

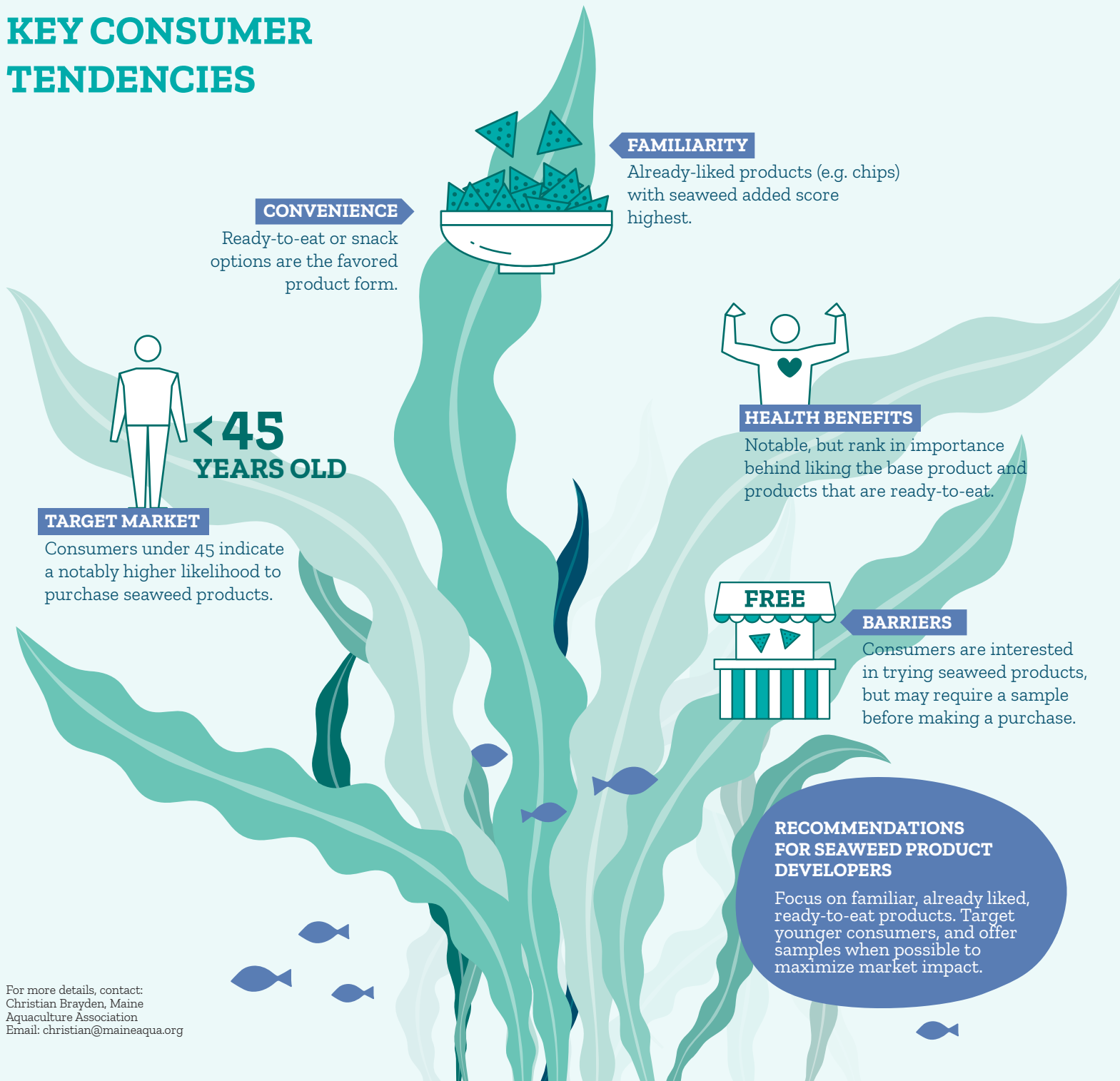
Seaweed Consumer Preferences in the U.S.



The Maine Aquaculture Association conducted a nationally representative survey of **2,035 U.S. consumers** to identify key factors that influence seaweed consumption.

This study shows that U.S. consumer willingness to buy products containing seaweed is driven primarily by liking the base product in which seaweed is included, followed by convenience and health benefits.

KEY CONSUMER TENDENCIES

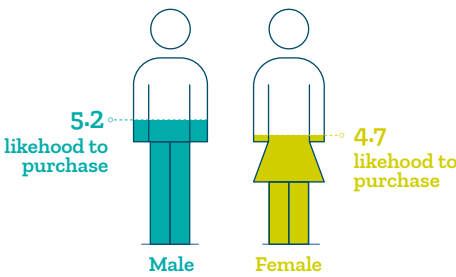
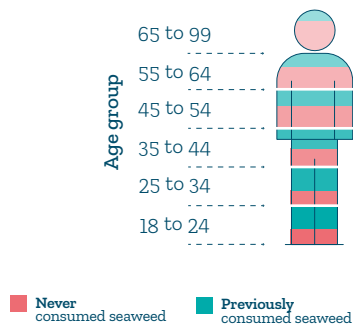


Who wants to buy seaweed and why?

DEMOGRAPHICS

Respondents aged 18-34 have the highest seaweed consumption levels and the strongest purchase intention.

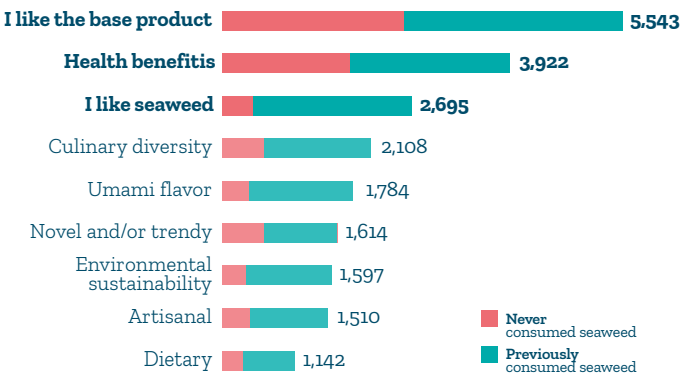
As respondents increase in age over 45, seaweed consumption levels and purchase intention decrease.



Male respondents indicate a stronger likelihood to purchase seaweed.

TOP MOTIVATIONS

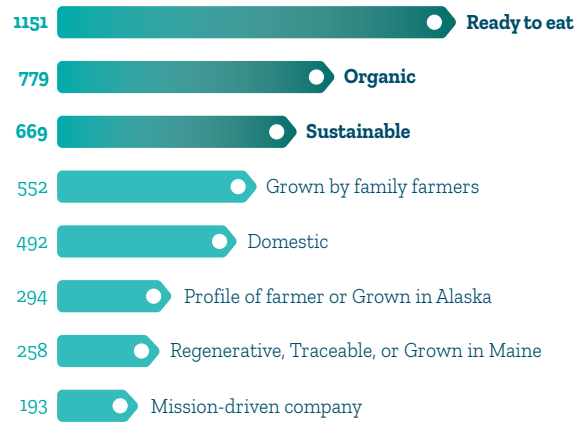
Consumers are most drawn to seaweed when it is added to a base product that they already like (e.g. chips), followed by health benefits, and then liking seaweed.



Numbers correspond to all respondent selections

LABELING PREFERENCES

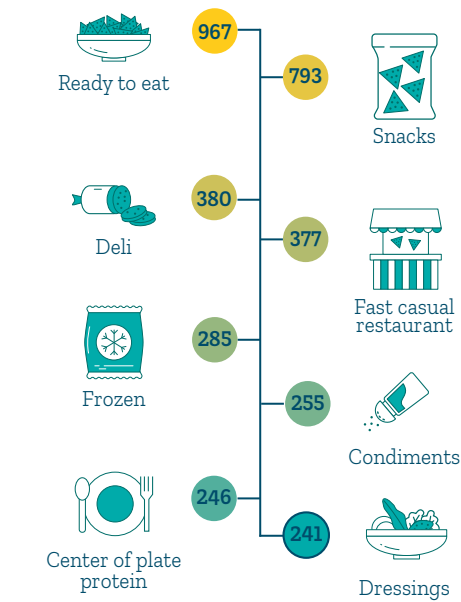
Products with labels indicating they are ready-to-eat, organic, and sustainably sourced are more appealing to consumers.



Number of respondent selections

PRODUCT FORM PREFERENCES

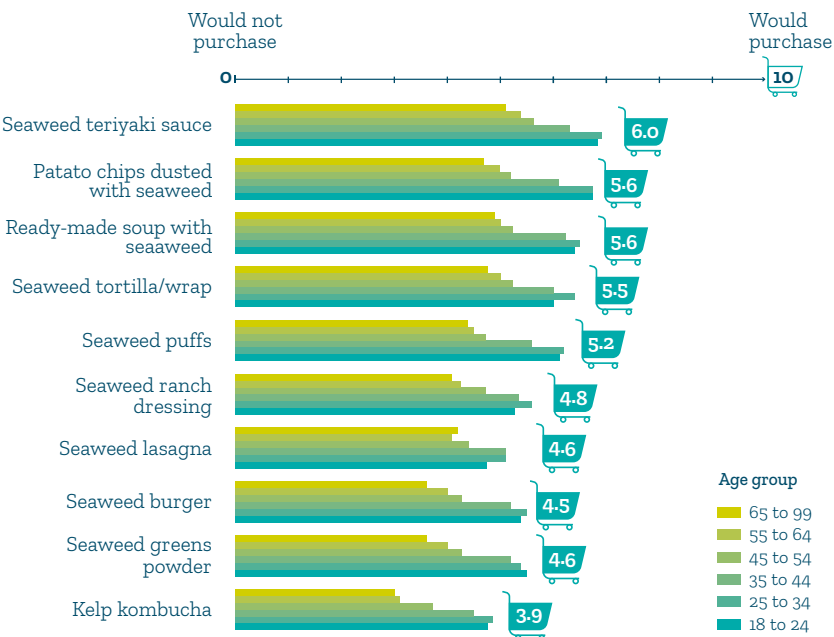
Ready-to-eat and snackable options are the most popular among survey respondents.



Number of respondent selections

PREFERRED PRODUCT FORMS BY AGE

Survey respondents prefer seaweed when it is incorporated into familiar, liked products such as teriyaki sauce, potato chips, and ready-made soup.



Age group

