

ALGA-CULTURALISTS

Consumers are spending more time and money on sea-powered solutions



RISING INTERESTS ON CODEC

- +62% Plant-Based Diets
- +31% Eco-Friendly Eating
- +55% Organic Skincare
- +46% Carbon Offsetting



We are a cultural intelligence platform. Get in touch at info@codec.ai

What can The Little Mermaid's Sebastian the crab teach us about consumer trends in 2021?

As Sebastian sagely observed in 1989, "the human world, it's a mess. Life under the sea is better than anything they've got up there."

As it goes, life under the sea might actually be the solution to some of the mess of the human world.

The benefit-packed products of algaculture - the farming of **algae and seaweed** - are driving sustainability-minded innovations from personal nutrition to net-zero production processes.

Algae is even one of the top contenders in the fight against single use plastic.

At Codec we analyse millions of content engagements to tag and track how audiences engage with their interests and passions over time.

We've seen a continued **rise in engagement with content and products containing algae and seaweed** across food, beauty and sustainability focused communities.

Worldwide search trends paint a similar picture. **Over the past 6 months 'seaweed' and 'algae' related terms have risen by 35% and 40% respectively.**

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MARKET OPPORTUNITY

The algae products market is projected to grow to **\$5.2 billion by 2023.**



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The benefits of such products are numerous and wide-reaching.

Rich in essential oils such as Omega-3 fatty acids, with anti-inflammatory properties, **algae has been labeled an ancient superfood.**

As more people turn to plant-based diets, products made with sea-sourced superfoods will become more desirable.

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Brands synonymous with sea goodness are expanding to meet this demand.

Haeckels, a natural skincare and fragrance company, is building new experience and education centres in the UK and Japan - focused on cultivating locally sourced natural sea-sourced ingredients and educating consumers and therapists on the benefits.

Elsewhere, during London Marathon 2019, runners were given edible water sachets made out of the plant.

It's not just food and beauty. In the US, the **Department of Energy's Office recently announced \$8M in funding for algae-based solutions** that aid carbon capture and advance biofuel solutions.

Given the huge opportunities associated with algaculture, maybe Sebastian was right when he sang "darling it's better, down where it's wetter, under the sea."