast, by Application
 - 6.3.7. France
 - 6.3.7.1. Market size and forecast, by product
 - 6.3.7.2. Market size and forecast, by application

6.3.8. Italy

6.3.8.1. Market size and forecast, by product

6.3.8.2. Market size and forecast, by application

6.3.9. Spain

6.3.9.1. Market size and forecast, by product

6.3.9.2. Market size and forecast, by application

6.3.10. Denmark

6.3.10.1. Market size and forecast, by product

6.3.10.2. Market size and forecast, by application

6.3.11. Rest of Europe

6.3.11.1. Market size and forecast, by product

6.3.11.2. Market size and forecast, by application

6.4. Asia-Pacific

6.4.1. Key market trends, growth factors, and opportunities

6.4.2. Market size and forecast, by product

6.4.3. Market size and forecast, by Application

6.4.4. Market size and forecast, by country

6.4.5. China

6.4.5.1. Market size and forecast, by product

6.4.5.2. Market size and forecast, by application

6.4.6. Indonesia

6.4.6.1. Market size and forecast, by product

6.4.6.2. Market size and forecast, by application

6.4.7. Philippines

6.4.7.1. Market size and forecast, by product

6.4.7.2. Market size and forecast, by application

6.4.8. Korea

6.4.8.1. Market size and forecast, by product

6.4.8.2. Market size and forecast, by application

6.4.9. Japan

6.4.9.1. Market size and forecast, by product

6.4.9.2. Market size and forecast, by application

6.4.10. Rest of Asia-Pacific

6.4.10.1. Market size and forecast, by product

6.4.10.2. Market size and forecast, by application

6.5. LAMEA

6.5.1. Key market trends, growth factors, and opportunities

6.5.2. Market size and forecast, by product

6.5.3. Market size and forecast, by application

- 6.5.4. Market size and forecast, by country
- 6.5.5. Saudi Arabia
 - 6.5.5.1. Market size and forecast, by product
 - 6.5.5.2. Market size and forecast, by application
- 6.5.6. UAE
 - 6.5.6.1. Market size and forecast, by product
 - 6.5.6.2. Market size and forecast, by application
- 6.5.7. South Africa
 - 6.5.7.1. Market size and forecast, by product
 - 6.5.7.2. Market size and forecast, by application
- 6.5.8. Tanzania
 - 6.5.8.1. Market size and forecast, by product
 - 6.5.8.2. Market size and forecast, by application
- 6.5.9. Rest of LAMEA
 - 6.5.9.1. Market size and forecast, by product
 - 6.5.9.2. Market size and forecast, by Application

CHAPTER 7: COMPANY PROFILES

- 7.1. Cargill, Incorporated
 - 7.1.1. Company overview
 - 7.1.2. Company snapshot
 - 7.1.3. Operating business segments
 - 7.1.4. Product portfolio
 - 7.1.5. Business performance
 - 7.1.6. Key strategic moves and developments
- 7.2. Chase Organics
 - 7.2.1. Company overview
 - 7.2.2. Company snapshot
 - 7.2.3. Operating business segments
 - 7.2.4. Product portfolio
- 7.3. CJ CheilJedang Corp.(Annie Chuns Inc.)
 - 7.3.1. Company overview
 - 7.3.2. Company snapshot
 - 7.3.3. Operating business segments
 - 7.3.4. Product portfolio
 - 7.3.5. Business performance
 - 7.3.6. Key strategic moves and developments
- 7.4. DowDuPont Inc.

- 7.4.1. Company overview
- 7.4.2. Company snapshot
- 7.4.3. Operating business segments
- 7.4.4. Product portfolio
- 7.4.5. Business performance
- 7.4.6. Key strategic moves and developments
- 7.5. GimMe Health Foods LLC
 - 7.5.1. Company overview
 - 7.5.2. Company snapshot
 - 7.5.3. Product portfolio
- 7.6. Groupe Roullier
 - 7.6.1. Company overview
 - 7.6.2. Company snapshot
 - 7.6.3. Operating business segments
 - 7.6.4. Product portfolio
- 7.7. Irish Seaweeds
 - 7.7.1. Company overview
 - 7.7.2. Company snapshot
 - 7.7.3. Product portfolio
- 7.8. Maine Coast Sea Vegetables, Inc.
 - 7.8.1. Company overview
 - 7.8.2. Company snapshot
 - 7.8.3. Product portfolio
- 7.9. Mara Seaweed
 - 7.9.1. Company overview
 - 7.9.2. Company snapshot
 - 7.9.3. Product portfolio
- 7.10. Qingdao Gather Great Ocean Algae Industry Group Co Ltd
 - 7.10.1. Company overview
 - 7.10.2. Company snapshot
 - 7.10.3. Product portfolio

List Of Tables

LIST OF TABLES

TABLE 01. GLOBAL SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024 (\$MILLION)

TABLE 02. GLOBAL SEAWEED MARKET VOLUME, BY PRODUCT, 2017-2024 (KILOTONS)

TABLE 03. RED SEAWEED MARKET VALUE, BY REGION, 2017-2024 (\$MILLION)

TABLE 04. BROWN SEAWEED MARKET VALUE, BY REGION, 2017-2024 (\$MILLION)

TABLE 05. GREEN SEAWEED MARKET VALUE, BY REGION, 2017-2024 (\$MILLION)

TABLE 06. GLOBAL SEAWEED MARKET VALUE, BY APPLICATION, 2017-2024 (\$MILLION)

TABLE 07. GLOBAL SEAWEED MARKET VOLUME, BY APPLICATION, 2017-2024 (KILOTONS)

TABLE 08. SEAWEED MARKET VALUE FOR HUMAN FOOD, BY REGION, 2017-2024 (\$MILLION)

TABLE 09. SEAWEED MARKET VALUE FOR HYDROCOLLOIDS, BY REGION, 2017-2024 (\$MILLION)

TABLE 10. SEAWEED MARKET VALUE FOR FERTILIZERS, BY REGION, 2017-2024 (\$MILLION)

TABLE 11. SEAWEED MARKET VALUE FOR ANIMAL FEED ADDITIVES, BY REGION, 2017-2024 (\$MILLION)

TABLE 12. SEAWEED MARKET VALUE FOR OTHERS, BY REGION, 2017-2024 (\$MILLION)

TABLE 13. SEAWEED MARKET VALUE, BY REGION, 2017-2024 (\$MILLION)

TABLE 14. SEAWEED MARKET VOLUME, BY REGION, 2017-2024 (KILOTONS)

TABLE 15. NORTH AMERICA SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024 (\$MILLION)

TABLE 16. NORTH AMERICA SEAWEED MARKET VALUE, BY APPLICATION, 2017-2024 (\$MILLION)

TABLE 17. NORTH AMERICA SEAWEED MARKET VALUE, BY COUNTRY, 2017-2024 (\$MILLION)

TABLE 18. NORTH AMERICA SEAWEED MARKET VOLUME, BY COUNTRY, 2017-2024 (KILOTONS)

TABLE 19. U.S. SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024 (\$MILLION)

TABLE 20. U.S. SEAWEED MARKET VOLUME, BY PRODUCT, 2017-2024 (KILOTONS)

TABLE 21. U.S. SEAWEED MARKET VALUE, BY APPLICATION, 2017-2024
(\$MILLION)

TABLE 22. U.S. SEAWEED MARKET VOLUME, BY APPLICATION, 2017-2024
(KILOTONS)

TABLE 23. CANADA SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024
(\$MILLION)

TABLE 24. CANADA SEAWEED MARKET VOLUME, BY PRODUCT, 2017-2024
(KILOTONS)

TABLE 25. CANADA SEAWEED MARKET VALUE, BY APPLICATION, 2017-2024
(\$MILLION)

TABLE 26. CANADA SEAWEED MARKET VOLUME, BY APPLICATION, 2017-2024
(KILOTONS)

TABLE 27. MEXICO SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024
(\$MILLION)

TABLE 28. MEXICO SEAWEED MARKET VOLUME, BY PRODUCT, 2017-2024
(KILOTONS)

TABLE 29. MEXICO SEAWEED MARKET VALUE, BY APPLICATION, 2017-2024
(\$MILLION)

TABLE 30. MEXICO SEAWEED MARKET VOLUME, BY APPLICATION, 2017-2024
(KILOTONS)

TABLE 31. EUROPE SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024
(\$MILLION)

TABLE 32. EUROPE SEAWEED MARKET VALUE, BY APPLICATION, 2017-2024
(\$MILLION)

TABLE 33. EUROPE SEAWEED MARKET VALUE, BY COUNTRY, 2017-2024
(\$MILLION)

TABLE 34. EUROPE SEAWEED MARKET VOLUME, BY COUNTRY, 2017-2024
(KILOTONS)

TABLE 35. UK SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024 (\$MILLION)

TABLE 36. UK SEAWEED MARKET VOLUME, BY PRODUCT, 2017-2024
(KILOTONS)

TABLE 37. UK SEAWEED MARKET VALUE, BY APPLICATION, 2017-2024
(\$MILLION)

TABLE 38. UK SEAWEED MARKET VOLUME, BY APPLICATION, 2017-2024
(KILOTONS)

TABLE 39. GERMANY SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024
(\$MILLION)

TABLE 40. GERMANY SEAWEED MARKET VOLUME, BY PRODUCT, 2017-2024
(KILOTONS)

TABLE 41. GERMANY SEAWEED MARKET VALUE, BY APPLICATION, 2017-2024
(\$MILLION)

TABLE 42. GERMANY SEAWEED MARKET VOLUME, BY APPLICATION, 2017-2024
(KILOTONS)

TABLE 43. FRANCE SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024
(\$MILLION)

TABLE 44. FRANCE SEAWEED MARKET VOLUME, BY PRODUCT, 2017-2024
(KILOTONS)

TABLE 45. FRANCE SEAWEED MARKET VALUE, BY APPLICATION, 2017-2024
(\$MILLION)

TABLE 46. FRANCE SEAWEED MARKET VOLUME, BY APPLICATION, 2017-2024
(KILOTONS)

TABLE 47. ITALY SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024
(\$MILLION)

TABLE 48. ITALY SEAWEED MARKET VOLUME, BY PRODUCT, 2017-2024
(KILOTONS)

TABLE 49. ITALY SEAWEED MARKET VALUE, BY APPLICATION, 2017-2024
(\$MILLION)

TABLE 50. ITALY SEAWEED MARKET VOLUME, BY APPLICATION, 2017-2024
(KILOTONS)

TABLE 51. SPAIN SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024
(\$MILLION)

TABLE 52. SPAIN SEAWEED MARKET VOLUME, BY PRODUCT, 2017-2024
(KILOTONS)

TABLE 53. SPAIN SEAWEED MARKET VALUE, BY APPLICATION, 2017-2024
(\$MILLION)

TABLE 54. SPAIN SEAWEED MARKET VOLUME, BY APPLICATION, 2017-2024
(KILOTONS)

TABLE 55. DENMARK SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024
(\$MILLION)

TABLE 56. DENMARK SEAWEED MARKET VOLUME, BY PRODUCT, 2017-2024
(KILOTONS)

TABLE 57. DENMARK SEAWEED MARKET VALUE, BY APPLICATION, 2017-2024
(\$MILLION)

TABLE 58. DENMARK SEAWEED MARKET VOLUME, BY APPLICATION, 2017-2024
(KILOTONS)

TABLE 59. REST OF EUROPE SEAWEED MARKET VALUE, BY PRODUCT,
2017-2024 (\$MILLION)

TABLE 60. REST OF EUROPE SEAWEED MARKET VOLUME, BY PRODUCT,

2017-2024 (KILOTONS)

TABLE 61. REST OF EUROPE SEAWEED MARKET VALUE, BY APPLICATION,
2017-2024 (\$MILLION)

TABLE 62. REST OF EUROPE SEAWEED MARKET VOLUME, BY APPLICATION,
2017-2024 (KILOTONS)

TABLE 63. ASIA-PACIFIC SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024
(\$MILLION)

TABLE 64. ASIA-PACIFIC SEAWEED MARKET VALUE, BY APPLICATION,
2017-2024 (\$MILLION)

TABLE 65. ASIA-PACIFIC SEAWEED MARKET VALUE, BY COUNTRY, 2017-2024
(\$MILLION)

TABLE 66. ASIA-PACIFIC SEAWEED MARKET VOLUME, BY COUNTRY, 2017-2024
(KILOTONS)

TABLE 67. CHINA SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024
(\$MILLION)

TABLE 68. CHINA SEAWEED MARKET VOLUME, BY PRODUCT, 2017-2024
(KILOTONS)

TABLE 69. CHINA SEAWEED MARKET VALUE, BY APPLICATION, 2017-2024
(\$MILLION)

TABLE 70. CHINA SEAWEED MARKET VOLUME, BY APPLICATION, 2017-2024
(KILOTONS)

TABLE 71. INDONESIA SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024
(\$MILLION)

TABLE 72. INDONESIA SEAWEED MARKET VOLUME, BY PRODUCT, 2017-2024
(KILOTONS)

TABLE 73. INDONESIA SEAWEED MARKET VALUE, BY APPLICATION, 2017-2024
(\$MILLION)

TABLE 74. INDONESIA SEAWEED MARKET VOLUME, BY APPLICATION, 2017-2024
(KILOTONS)

TABLE 75. PHILIPPINES SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024
(\$MILLION)

TABLE 76. PHILIPPINES SEAWEED MARKET VOLUME, BY PRODUCT, 2017-2024
(KILOTONS)

TABLE 77. PHILIPPINES SEAWEED MARKET VALUE, BY APPLICATION, 2017-2024
(\$MILLION)

TABLE 78. PHILIPPINES SEAWEED MARKET VOLUME, BY APPLICATION,
2017-2024 (KILOTONS)

TABLE 79. KOREA SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024
(\$MILLION)

TABLE 80. KOREA SEAWEED MARKET VOLUME, BY PRODUCT, 2017-2024
(KILOTONS)

TABLE 81. KOREA SEAWEED MARKET VALUE, BY APPLICATION, 2017-2024
(\$MILLION)

TABLE 82. KOREA SEAWEED MARKET VOLUME, BY APPLICATION, 2017-2024
(KILOTONS)

TABLE 83. JAPAN SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024
(\$MILLION)

TABLE 84. JAPAN SEAWEED MARKET VOLUME, BY PRODUCT, 2017-2024
(KILOTONS)

TABLE 85. JAPAN SEAWEED MARKET VALUE, BY APPLICATION, 2017-2024
(\$MILLION)

TABLE 86. JAPAN SEAWEED MARKET VOLUME, BY APPLICATION, 2017-2024
(KILOTONS)

TABLE 87. REST OF ASIA-PACIFIC SEAWEED MARKET VALUE, BY PRODUCT,
2017-2024 (\$MILLION)

TABLE 88. REST OF ASIA-PACIFIC SEAWEED MARKET VOLUME, BY PRODUCT,
2017-2024 (KILOTONS)

TABLE 89. REST OF ASIA-PACIFIC SEAWEED MARKET VALUE, BY APPLICATION,
2017-2024 (\$MILLION)

TABLE 90. REST OF ASIA-PACIFIC SEAWEED MARKET VOLUME, BY
APPLICATION, 2017-2024 (KILOTONS)

TABLE 91. LAMEA SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024
(\$MILLION)

TABLE 92. LAMEA SEAWEED MARKET VALUE, BY APPLICATION, 2017-2024
(\$MILLION)

TABLE 93. LAMEA SEAWEED MARKET VALUE, BY COUNTRY, 2017-2024
(\$MILLION)

TABLE 94. LAMEA SEAWEED MARKET VOLUME, BY COUNTRY, 2017-2024
(KILOTONS)

TABLE 95. SAUDI ARABIA SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024
(\$MILLION)

TABLE 96. SAUDI ARABIA SEAWEED MARKET VOLUME, BY PRODUCT, 2017-2024
(KILOTONS)

TABLE 97. SAUDI ARABIA SEAWEED MARKET VALUE, BY APPLICATION,
2017-2024 (\$MILLION)

TABLE 98. SAUDI ARABIA SEAWEED MARKET VOLUME, BY APPLICATION,
2017-2024 (KILOTONS)

TABLE 99. UAE SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024 (\$MILLION)

TABLE 100. UAE SEAWEED MARKET VOLUME, BY PRODUCT, 2017-2024
(KILOTONS)

TABLE 101. UAE SEAWEED MARKET VALUE, BY APPLICATION, 2017-2024
(\$MILLION)

TABLE 102. UAE SEAWEED MARKET VOLUME, BY APPLICATION, 2017-2024
(KILOTONS)

TABLE 103. SOUTH AFRICA SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024
(\$MILLION)

TABLE 104. SOUTH AFRICA SEAWEED MARKET VOLUME, BY PRODUCT,
2017-2024 (KILOTONS)

TABLE 105. SOUTH AFRICA SEAWEED MARKET VALUE, BY APPLICATION,
2017-2024 (\$MILLION)

TABLE 106. SOUTH AFRICA SEAWEED MARKET VOLUME, BY APPLICATION,
2017-2024 (KILOTONS)

TABLE 107. TANZANIA SEAWEED MARKET VALUE, BY PRODUCT, 2017-2024
(\$MILLION)

TABLE 108. TANZANIA SEAWEED MARKET VOLUME, BY PRODUCT, 2017-2024
(KILOTONS)

TABLE 109. TANZANIA SEAWEED MARKET VALUE, BY APPLICATION, 2017-2024
(\$MILLION)

TABLE 110. TANZANIA SEAWEED MARKET VOLUME, BY APPLICATION, 2017-2024
(KILOTONS)

TABLE 111. REST OF LAMEA SEAWEED MARKET VALUE, BY PRODUCT,
2017-2024 (\$MILLION)

TABLE 112. REST OF LAMEA SEAWEED MARKET VOLUME, BY PRODUCT,
2017-2024 (KILOTONS)

TABLE 113. REST OF LAMEA SEAWEED MARKET VALUE, BY APPLICATION,
2017-2024 (\$MILLION)

TABLE 114. REST OF LAMEA SEAWEED MARKET VOLUME, BY APPLICATION,
2017-2024 (KILOTONS)

TABLE 115. CARGILL: COMPANY SNAPSHOT

TABLE 116. CARGILL: OPERATING SEGMENTS

TABLE 117. CARGILL: PRODUCT PORTFOLIO

TABLE 118. CHASE ORGANICS: COMPANY SNAPSHOT

TABLE 119. CHASE ORGANICS: OPERATING SEGMENTS

TABLE 120. CHASE ORGANICS: PRODUCT PORTFOLIO

TABLE 121. CJ CHEILJEDANG: COMPANY SNAPSHOT

TABLE 122. CJ CHEILJEDANG: OPERATING SEGMENTS

TABLE 123. CJ CHEILJEDANG: PRODUCT PORTFOLIO

TABLE 124.	DOWDUPONT: COMPANY SNAPSHOT
TABLE 125.	DOWDUPONT: OPERATING SEGMENTS
TABLE 126.	DOWDUPONT: PRODUCT PORTFOLIO
TABLE 127.	GIMME: COMPANY SNAPSHOT
TABLE 128.	GIMME: PRODUCT PORTFOLIO
TABLE 129.	GROUPE ROULLIER: COMPANY SNAPSHOT
TABLE 130.	GROUPE ROULLIER: OPERATING SEGMENTS
TABLE 131.	GROUPE ROULLIER: PRODUCT PORTFOLIO
TABLE 132.	IRISH SEAWEEDS: COMPANY SNAPSHOT
TABLE 133.	IRISH SEAWEEDS: PRODUCT PORTFOLIO
TABLE 134.	MAINE COAST SEA VEGETABLES: COMPANY SNAPSHOT
TABLE 135.	MAINE COAST SEA VEGETABLES: PRODUCT PORTFOLIO
TABLE 136.	MARA SEAWEED: COMPANY SNAPSHOT
TABLE 137.	MARA SEAWEED: PRODUCT PORTFOLIO
TABLE 138.	GGOG: COMPANY SNAPSHOT
TABLE 139.	GGOG: PRODUCT PORTFOLIO

List Of Figures

LIST OF FIGURES

FIGURE 01. KEY MARKET SEGMENTS

FIGURE 02. TOP INVESTMENT POCKET, BY COUNTRY, 2017

FIGURE 03. LOW BARGAINING POWER OF SUPPLIERS

FIGURE 04. HIGH BARGAINING POWER OF BUYER

FIGURE 05. MODERATE THEREAT OF NEW ENTRANTS

FIGURE 06. LOW THREAT OF SUBSTITUTE

FIGURE 07. MODERATE INTENSITY OF COMPETITIVE RIVALRY

FIGURE 08. TOP PLAYER POSITIONING

FIGURE 09. GLOBAL SEAWEED MARKET SHARE, BY PRODUCT, 2017-2024

FIGURE 10. COMPARATIVE SHARE ANALYSIS OF RED SEAWEED MARKET VALUE, BY COUNTRY, 2017 & 2024 (%)

FIGURE 11. COMPARATIVE SHARE ANALYSIS OF RED SEAWEED MARKET VOLUME, BY COUNTRY, 2017 & 2024 (%)

FIGURE 12. COMPARATIVE SHARE ANALYSIS OF BROWN SEAWEED MARKET VALUE, BY COUNTRY, 2017 & 2024 (%)

FIGURE 13. COMPARATIVE SHARE ANALYSIS OF BROWN SEAWEED MARKET VOLUME, BY COUNTRY, 2017 & 2024 (%)

FIGURE 14. COMPARATIVE SHARE ANALYSIS OF GREEN SEAWEED MARKET VALUE, BY COUNTRY, 2017 & 2024 (%)

FIGURE 15. COMPARATIVE SHARE ANALYSIS OF GREEN SEAWEED MARKET VOLUME, BY COUNTRY, 2017 & 2024 (%)

FIGURE 16. GLOBAL SEAWEED MARKET SHARE, BY APPLICATION, 2017-2024

FIGURE 17. COMPARATIVE SHARE ANALYSIS OF SEAWEED MARKET VALUE FOR HUMAN FOOD, BY COUNTRY, 2017 & 2024 (%)

FIGURE 18. COMPARATIVE SHARE ANALYSIS OF SEAWEED MARKET VOLUME FOR HUMAN FOOD, BY COUNTRY, 2017 & 2024 (%)

FIGURE 19. COMPARATIVE SHARE ANALYSIS OF SEAWEED MARKET VALUE FOR HYDROCOLLOIDS, BY COUNTRY, 2017 & 2024 (%)

FIGURE 20. COMPARATIVE SHARE ANALYSIS OF SEAWEED MARKET VOLUME FOR HYDROCOLLOIDS, BY COUNTRY, 2017 & 2024 (%)

FIGURE 21. COMPARATIVE SHARE ANALYSIS OF SEAWEED MARKET VALUE FOR FERTILIZERS, BY COUNTRY, 2017 & 2024 (%)

FIGURE 22. COMPARATIVE SHARE ANALYSIS OF SEAWEED MARKET VOLUME FOR FERTILIZERS, BY COUNTRY, 2017 & 2024 (%)

FIGURE 23. COMPARATIVE SHARE ANALYSIS OF SEAWEED MARKET VALUE

FOR ANIMAL FEED ADDITIVES, BY COUNTRY, 2017 & 2024 (%)

FIGURE 24. COMPARATIVE SHARE ANALYSIS OF SEAWEED MARKET VOLUME
FOR ANIMAL FEED ADDITIVES, BY COUNTRY, 2017 & 2024 (%)

FIGURE 25. COMPARATIVE SHARE ANALYSIS OF SEAWEED MARKET VALUE
FOR OTHERS, BY COUNTRY, 2017 & 2024 (%)

FIGURE 26. COMPARATIVE SHARE ANALYSIS OF SEAWEED MARKET VOLUME
FOR OTHERS, BY COUNTRY, 2017 & 2024 (%)

FIGURE 27. GLOBAL SEAWEED MARKET SHARE, BY REGION, 2017-2024

FIGURE 28. U.S. SEAWEED MARKET, 2017-2024 (\$MILLION)

FIGURE 29. CANADA SEAWEED MARKET, 2017-2024 (\$MILLION)

FIGURE 30. MEXICO SEAWEED MARKET, 2017-2024 (\$MILLION)

FIGURE 31. UK SEAWEED MARKET, 2017-2024 (\$MILLION)

FIGURE 32. GERMANY SEAWEED MARKET, 2017-2024 (\$MILLION)

FIGURE 33. FRANCE SEAWEED MARKET, 2017-2024 (\$MILLION)

FIGURE 34. ITALY SEAWEED MARKET, 2017-2024 (\$MILLION)

FIGURE 35. SPAIN SEAWEED MARKET, 2017-2024 (\$MILLION)

FIGURE 36. DENMARK SEAWEED MARKET, 2017-2024 (\$MILLION)

FIGURE 37. REST OF EUROPE SEAWEED MARKET, 2017-2024 (\$MILLION)

FIGURE 38. CHINA SEAWEED MARKET, 2017-2024 (\$MILLION)

FIGURE 39. INDONESIA SEAWEED MARKET, 2017-2024 (\$MILLION)

FIGURE 40. PHILIPPINES SEAWEED MARKET, 2017-2024 (\$MILLION)

FIGURE 41. KOREA SEAWEED MARKET, 2017-2024 (\$MILLION)

FIGURE 42. JAPAN SEAWEED MARKET, 2017-2024 (\$MILLION)

FIGURE 43. REST OF ASIA-PACIFIC SEAWEED MARKET, 2017-2024 (\$MILLION)

FIGURE 44. SAUDI ARABIA SEAWEED MARKET, 2017-2024 (\$MILLION)

FIGURE 45. UAE SEAWEED MARKET, 2017-2024 (\$MILLION)

FIGURE 46. SOUTH AFRICA SEAWEED MARKET, 2017-2024 (\$MILLION)

FIGURE 47. TANZANIA SEAWEED MARKET, 2017-2024 (\$MILLION)

FIGURE 48. REST OF LAMEA SEAWEED MARKET, 2017-2024 (\$MILLION)

FIGURE 49. CARGILL: NET SALES, 2015-2017 (\$MILLION)

FIGURE 50. CARGILL: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 51. CJ CHEILJEDANG: NET SALES, 2015-2017 (\$MILLION)

FIGURE 52. CJ CHEILJEDANG: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 53. CJ CHEILJEDANG: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 54. DOWDUPONT: NET SALES, 2015-2017 (\$MILLION)

FIGURE 55. DOWDUPONT: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 56. DOWDUPONT: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

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