

## North American and European Markets for Algal Ingredients

USA/CANADA, EUROPE (EU27+UK+NO+CH)

2020 - 2025

**INTRODUCTION** Uni and Multicellular microalgae that are rich in proteins (60 to 70% on dsb w/w), omega-3 fatty acids, antioxidants, and vitamins are superfoods with immense potential. They are also a rich source of antioxidants and can protect against in-vivo oxidative damage – a significant source of physiological stress for bodybuilders, sportspeople, and during aging. The two main microalgae commercially available are Spirulina and Chlorella.

Applications of algae in processed food are limited. Despite being considered as a superfood in the western markets, microalgae are also cultivated and consumed in third world countries, as a means to tackle malnutrition. In these regions, microalgae are cultivated in natural habitats such as open ponds, and small tanks and pots. The growing conditions are not monitored as in commercial productions and are subjected to external contaminants such as heavy metals, other algal contamination, bacterial and algal toxins, etc. The domestically produced biomass is consumed locally as a source of nutrients and hardly finds its way to the commercial market.

Giract will attempt to understand the positioning for superfood ingredients in the general performance nutrition space divided into the three main categories – muscle building, endurance, and recovery. Many well-defined ingredients are currently positioned for these functions.

In this study, it is essential to understand the impact of COVID-19 on demand in the current year and for forecasts. Therefore, discussions with the demand companies will revolve around how they see COVID-19 affecting their ingredient choice.

**OBJECTIVES** The objective is to provide a complete view of microalgal production and demand in North America. This will translate into the following sub-objectives:

- Estimate production of microalgal biomass in 2020 split by main species (spirulina, chlorella, others)
- Calculate availability with the formula: Production + import – export = availability
- The demand for microalgae in supplements, food, and feed applications
- Forecast microalgal demand till 2025
- Drivers and challenges for the use of microalgae across different regions specified in the scope

**PRODUCTS** Microalgae – Spirulina, chlorella, others

**MARKETS** North America: USA/Canada, Europe (EU27+UK+NO+CH)

**SECTORS** Performance nutrition covering supplements, bars, RTD beverages, ready to mix powders

**TIMESCALE** Current estimates for 2020, forecasts to 2025

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**SUBSCRIPTION** North America and Europe (Full report): #####

North America: #####

Europe: #####