



Identifying Potential Application of Marine Derived Ingredients in FMCG





OBJECTIVE AND SCOPE

The client, an FMCG company, wanted to explore the market and technological offerings of marine ingredients as part of their sustainability initiatives to adopt renewable and recycled ingredients. The client sought Benori's support in:

- Identifying and evaluating marine-based sources/ingredients use cases
- Understanding the demand, growth drivers and regulatory landscape
- Evaluate active participants, investments, tech readiness, and identify potential partners





APPROACH

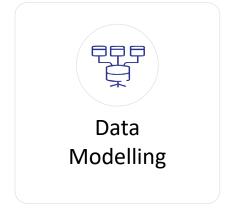
We conducted secondary research, covering technology analysis, market analysis, regulatory assessment, and players' ecosystem assessment to derive insights of the functionality and application of marine-based sources. Additionally, we conducted primary research through interviews with subject matter experts to validate the insights generated.



METHODOLOGY













IMPACT

The research helped the client in:

- Gain insights on the technical and market landscapes, regulatory compliances, and competitor activities
- Plan the strategic road-map for their sustainability initiatives based on investment opportunities in new technology
- Lay the groundwork for partnerships with potential suppliers of the required technology in the field





SAMPLE OUTPUT

Technical Overview What advancements are there in marine-based polymers across geographies? Research on the use of marine ingredients as biodegradable/water-soluble polymers is at surge; Company X can collaborate with technology owners to make a move in this direction **✓** Polymers* Innovation Stage Use of marine-derived ingredients as biodegradable and water-soluble polymers is the most explored functionality (XX% of the data collected) of which XX% highlights the commercial application Research focus is to produce biodegradable and home compostable plastics with high mechanical strength, shelf life, and antimicrobial properties Use as biopolymers that act as softening agents in textiles possess non-sticky and hydration properties XX biofilms when consumed by the ruminant in fodder, helps reduce methane GHG emissions Top Ingredients Ingredient 1 (xx) Food & Beverage 👸 Home Care Beauty & Cosmetic Ingredient 2 (xx) Ingredient 3 (xx) Key Players Geographic Hotspots Player 2 Application Area Player 1 Filed only patents* (XX) indust 1 (XX%), industry 2(XX%) Filed patents (XX) XX product (XX) XX XX96) Korea (XX%) Research Beauty & Home Care Personal Cosmetic Care Beverage Player 4 Player 5 Filed patents (X XX (X) Industry 1 (X) Filed patents (X) XX (X) XX (XX) Others include mainly packaging industry followed by pharmaceutical, footwear, paints, and so on





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