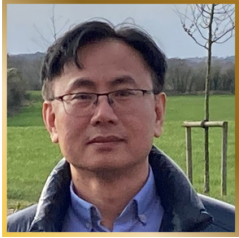


THE WILLOWS GROUP MARKET INSIGHTS

Market Update

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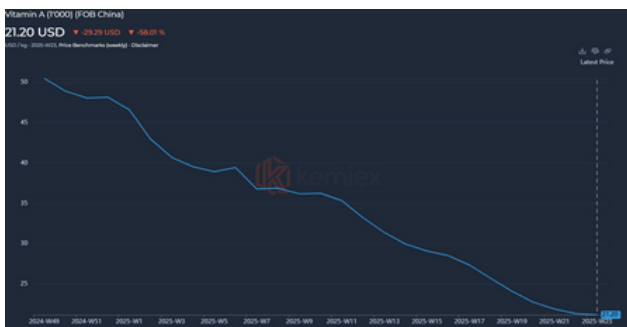


Vitamins

We are seeing subdued vitamin markets, with relatively weak demand, modest price declines, and limited buyer engagement across regions.

Vitamin E 50%: Prices have declined slightly across all regions. BASF has not yet resumed its vitamin operations or lifted its force majeure. The market remains weak with sufficient short-term supply.

Vitamin A 1000: Prices continue to fall gradually. Manufacturers continue to anticipate price declines in the short term and seem to be postponing long-term commitments. We await news of BASF resuming operations (had been scheduled for April) and this feeds into cautious purchasing activity for now.



Source: Kemiex

Vitamin D3 500: The EU market has seen little change recently. Chinese producers have indicated their intent to raise prices, and with most D3 manufacturers committed to maintaining elevated levels, we anticipate the European market will remain firm in the short term.

D-Calpan: The market continues to trend weak, reflecting excess capacity and stock in most regions. Prices are low, and trading remains quiet. The imbalance between supply and demand is expected to continue applying downward pressure

Vitamin B3: A production disruption occurred at a Swiss facility, but it has not affected market pricing or activity yet. However prices remain hovering just above historical lows.

Vitamin C35% mono

Prices have declined sharply recently due to a significant oversupply. Based on historical trends, this downward trend is expected to slow in the summer, as most producers undergo maintenance overhauls. Until then, the market is likely to remain weak.

Sources FNF Ingredients, FeedTech Expo 2025, Effamall.com

Amino Acids

Lysine: The US has initiated an anti-dumping investigation into Chinese lysine, the market has not shown a strong response yet. In the L-Lysine sector, trading activity remained subdued, with downstream users showing weak demand and maintaining as-needed restocking. Prices for 98% Lysine HCL remain stable at a low level amid lackluster inquiry and trading activities.



Source: Kemiex

Threonine: Chinese suppliers attempted modest price increases, but the market remains generally stable. Freight costs are rising for summer shipments to the US and Europe.

DL-Methionine: On June 4, 2025, Evonik announced 6-7 weeks of maintenance shutdowns at its Singapore factory (August-September) and Antwerp factory (September-October) for technology upgrades. Market participants are concerned about potential supply-demand risks in Q3, with short-term price increases for Methionine expected.

Valine: Given the ongoing Lysine anti-dumping case, the market anticipates that China-made Valine products are likely to experience similar tax rate fluctuations as Lysine with prices expected to trend weakly stable in the near term.

Source :Effamall.com

State of Freight

Services between Asia and Europe remain seasonally steady, with no capacity adjustments or blank sailings announced this week. However, following the 90-day tariff reduction agreement between the US and China, carriers are continuing to front-load bookings to ensure cargo arrives into the US before the mid-August deadline, and this is having a knock-on effect on the Asia-Europe route.

With transpacific and Europe-bound shipments drawing from the same pool of empty containers, availability is tightening, **leading to upward pressure on rates even in the absence of a demand surge.**

Source: PFE Express



What caught our eye at Vitafoods?

Magnesium's Expanding Role in Wellness

Magnesium is experiencing a resurgence in popularity, driven by its wide-ranging benefits across multiple health areas. It's no longer seen as just a mineral for muscle recovery—formulators are increasingly incorporating magnesium into products that support relaxation, sleep, mood, and cardiovascular health. Recent trends show a marked uptick in magnesium use in both supplement and beverage formats, reflecting consumer demand for ingredients that deliver tangible wellness outcomes. This aligns with what we're seeing in the market. Our brands are seeking versatile, functional minerals that can enhance product appeal across categories, from sleep aids to active nutrition.

There has been a 31.6% rise in sales of magnesium-containing supplements and a 106.8% boost for magnesium-enriched beverages in 2024, indicating a significant market trend.

(Source: Balchem: SPINS, 2025 CPG Outlook: Industry Update & Trend Predictions, & Willows Insights)

Collagen: Protein with Purpose

Collagen continues to gain ground as a sought-after ingredient in both sports nutrition and healthy ageing categories. Its role as a functional protein is now firmly established, offering benefits for joint, bone, skin, and muscle health. We're seeing a shift in how ageing is discussed. There is a growing emphasis on 'agelessness' and maintaining vitality, rather than simply managing decline. Collagen fits neatly into this narrative, enabling brands to formulate for beauty-from-within, mobility, and active lifestyle support, all under the umbrella of ageing well.

(Source: nutraingredients.com & Willows insights)

From Lifespan to Healthspan

One of the most meaningful shifts we are seeing is the movement from simply increasing lifespan to improving healthspan. This broader, more holistic view of wellbeing is shaping innovation in our sector, with increased attention to metabolic, digestive, cognitive, and emotional wellness. Consumers are looking for daily support that helps them feel energised, focused, and physically capable for longer. Brands are responding to this with an array of multifunctional ingredients and tailored formulations focused on addressing this evolving demand, particularly as an ageing population looks for smarter, more sustainable solutions.

(webinars Vitafoodsglobal.com)

If you'd like to discuss any of the insights in this report or need more information, get in touch with our team at Info@willowsingredients.ie