

# THE WILLOWS GROUP MARKET INSIGHTS

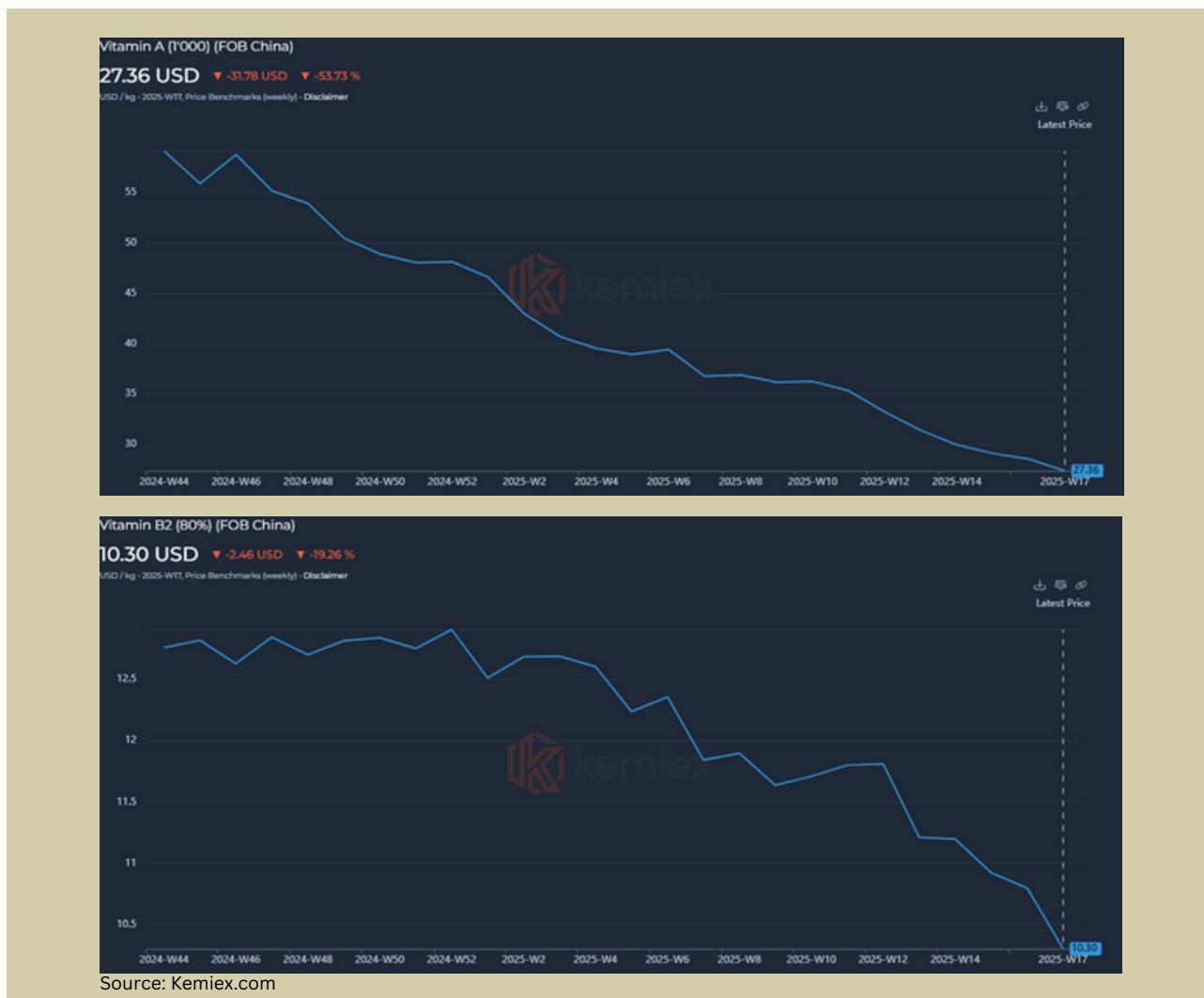
## Market Update

David Pan, Purchasing Manager,  
 Willows Ingredients.



Market sentiment is marked by uncertainty. Methionine prices are stable, Lysine HCl dipped below USD 1/kg in cases in China, while vitamin prices softened, led by **Vitamin B2 and Vitamin A**.

The prospect of new Vitamin A production capacity becoming operational in 2025 and BASF returning online adds to the cautious stance, keeping purchasing activity subdued for now. It is expected that the current trend will continue and prices will slowly decrease further.



### European Market Impact:

With the ongoing global trade war creating ripple effects across international supply chains, European buyers are navigating increased volatility, particularly in the sourcing of vitamins and amino acids from China. The implementation of anti-dumping duties on Chinese amino acid imports has introduced new pricing dynamics, leading to increased costs for certain products. Simultaneously, the anticipation of increased vitamin A supply in 2025—alongside BASF's expected return to production—is encouraging a wait-and-see approach. Overall, the market remains under pressure, and purchasing activity continues to be cautious as businesses balance cost control with securing long-term supply reliability.

**Outlook:** Given the current landscape, it is expected that the trend of price softening will persist, particularly for vitamins, as the market adjusts to anticipated changes in supply and regulatory measures.

## Changes to CSRD Reporting:

### CSRD and CSDDD: Businesses given extra time to comply with EU sustainability reporting requirements

Businesses will be given up to an extra two years to report in line with the EU's Corporate Sustainability Reporting Directive (CSRD). EU member states have also been given an additional year to transcribe the Corporate Sustainability Due Diligence Directive (CSDDD) into national law.

The changes mean that companies previously due to start including CSRD in annual reporting in 2026 or 2027 will not need to do so until 2028.

A key facet of CSRD-aligned reporting is assessing double materiality. This means that businesses should assess the impacts that their operations and value chain have on people and the environment (impact materiality), as well as the financial relevance of environmental and social risks to their financial performance (financial materiality).

Additionally agreed upon at the vote is that there would be a one-year extension to the timescale under which EU member states need to transpose the CSDDD into national law. The transposition now needs to be completed by July 2027.

CSRD and CSDDD apply not only to large businesses with headquarters or operations in the EU, but also those with significant sales within EU markets.

### Some of your questions answered here.

Vitafoods Europe 

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We're excited to announce that Willows Ingredients will be exhibiting at Vitafoods Europe 2025 in Barcelona. We will officially unveil our **Mg Neezium™ Series**.



The Mg Neezium™ Series is our own branded range of high-quality magnesium ingredients. From Magnesium Citrate to Bisglycinate and beyond, each product in the range is scientifically formulated for superior performance, bioavailability, and targeted health applications. [Launch Announcement](#).

Designed to give supplement manufacturers more control, confidence, and clarity in their sourcing, Mg Neezium™ reflects our commitment to innovation and reliability in an increasingly complex market. **Visit us at Hall 5, Stand #5J47** let's talk magnesium, let's talk solutions.

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need more information, get in touch with our team at  
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