

# **Commercial Seaweeds Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Type (Brown Seaweeds, Green Seaweeds and Red Seaweeds), By Form (Liquid, Powdered and Flakes), By Application (Agriculture, Human Food, Animal Feed and Others), By Region and Competition**

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## **Abstracts**

Global Commercial Seaweeds Market has valued at USD 9.58 Billion in 2022 and is anticipated to project impressive growth in the forecast period with a CAGR of 3.24% through 2028. Commercial seaweeds, also known as macroalgae, are extensively utilized for their nutritional, industrial, and agricultural benefits. These large and complex marine algae offer a wide range of vitamins, proteins, and minerals, providing a nutritional boost to various dishes. Moreover, they possess antioxidant, anti-inflammatory, and anti-microbial properties, making them highly valued ingredients in health supplements and skincare products. Commercial seaweeds are commonly used in the preparation of sushi rolls, soups, and salads, and are also instrumental in the extraction of hydrocolloids like agar, alginate, and carrageenan, which serve as vital thickening and stabilizing agents in the food industry.

The market for commercial seaweeds is experiencing growth due to the increasing consumption of these seaweeds, which are rich in omega-3 fatty acids that contribute to heart health. Furthermore, their utilization in the agricultural sector as biofertilizers and bio stimulants has gained momentum, as they promote plant growth, increase crop yield, and improve soil health, thereby supporting sustainable farming practices. The demand for commercial seaweeds is also driven by their widespread use in Asian cuisine in restaurants and hotels. Additionally, the employment of commercial seaweeds

in aquaculture plays a crucial role in marine ecosystems, providing food and habitat for various marine species, further bolstering market growth.

## Key Market Drivers

### Rising Health Consciousness Among the Masses

The commercial seaweed market is currently experiencing significant growth. This growth can be attributed to the increasing health consciousness among the global population. As people become more aware of the importance of maintaining a healthy lifestyle, there is a growing interest in consuming natural and organic products. Seaweeds, being a type of marine vegetable, have emerged as a popular choice due to their rich nutritional profile.

These marine vegetables are not only low in calories but also packed with essential nutrients such as minerals, vitamins, dietary fibers, proteins, and bioactive compounds. As a result, they offer numerous health benefits, making them an integral part of the modern balanced diet. For instance, consuming commercial seaweed can help maintain heart health, control blood sugar levels, enhance digestion, boost immunity, and promote overall well-being. These benefits have particularly appealed to the health-conscious segment of consumers. In addition to the rising demand driven by health consciousness, the commercial seaweed market is also benefiting from extensive research and development (R&D) activities. This, coupled with continuous innovations in the food and beverage (F&B) industry, has led to the incorporation of seaweed into various health-promoting products. The versatility of seaweed as an ingredient has allowed for its integration into a wide range of F&B products, catering to different consumer preferences and needs.

### Increasing Demand for Effective Skincare Products with Natural Ingredients

The commercial seaweeds market is experiencing a surge in demand due to the growing need for effective skincare products that harness the power of natural ingredients. Seaweeds, also known as marine macroalgae, are renowned for their impressive nutrient profile, encompassing vital vitamins, minerals, amino acids, antioxidants, and fatty acids. These remarkable bioactive compounds possess a multitude of benefits for skin health and rejuvenation, including antioxidant, anti-inflammatory, and anti-aging properties.

Recognizing the increasing consumer preference for skincare solutions with natural

ingredients, the global skincare industry is actively incorporating various species of seaweed into a wide array of products. From facial cleansers, toners, masks, and serums to moisturizers and body lotions, seaweed is emerging as a favored ingredient, significantly impacting the commercial seaweed market.

Furthermore, seaweed extracts offer a protective shield for the skin against environmental stressors like pollutants and UV radiation, which are major contributors to premature skin aging. As consumers become more aware of these advantages, the demand for seaweed-based skincare products continues to rise, thereby fueling the growth of the commercial seaweed market. With the convergence of the increasing demand for effective skincare solutions and the remarkable properties of seaweed, the commercial seaweed market is poised for even greater expansion and innovation.

### Rising Demand for Seaweed in Biofuels & Bioenergy Production

Currently, the increasing utilization of biofuel as a sustainable energy source is driving the growth of the commercial seaweeds market. Biofuels, derived from living organisms or metabolic by-products, offer a promising solution to the rising energy demands. The pursuit of green energy alternatives is motivated by the dual objectives of reducing greenhouse gas emissions and minimizing reliance on fossil fuels. In this regard, seaweed-derived biofuels, also known as seaweed bioenergy, are emerging as a viable choice. The market dynamics are also influenced by extensive research and development (R&D) efforts focused on optimizing the biofuel production process from seaweed. Advances in biotechnology and genetic engineering are enhancing the biofuel yield from seaweed, thus increasing their commercial viability. Moreover, improvements in cultivation methods, harvesting techniques, and bioconversion processes are enabling more efficient and cost-effective production of seaweed biofuels, thereby contributing to the growth of the commercial seaweed market.

### Increasing Use of Seaweed in The Food & Beverage Industry

The global food and beverage industry is witnessing a rising trend of incorporating seaweed into various products, which is expected to boost the demand for commercial seaweeds globally. Seaweeds are touted as a superfood due to their rich nutrient profile, including vitamins, minerals, and antioxidants. They are low in calories and have high fiber content, making them a sought-after ingredient in health-conscious diets. With an increasing consumer shift towards plant-based and organic food products, the acceptance of seaweeds in regular diets has seen a significant upswing. Restaurants and food manufacturers are leveraging this trend by offering innovative seaweed-based

products like snacks, beverages, seasonings, and even desserts. Additionally, seaweeds are being used in food processing as thickeners, stabilizers, and gelling agents, further driving their demand. The surge in seaweed's consumption, backed by their health benefits and versatility in food preparation, is propelling the growth of the commercial seaweeds market. With continued innovations and marketing efforts, the trend is set to ascend, further escalating the global demand for commercial seaweeds.

## Key Market Challenges

### Lack Of Uniform Regulatory Standards Across Different Countries

The growing demand for commercial seaweeds in industries such as food, agriculture, and cosmetics is notably being hindered by the lack of uniform regulatory standards across different countries. This fragmentation of rules and regulations poses a significant challenge to the global commercial seaweed industry. In one country, a particular type of seaweed may be considered safe for use in food products, while in another, the same seaweed may be deemed unfit due to varying standards of toxicity levels. This inconsistency in regulations creates confusion and uncertainty for manufacturers, leading to increased costs as they try to adapt to different regulatory environments. Moreover, the complexity and diversity of the regulatory landscape can act as a deterrent for new market entrants. This lack of a standardized global framework for seaweed regulation, therefore, is expected to decrease the demand for commercial seaweeds globally. As long as these regulatory disparities persist, the full potential of the commercial seaweed market will remain unrealized. Thus, it is crucial for stakeholders to work together towards establishing uniform global standards to foster growth and sustainability in this industry.

### Primitive and Inefficient Harvesting Techniques

The global demand for commercial seaweeds, despite their myriad of advantageous applications, is expected to be negatively affected by primitive and inefficient harvesting techniques. Seaweeds are a renewable marine resource with a wide range of uses in the pharmaceutical, cosmetic, and food industries. However, the methods used to harvest these seaweeds often lack the sophistication and efficiency needed to sustainably meet this demand. Traditional harvesting techniques, such as hand cutting, can be labor-intensive, time-consuming, and often result in the destruction of the marine habitat. This not only reduces the total amount of seaweed available for commercial use, but also disrupts the delicate ecological balance of the marine environment, which can have far-reaching impacts on marine biodiversity. Moreover, these outdated

techniques do not allow for the selective harvesting of seaweeds, which is crucial in maintaining the quality and variety of the products derived from them. As public awareness about environmental sustainability grows, consumers and industries are increasingly opting for products that are sourced sustainably. Thus, the continuation of these primitive and inefficient harvesting techniques could potentially decrease the demand for commercial seaweeds globally. On the other hand, the adoption of more modern, environmentally friendly, and efficient harvesting technologies could reverse this trend, increasing the demand for commercial seaweeds and ensuring their sustainable use for generations to come.

## Key Market Trends

### Expansion of the Seaweed Processing Industry

The global commercial seaweeds market is projected to witness significant growth, largely fueled by the expansion of the seaweed processing industry. Seaweeds, with their diverse applications in food, agriculture, pharmaceuticals, and cosmetics, have seen increased commercial interest. Key to this surge is the versatility of seaweed; it offers nutritional benefits when consumed directly, and its extracts are increasingly used in the production of hydrocolloids like agar, alginate, and carrageenan. However, the most noteworthy factor is the growing awareness of seaweed as a sustainable food source, aligning with global trends towards environmental sustainability and food security. The processing industry is rapidly expanding to accommodate this burgeoning demand, thereby further escalating global commercial seaweed needs. Moreover, technological advancements in seaweed cultivation and harvesting are expected to streamline production and boost yields, contributing to market growth. Lastly, government initiatives encouraging seaweed farming as an alternate livelihood in coastal communities are also expected to bolster the supply, thus fueling the upswing in demand for commercial seaweeds globally.

### Advancements in Seaweed Farming Practices

Rapid advancements in seaweed farming practices are set to fuel the global demand for commercial seaweeds. As a sustainable and renewable resource, seaweeds are gaining significant attention for their applications across diverse sectors, including, but not limited to, food and beverages, pharmaceuticals, and cosmetics. The ongoing innovation in farming methodologies, such as the introduction of integrated multi-trophic aquaculture and the development of advanced harvesting techniques, have resulted in increased production efficiency and yield. Moreover, these advancements are reducing

the environmental impact of seaweed farming, further solidifying its position as a sustainable industry. Enhanced cultivation techniques, coupled with the awareness of seaweeds' nutritional benefits and their potential use in biofuel production, are contributing to the expansion of the commercial seaweed market. Additionally, the support of governmental policies and subsidies for seaweed cultivation projects worldwide is creating a conducive environment for market growth. Therefore, the combination of technological advancements, growing awareness, and supportive policies is expected to drive an upsurge in the global demand for commercial seaweeds.

## Segmental Insights

### Type Insights

Based on the type, the market was dominated by the green seaweeds segment in 2022, attributed to their high beta-carotene content, which has demonstrated efficacy in cancer prevention. The increasing demand for green algae in dietary supplements, particularly in the form of capsules and tablets, is projected to drive the growth of this segment during the forecast period. In terms of product segment, brown seaweed held the highest revenue share in 2022. The brown seaweed segment is expected to experience rapid growth throughout the forecast period, owing to its extensive applications in various industries such as agriculture, animal feed, and food & beverage. Brown seaweeds are primarily utilized as a raw material for extracting the hydrocolloid alginate, as well as for food purposes. Additionally, the product serves as an emulsifier and thickener in syrups, and as a filler in candy bars and salad dressings. Ongoing research on the use of alginic acid in lithium-ion batteries is anticipated to further boost the demand for brown seaweeds within the estimated timeframe.

On the other hand, red seaweeds are primarily consumed as food and are a valuable source of two hydrocolloids, namely carrageenan and agar. Furthermore, red seaweeds are rich in vitamins and proteins, making them an excellent alternative protein source. Notably, red seaweed offers key health benefits such as lowering bad cholesterol and regulating blood sugar levels. Moreover, it is considered a good source of antioxidants, contributing to enhanced immunity and nourished skin. These beneficial properties are expected to drive market growth.

### Application Insights

Based on the Application, the Human Food segment emerged as the leading application segment in 2022, capturing a significant revenue share. This growth can be attributed to



several factors. There is a growing awareness among consumers about the nutrient enrichment and health benefits offered by seaweed. People are increasingly recognizing the value of incorporating seaweed into their diets for its nutritional properties. There is a rising demand for organic and natural food and beverage products, which has further fueled the popularity of seaweed as a key ingredient. This trend is driven by consumers' preference for healthier and more sustainable food options.

Additionally, the demand for seaweeds for direct human consumption is particularly high in the Asia Pacific region, specifically in countries such as China, Indonesia, South Korea, Malaysia, Japan, and the Philippines. This can be attributed to cultural factors, as seaweed has long been a staple in the traditional diets of these regions. The cultural significance of seaweed, coupled with its nutritional benefits, has led to a higher demand for seaweeds for human consumption in these countries.

### Regional Insights

In 2022, the Asia Pacific region emerged as the dominant market for seaweed. Among the countries in this region, China stood out as the largest producer of seaweed, closely followed by Indonesia. Notably, Japan, China, and South Korea emerged as the top consumers of seaweed products in the region. Utilized in both food and medicine, commercial seaweed has a rich history and traditional use in these countries. Its popularity as a marine plant food continues to grow, driven by rising demand in the regional food industry.

Europe and North America are also expected to witness significant market expansion during the forecast period. The increasing demand for vegan and plant-based products is a major driving force behind this growth. Within Europe, countries like Ireland, Iceland, and Norway play a pivotal role as major producers of seaweed. Ireland, in particular, holds dominance in the European seaweed export market, supplying seaweed to various European countries including France, Germany, and the United Kingdom. With such diverse market dynamics, the seaweed industry is poised for significant growth and development across multiple regions.

### Key Market Players

DuPont de Nemours, Inc.

Cargill, Incorporated

Roullier Group

Compo Gmbh & Co. Kg

Biostadt India Limited

Seasol International Pty. Ltd.

Gelymar SA

Acadian Seaplants Limited

CP Kelco

West Coast Marine Bio-Processing Corp.

Report Scope:

In this report, the Global Commercial Seaweeds Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Commercial Seaweeds Market, By Type:

Brown Seaweeds

Green Seaweeds

Red Seaweeds

Commercial Seaweeds Market, By Form:

Liquid

Powdered

Flakes



## Commercial Seaweeds Market, By Application:

Agriculture

Human Food

Animal Feed

Others

## Commercial Seaweeds Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Commercial Seaweeds Market.

Available Customizations:

Global Commercial Seaweeds market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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