

# **India Seaweed Market By Type (Brown, Red, Green), By Method of Cultivation (Single Rope Floating Raft Method, Fixed Bottom Long Thread Method, Integrated Multi-Trophic Aquaculture), By Form (Liquid, Dry), By Application (Human Consumption, Non-Human Consumption), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

India Seaweed Market was valued at USD 2.03 Billion in 2024 and is expected to reach USD 2.12 Billion by 2030 with a CAGR of 3.66% during the forecast period.

The India Seaweed Market is experiencing significant growth, driven by increasing demand across multiple industries, including food and beverages, pharmaceuticals, agriculture, and cosmetics. Seaweed is gaining traction as a valuable resource due to its rich nutritional profile, sustainability, and versatility in applications. In the food industry, the rising consumer preference for plant-based and functional foods has spurred the adoption of seaweed-based products such as snacks, seasonings, and hydrocolloids like agar and carrageenan, which are widely used as gelling, thickening, and stabilizing agents. In agriculture, seaweed-based biofertilizers and biostimulants are gaining prominence as eco-friendly alternatives to chemical fertilizers, enhancing soil health and crop productivity. According to the Central Marine Fisheries Research Institute (CMFRI) report, India has the capacity to produce approximately 9.7 million tonnes (MT) of seaweed across 342 identified potential sites.

The pharmaceutical and cosmetics sectors are also leveraging seaweed extracts for their bioactive properties, including anti-inflammatory, antioxidant, and antimicrobial benefits. Government initiatives promoting seaweed farming, along with research and

development efforts to enhance cultivation techniques, have further accelerated market expansion. Coastal states such as Tamil Nadu and Gujarat are emerging as key production hubs due to favorable climatic conditions and access to marine resources.

However, challenges such as limited large-scale farming infrastructure, supply chain constraints, and regulatory hurdles regarding sustainable harvesting practices pose barriers to market growth. Additionally, the need for improved processing and value addition facilities remains crucial for maximizing economic potential. The involvement of startups and multinational corporations in seaweed-based product innovation and investments in cultivation technology is expected to drive future advancements. With growing awareness of seaweed's economic and environmental benefits, the India Seaweed Market is poised for robust expansion, supported by increasing domestic consumption and export opportunities. The market's potential is further bolstered by rising collaborations between research institutions, industry players, and policymakers to develop a structured and sustainable seaweed industry in India.

## Key Market Drivers

### Rising Demand for Plant-Based and Functional Foods

The increasing consumer shift toward plant-based and functional foods is a major driver of the India Seaweed Market, as people become more health-conscious and seek sustainable dietary choices. Seaweed is emerging as a superfood, packed with essential nutrients such as iodine, antioxidants, fiber, and omega-3 fatty acids, which support various health functions, including thyroid regulation, digestion, cardiovascular health, and immune system enhancement. The growing demand for vegan and vegetarian alternatives in India has led to a surge in seaweed-based foods, such as dried snacks, sushi wraps, soups, and seasonings. In addition to direct consumption, the food processing industry has also significantly increased its use of hydrocolloids such as agar and carrageenan, extracted from seaweed, which act as thickening, stabilizing, and gelling agents in products like dairy alternatives, plant-based meat, bakery items, and confectionery.

The rise of lifestyle diseases, including diabetes, obesity, and heart ailments, has further accelerated consumer interest in functional foods with anti-inflammatory and gut-health benefits. Additionally, the growing popularity of Asian cuisines, including Japanese, Korean, and Thai dishes, has influenced Indian consumers to incorporate more seaweed-based ingredients into their diets. Online and offline retail platforms are also contributing to the accessibility and visibility of seaweed-based products, making them

readily available to urban consumers. Startups and established food brands in India are launching innovative seaweed-based products, including protein bars, fortified beverages, and plant-based seafood substitutes, to cater to evolving consumer preferences. As the Indian market continues to embrace clean-label, organic, and minimally processed foods, the demand for seaweed as a nutritious and versatile ingredient is expected to rise, driving further investments in seaweed farming, processing, and product innovation. With increasing consumer awareness and regulatory support for plant-based foods, seaweed is positioned to become a key component of India's functional food market in the coming years.

## Key Market Challenges

### Limited Consumer Acceptance of Seaweed-Based Products

One of the most significant challenges facing the India Seaweed Market is the lack of consumer awareness and acceptance of seaweed-based products. Unlike in countries such as Japan, South Korea, and China, where seaweed has been a staple in diets and industrial applications for centuries, Indian consumers are relatively unfamiliar with its benefits, uses, and nutritional value. Traditionally, seaweed consumption in India has been limited to coastal communities, and its expansion into the mainstream food, nutraceutical, and cosmetic industries remains slow.

The perception of seaweed as a foreign or exotic ingredient often leads to hesitation among Indian consumers. Many associate seaweed with strong oceanic flavors, slimy textures, or an acquired taste, making it challenging for food manufacturers to market seaweed-based snacks, supplements, and processed food products. Additionally, the limited availability of ready-to-eat seaweed products in traditional retail stores has kept its consumer adoption relatively low.

Another factor restricting growth is the lack of widespread knowledge about seaweed's industrial applications beyond food, such as its role in bioplastics, biofertilizers, pharmaceuticals, and cosmetics. Many businesses, farmers, and policymakers remain unaware of its economic potential, leading to underinvestment in seaweed cultivation and processing infrastructure.

To overcome this challenge, industry players need to focus on educational campaigns, influencer-driven marketing, and strategic partnerships with health and wellness brands. Introducing seaweed-infused traditional Indian foods and launching affordable, mass-market seaweed-based products can help increase consumer confidence. Additionally,

government-backed initiatives and research collaborations aimed at promoting the scientific benefits of seaweed will play a crucial role in enhancing public perception and market penetration. Until these awareness gaps are bridged, consumer reluctance and market unfamiliarity will remain key barriers to the widespread adoption of seaweed-based products in India.

## Key Market Trends

### Rising Demand for Seaweed-Based Bioplastics and Sustainable Packaging

The growing emphasis on sustainability and plastic waste reduction has led to an increasing demand for seaweed-based bioplastics, positioning seaweed as a viable alternative to petroleum-based plastics in India. With the Indian government implementing strict regulations on single-use plastics, including a nationwide ban on disposable plastic items, businesses are actively seeking eco-friendly packaging alternatives. Seaweed-based bioplastics offer biodegradable, compostable, and non-toxic packaging solutions, making them ideal for food containers, straws, cutlery, and film wraps. In April 2024, Mars and Unreasonable Group introduced the inaugural cohort of companies poised to transform global food systems. In collaboration with Unreasonable Group, Mars selected 15 purpose-driven, growth-stage ventures and their leaders based on their potential to drive large-scale impact across the food value chain. This next phase of the Unreasonable Food program aims to advance sustainability objectives, including the Mars Net Zero Roadmap and its 2030 goal of reducing emissions by 50% and beyond. To curate the Unreasonable Food inaugural cohort, the selection committee evaluated a diverse pool of innovative and entrepreneurial disruptors in the food industry, focusing on four key pillars: Shaping the Future of Food, Enhancing Farmer Livelihoods, Transforming Food Supply Chains, and Reimagining Sustainable Packaging.

## Key Market Players

Aquagri Processing Private Limited

Sea6 Energy Pvt. Ltd

Tata Chemicals Limited

Coromandel International Limited

Mars, Incorporated

HiMedia Laboratories Private Limited

SNAP Natural & Alginates Products Pvt Ltd

## Report Scope:

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

### India Seaweed Market, By Type:

Brown

Red

Green

### India Seaweed Market, By Method of Cultivation:

Single Rope Floating Raft Method

Fixed Bottom Long Thread Method

Integrated Multi-Trophic Aquaculture

### India Seaweed Market, By Form:

Liquid

Dry

### India Seaweed Market, By Application:

Human Consumption

Non-Human Consumption

India Seaweed Market, By Region:

North

South

West

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Seaweed Market.

Available Customizations:

India Seaweed Market report with the given market data, TechSci 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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