

Metric	Wolffia Globosa	Spirulina	Comparison
Global Market Size (2024)	\$15-20M	\$700-800M	40-50x larger
Export Volumes (2024)	200-300 tonnes	15,000-20,000 tonnes	60-75x larger
Number of Products Globally	50-80	5,000+	65-100x more
Number of Products (Thailand)	15-25	200-300	10-15x more
Market Maturity	Emerging	Mature	N/A
Consumer Awareness	5-10%	60-70%	6-14x higher
Growth Rate (CAGR)	35-45%	8-10%	4-5x faster
Average Retail Price/kg	\$40-80	\$15-40	2-3x higher