



CASE STUDY

# 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



**Secondary  
Research**



**Primary  
Research**



**Data  
Modelling**





## IMPACT

The research helped the client in:

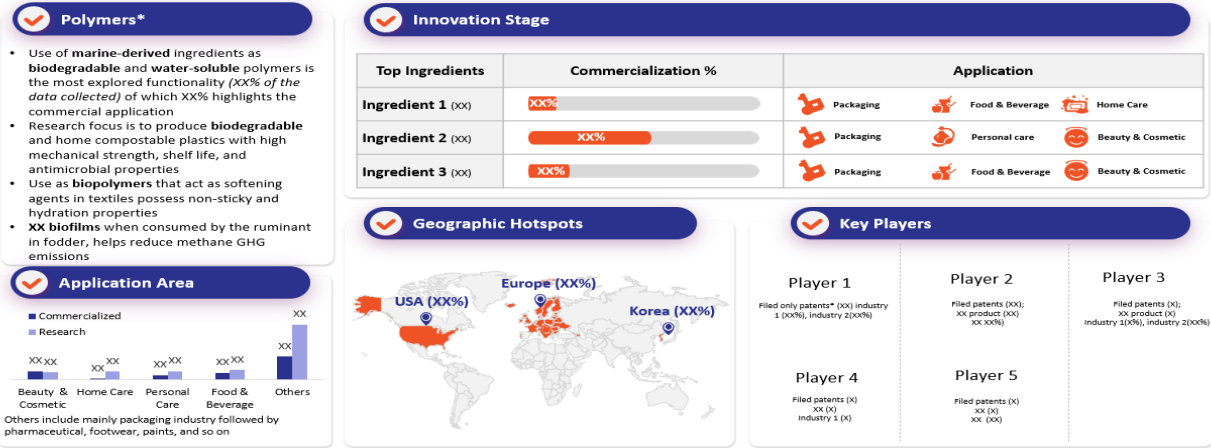
- Gain insights on the technical and market landscapes, regulatory compliances, and competitor activities
- Plan the strategic road-map for their sustainability initiatives based on investment opportunities in new technology
- Lay the groundwork for partnerships with potential suppliers of the required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



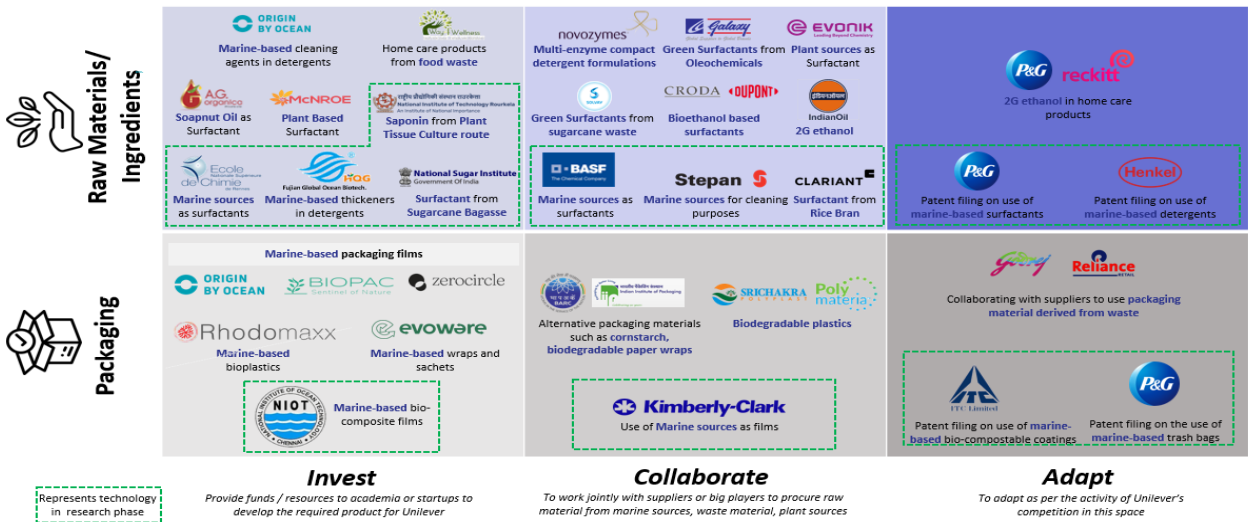
SAMPLE OUTPUT

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



Investment and Collaboration Opportunities







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