

CASE STUDY

SEAWEED SNACKS

FOR U.S. MARKET

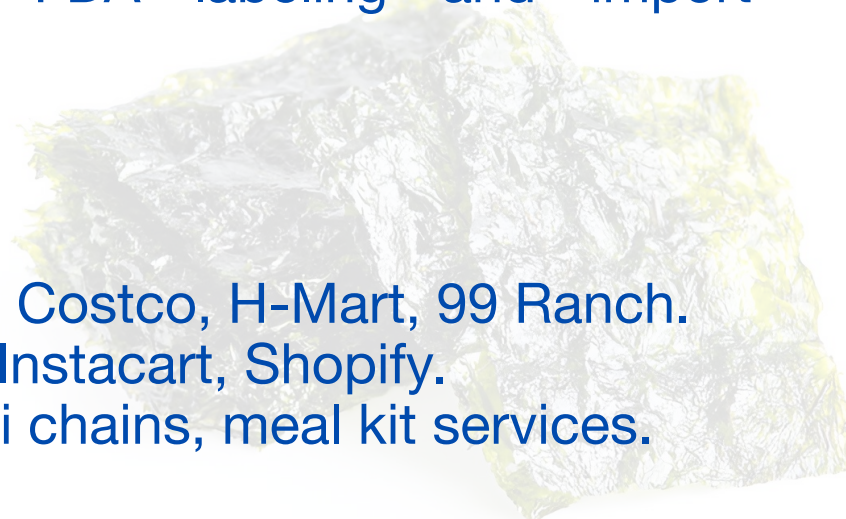


»»» U.S. Market for Korean Seaweed:

- »» 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.

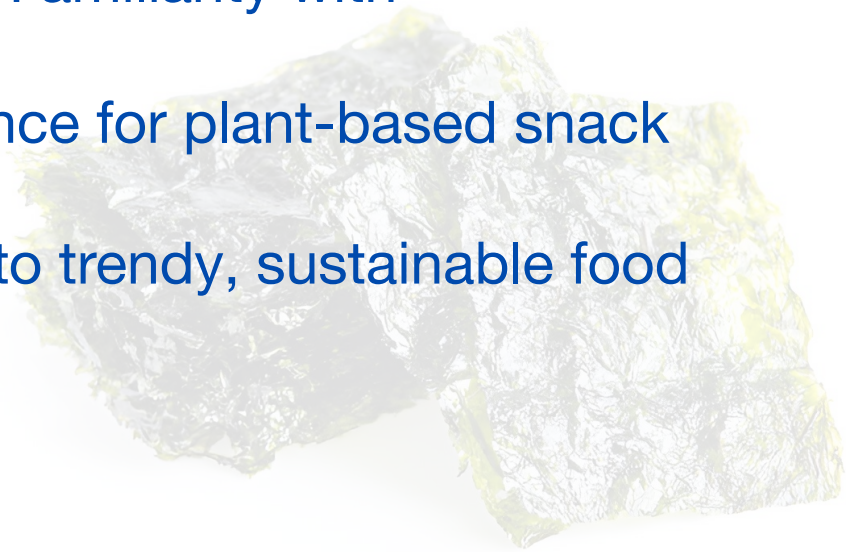
»»» Key Opportunities

- »» 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:

Gimme

- »» Pioneered USDA Certified Organic seaweed snacks.
- »» Recognized for sustainability efforts, removing 4,265 tons of CO₂ 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:

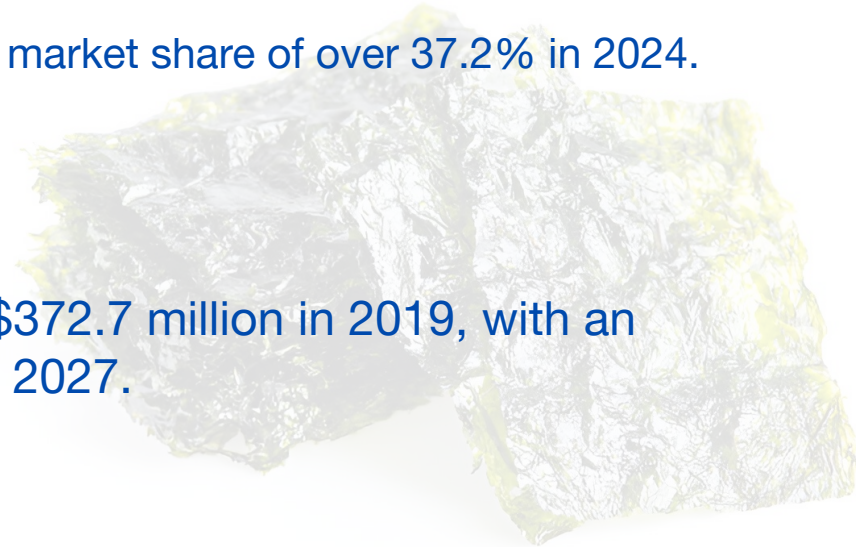
»» Roasted Seaweed Snacks: Held approximately 35% of the global market share in 2023.

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.

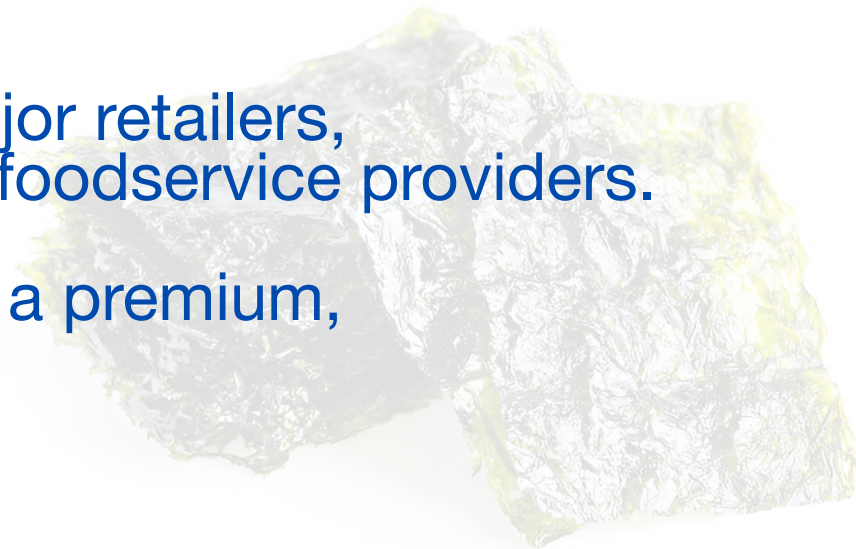


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SALES PLAN



- 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.

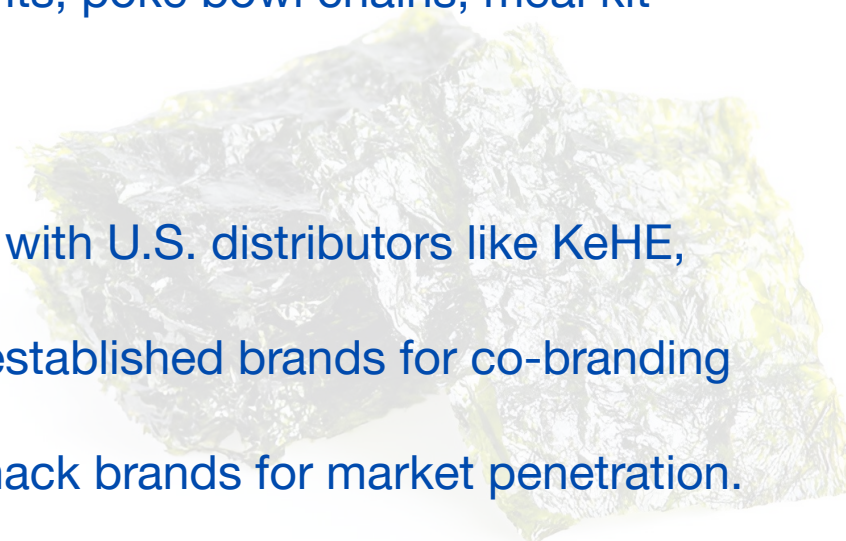
Foodservice & B2B: Sushi restaurants, poke bowl chains, meal kit companies.

»»» 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.



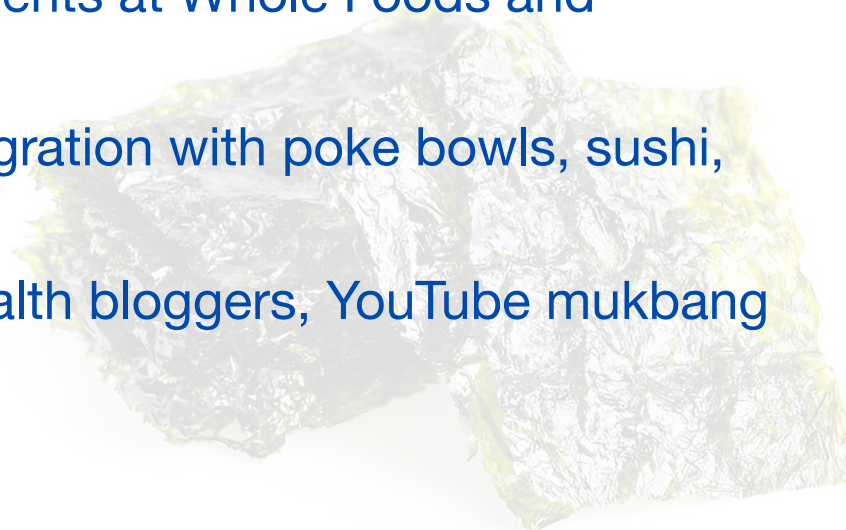
»»» Marketing and Promotion

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)

- **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

- ▶▶▶ **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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SERVICE DELIVERABLES

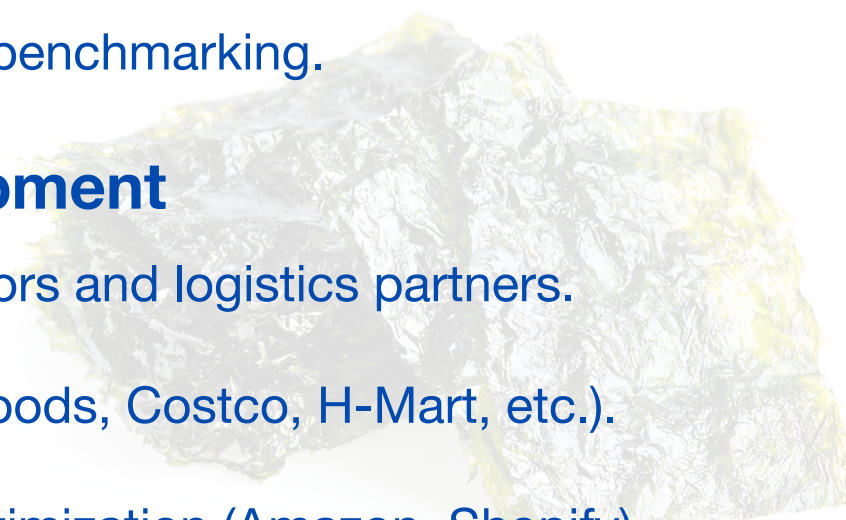


»»» Market Entry Strategy

- »» Tailored go-to-market roadmap for Korean seaweed products.
- »» U.S. regulatory compliance (FDA, FSVP, labeling).
- »» Market positioning and competitor benchmarking.

»»» Sales & Distribution Development

- »» Introduction to vetted U.S. distributors and logistics partners.
- »» Retail buyer introductions (Whole Foods, Costco, H-Mart, etc.).
- »» E-commerce channel setup and optimization (Amazon, Shopify).





Sales & Marketing Execution Support

- »» Creation and management of U.S. sales plan.
- »» Digital marketing campaigns (SEO, influencer outreach, content strategy).
- »» Sampling event planning and product demo support.



Performance Monitoring & Scale-Up Strategy

- »» Monthly KPI tracking and reporting.
- »» Data-driven recommendations for market scaling.
- »» Quarterly performance reviews and strategic adjustments



»»» Strong Industry Network

»» Access our curated network of U.S. retailers, foodservice operators, e-commerce platforms, and importers with direct introductions and negotiation support.

»»» Data-Driven Strategy Execution

»» Our market entry strategies are grounded in real market data, sales forecasts, and ROI-driven marketing plans tailored for seaweed and snack products.

»»» End-to-End Service Delivery

»» From regulatory compliance to last-mile logistics, our team delivers full-service support every step of the way — including hands-on sales, marketing, and brand positioning.





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