

# CASE STUDY

SEAWEED SNACKS

FOR U.S. MARKET

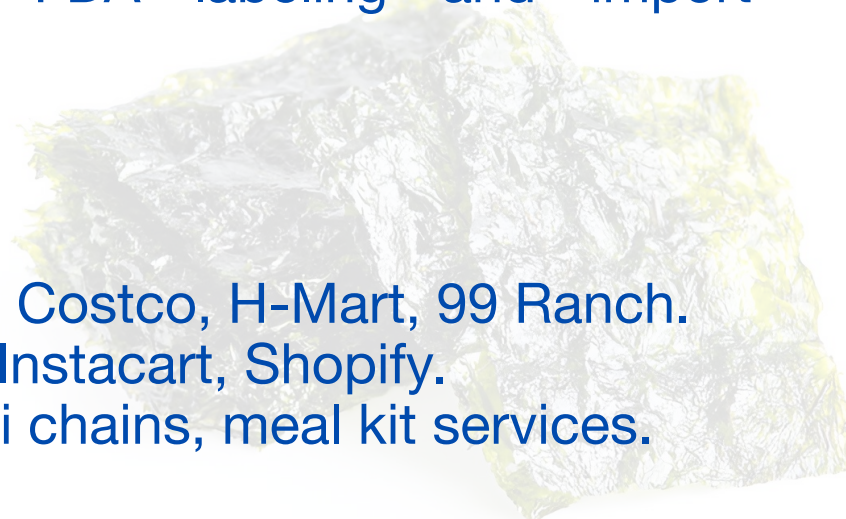


## »»» U.S. Market for Korean Seaweed:

- »» Growing demand for healthy, plant-based snacks.
- »» Rising interest in Asian cuisine in mainstream retail.
- »» Estimated market size: \$1.2B by 2027 with 8% CAGR.
- »» Regulatory compliance with FDA labeling and import standards.

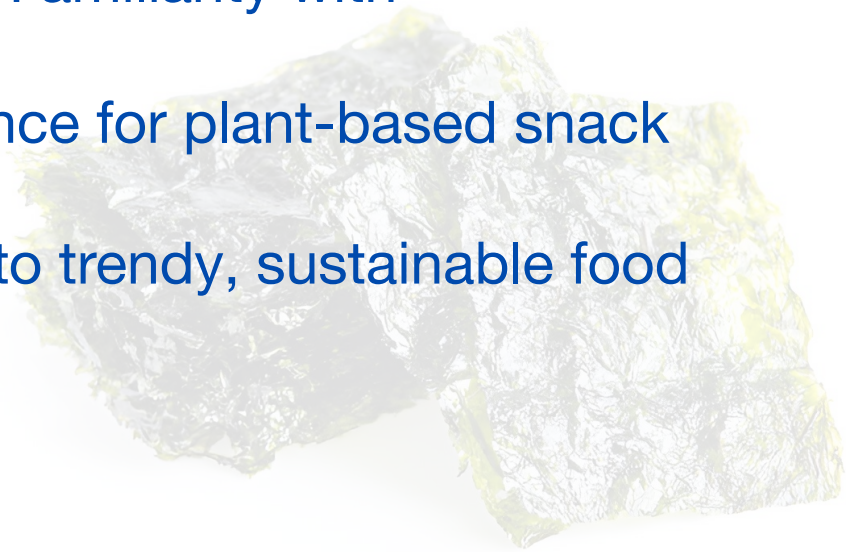
## »»» Key Opportunities

- »» Retail Expansion: Whole Foods, Costco, H-Mart, 99 Ranch.
- »» E-commerce Growth: Amazon, Instacart, Shopify.
- »» Foodservice Partnerships: Sushi chains, meal kit services.



## »»» Target Consumer Segments:

- »» Health-Conscious Consumers: Seeking low-calorie, nutrient-rich snacks.
- »» Asian-American Communities: Familiarity with seaweed-based products..
- »» Vegetarians & Vegans: Preference for plant-based snack options..
- »» Millennials & Gen Z: Attracted to trendy, sustainable food choices.



## »»» Market Size & Growth:

»» The global seaweed snacks market was valued at \$2.43 billion in 2024 and is projected to grow at a CAGR of 11.6% from 2025 to 2030

## »»» Key Players:

ginMe

- »» Pioneered USDA Certified Organic seaweed snacks.
- »» Recognized for sustainability efforts, removing 4,265 tons of CO<sub>2</sub> annually through the use of 250 tons of dried seaweed.

Annie Chun's

- »» Operated by CJ CheilJedang Corporation, offering a variety of Asian-inspired products.

Kirkland Signature

- »» Costco's private label offering organic roasted seaweed snacks.



# MARKET PACKAGING PRESENTATION



Kirkland Organic Seaweed sold in 10s



Sukina Seaweed sold individually, for sushi

# MARKET PACKAGING PRESENTATION



Gimme products sold in 6's, per flavour



Gimme products sold in individually



## Product Segmentation:

By Type:

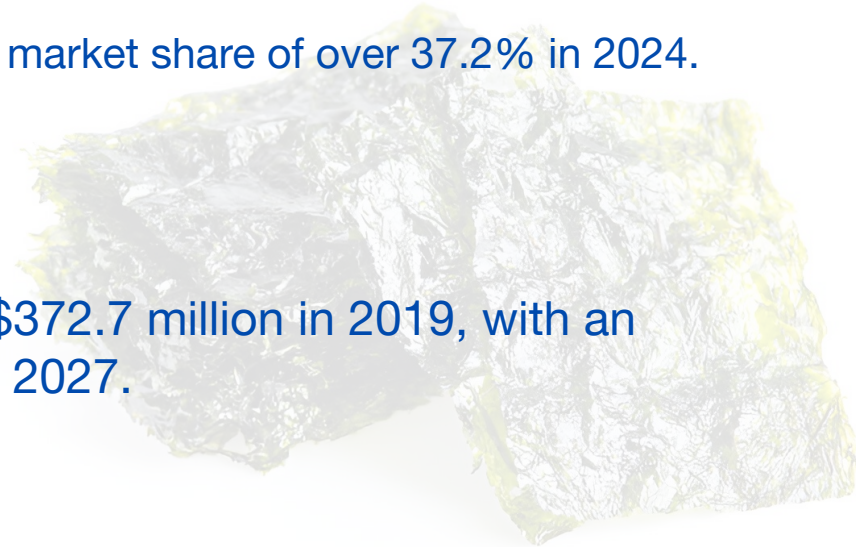
»» Roasted Seaweed Snacks: Held approximately 35% of the global market share in 2023.

By Flavor:

»» Original flavor maintained a dominant market share of over 37.2% in 2024.

## Regional Insights:

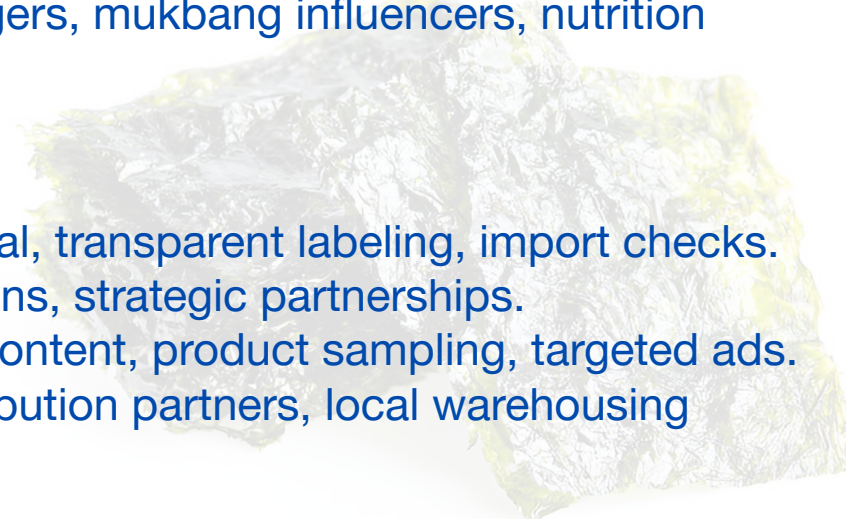
North America generated a revenue of \$372.7 million in 2019, with an expected CAGR of 11.3% from 2020 to 2027.  
Grand View Research



## »»» MARKETING STRATEGY

- »» **Digital Marketing:** Amazon SEO, TikTok & Instagram influencer collaborations.
- »» **Retail Promotions:** In-store sampling, BOGO offers, loyalty programs.
- Foodservice Strategy:** Integration with poke bowls, sushi, meal kits.
- »» **PR & Brand Awareness:** Health bloggers, mukbang influencers, nutrition campaigns.

## »»» RISK MITIGATION STRATEGY

- »» **Regulatory Compliance:** FDA approval, transparent labeling, import checks.
  - »» **Retail Barriers:** Slotting fee negotiations, strategic partnerships.
  - »» **Consumer Awareness:** Educational content, product sampling, targeted ads.
  - »» **Supply Chain Stability:** Reliable distribution partners, local warehousing solutions.
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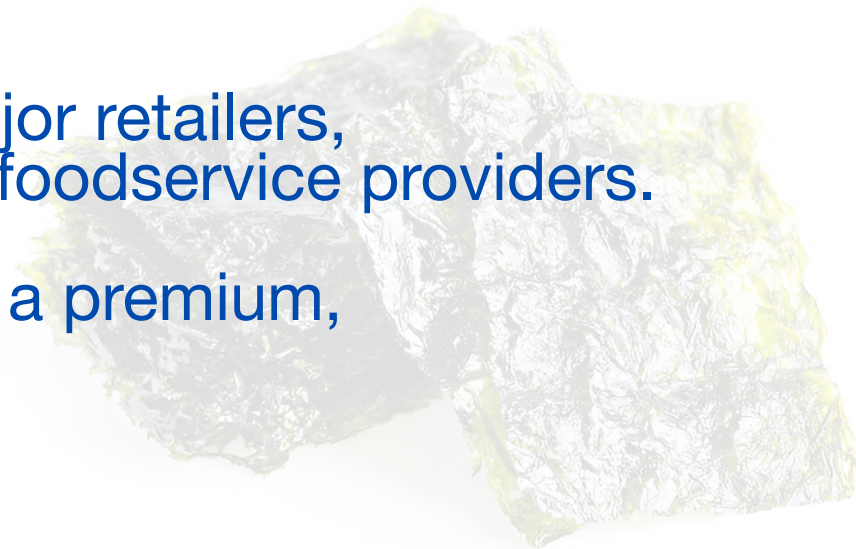


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# **SALES PLAN**



- Establish a strong market presence in the U.S. within three years.
- Achieve \$xxM in revenue by 20xx with a sustainable growth model.
- Secure partnerships with major retailers, e-commerce platforms, and foodservice providers.
- Position Korean seaweed as a premium, health-conscious snack.



- **Health-Conscious Consumers:** Seeking low-calorie, nutrient-dense snack options.
- **Asian-American Communities:** Familiar with seaweed-based products.
- **Vegetarians & Vegans:** Looking for sustainable, plant-based snacks.
- **Millennials & Gen Z:** Interested in trendy, global cuisine with social media influence.



## »»» Distribution Channels

**Retail Partnerships:** Whole Foods, Costco, H-Mart, 99 Ranch Market.

**E-commerce Sales:** Amazon, Shopify, Instacart, direct-to-consumer platforms.

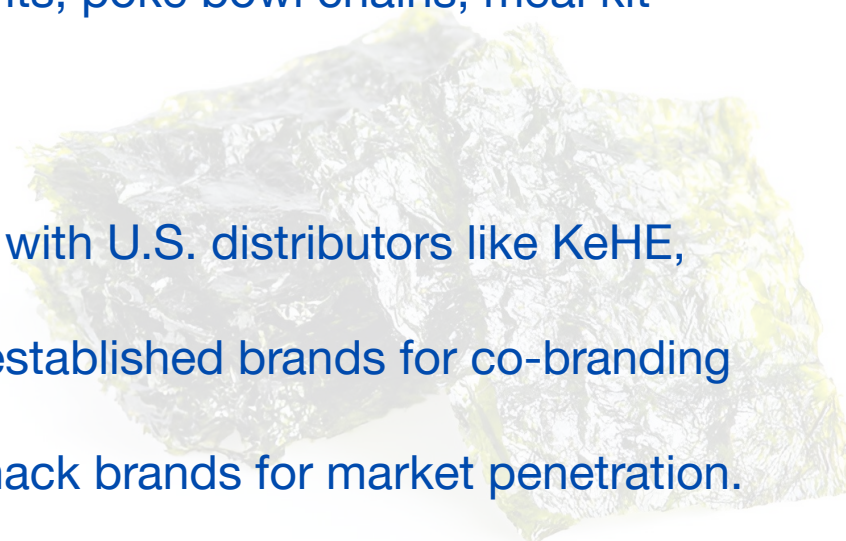
**Foodservice & B2B:** Sushi restaurants, poke bowl chains, meal kit companies.

## »»» Entry Strategy

**Direct Import & Distribution:** Work with U.S. distributors like KeHE, UNFI.

**Private Labeling:** Collaborate with established brands for co-branding opportunities.

**Joint Ventures:** Partner with U.S. snack brands for market penetration.



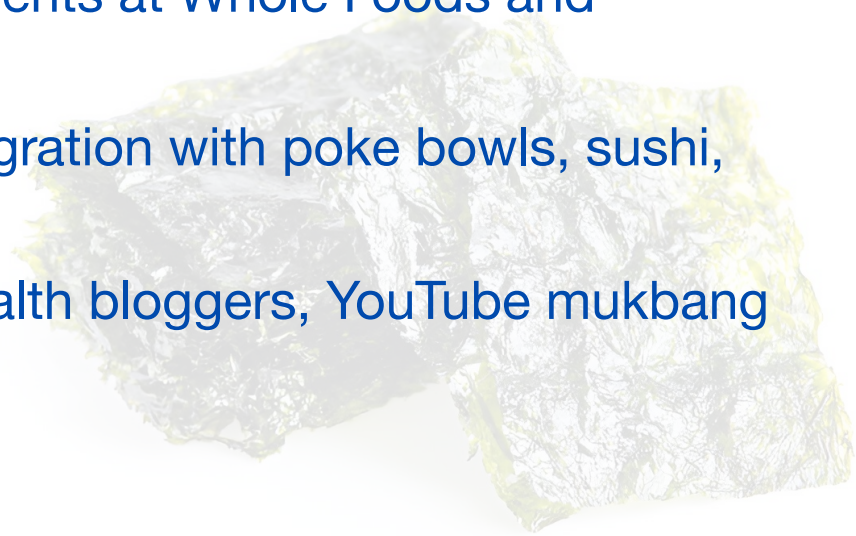
## »»» Marketing and Promotion

**Digital Marketing:** Amazon SEO, Instagram, TikTok influencer collaborations.

**Retail Promotions:** Sampling events at Whole Foods and Costco.

**Foodservice Partnerships:** Integration with poke bowls, sushi, meal kits.

**PR & Influencer Marketing:** Health bloggers, YouTube mukbang collaborations.



YEAR	PROJECTED REVENUE (\$xx)	GROWTH RATE (%)
YEAR 1	-	-
YEAR 2	-	-
YEAR 3	-	-
YEAR 4	-	-
YEAR 5	-	-

\*Estimated VendorMatch sales activities projections; customizable per client's goal

# KEY PERFORMANCE INDICATORS (KPIs)

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- **Revenue Growth:** Year-over-year sales increase.
  - **Market Penetration:** Number of retail and foodservice partnerships secured.
  - **E-commerce Performance:** Online sales conversion rate and customer retention.
  - **Brand Awareness:** Social media engagement and influencer reach.
  - **Customer Feedback:** Ratings and reviews on major retail platforms.
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# RISK MITIGATION & CONTINGENCY PLAN

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- ▶▶▶ **Regulatory Compliance:** Ensure FDA approval, transparent labeling, and import checks.
  - ▶▶▶ **Retail Challenges:** Negotiate slotting fees and secure prime shelf placement.
  - ▶▶▶ **Consumer Awareness:** Invest in educational marketing and in-store sampling.
  - ▶▶▶ **Supply Chain Stability:** Partner with reliable distributors and establish local warehousing solutions.
  - ▶▶▶ **Competitive Pricing Strategy:** Monitor market trends and adjust pricing to remain competitive.
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