



Wolffia Globosa

Client Request: "ອຍາກໃຫ້ເຄራະກ ຊຸດກົງ "ໄປໝໍາ" ຄວາມນ່າສບໃຈໃນຊຸດກົງ ປັນຍາ ອຸປສຣຄ / ອະນາຄຕ / ຀່າຕອບແກນຂອງຊຸດກົງ"

My English Translation: Please analyze the business potential for Wolffia Globosa, including Challenges, the Future of "ໄປໝໍາ", and ROI on "ໄປໝໍາ" or Wolffia Globosa Investments

Scope of Work: 8-10hrs

Deadline: Fri, 27 Jan

Remuneration: ₩3,500

Reporting Language: English

Reporting Deliverable(s): Notion > Jupyter > Exported to PDF

What is ໄປໝໍາ

ໄປໝໍາ Business Analytics

The Data

Spreadsheets (link)

Charts & Graphs

Business Potential

 Jupyter Notebook

What is ໄປ່ຳ

ໄປ່ຳ has a scientific name, Wolffia Globosa.

Wolffia Globosa is the world's smallest flowering plant, that is highly nutritious, packed with **35–45% protein, essential amino acids, iron, and vitamin B12**

Street Name: "Green Caviar" or "ຄາວີຍເໝືອວ"

Superfood Potential

Unprocessed

Can be eaten, but in risk of water-borne contamination

Processed

Dried/Powdered

Processing Techniques: Freeze-drying, Milling

Processed, it can enhance Wolffia Globosa's digestibility and potentially bioavailability

For Business, Processed is absolutely the way to go. It improves the quality of the superfood regarding human digestibility and (potentially) nutrient absorption rate, preserves shelf-life, potential for value-added revenue and marketing/branding markups.

ໄປ່ຳ Business Analytics

Questions:

1. How popular is ໄປ່ຳ in the world today as a supplemental superfood?
 - a. Metric: Tonnes consumed per year
 - b. Reference Metric: Tonnes of Rice and Maize (Corn) consumed per year
2. Where is ໄປ່ຳ naturally found on Earth?
3. How big of an Industry is ໄປ່ຳ as of Jan, 2026 in Thailand (consumption and export)?
4. Which countries do Thailand export Wolffia Globosa to the most?

Answers

1. ໄປ່ຳ is way too niche of a cereal to have large datasets regarding its global consumption rates per year. However, production initiatives in Thailand are heading towards producing **tens-thousands** tonnes per year.
 - a. Reference: Global Rice Production: ~500 million tonnes per year
 - b. Reference: Global Corn Production: ~1.2 billion tonnes per year
2. ໄປ່ຳ is naturally found in **Asian Tropical and Subtropical** regions of the world, including Thailand, China, India, Japan, Korea, Vietnam
3. "ໄປ່ຳ" is an active, rapidly growing niche industry — not yet large in absolute tonnage or export value, but moving fast through R&D, standards, and pilot commercialisation.
4. Aspirational countries Thai producers want to export to:
Japan — strong buyer interest and planned production/export tie-ups (Japanese firms seeking Thai production bases).

Middle East (UAE, Saudi Arabia, Bahrain) — cited as target markets; some producers are seeking halal certification to access these markets.

EU / Germany — Thai Wolffia was exhibited at European trade events (International Green Week / trade fairs) as part of export promotion.

Other Asia / plant-protein markets — specialist buyers in Korea, Singapore, and broader Asia show interest through trade fairs and ingredient sourcing channels.

The Data

The Story I want to tell:

Wolffia Globosa or គុំដំនាំ is a very competitive superfood with tremendous potential for the saturated Superfood and Supplements market. As naturally found, it is a commodity, but processing, packaging, branding and storytelling will determine its true profitability and global reach. There is a strong case to be made that there isn't a widely-active Wolffia Globosa market as of yet, demand will need to be cultivated. However, it can neatly fit into a pre-existing Superfood and Supplements market/company/offering/package-deal. For example, it can be bundled with Omega-3 and Multivitamins, or it can be blended into a daily Multivitamin supplement. Its strength is that it is inherently nutritious, minimal processing is required to yield its full health benefits. This makes Wolffia Globosa an organic-leaning supplement, perfect for superfood blends. Superfood blends can come in the form of water-soluble sachets, tablets, or different size tubs of dry powder. Regarding which superfoods are ideal to blend the Wolffia Globosa or គុំដំនាំ with is outside of my scope of expertise.

Things I want to quantify:

(from GPT)

- **Nutritional density vs other superfoods (protein %, micronutrients)**
- **Growth efficiency (yield per hectare/rai, doubling time)**
 - *Seasonal Dependancy/(potential) Resilience (indoor vs outdoor, Winter/Summer/Rainy)*
- **Market presence (export volumes, number of products globally)**
- **Processing complexity (cost per kg dried powder)**
 - *Consumer adoption proxies (Google Trends, supplement SKU counts)*
 - *Competitive landscape (spirulina market size vs Wolffia market size)*