

Willows Ingredients Market Insights

JULY 2026

We continue to see disruption and uncertainty for traffic through the Strait of Hormuz. Whilst the current situation remains unclear, it appears some vessels are moving again, although carrier transit times continue to fluctuate as fleets continue to delay resuming full-scale schedules.

As conditions evolve, we remain closely connected to our global network, ensuring we can respond quickly and keep you informed to avoid disruption to your operations.

David Scrivens

Trend Focus: Magnesium

Magnesium continues to be one of Europe's fastest-growing supplement ingredients, driven by increasing consumer awareness of its role in everyday health and wellbeing. Once primarily associated with sports recovery, magnesium is now widely recognised for supporting sleep, muscle function, energy metabolism, nervous system health and psychological wellbeing.

Consumers are becoming more informed about the different forms of magnesium available and are seeking products that offer improved bioavailability, better taste and enhanced convenience. This has led to growing demand for premium formulations that can be incorporated into powders, functional beverages, gummies and stick packs, as well as traditional capsules and tablets.

Relevant Applications

- Sleep and relaxation
- Stress management and mental wellbeing
- Muscle recovery and sports nutrition
- Energy and fatigue reduction
- Women's health
- Bone and joint health
- Hydration and electrolyte formulations

Product Spotlight from Willows Ingredients

Our **Mg Neezium® Series** offers a comprehensive range of magnesium formulations, each designed to cater to specific health needs. We want product developers to have access to high-quality ingredients for their supplement lines.

Reacted, Not Just Blended

One of the key hallmarks of Mg Neezium® is that it is fully reacted (chelated), not simply a physical blend of magnesium salts.

This matters for:

- **Better Absorption:** reacted magnesium is more efficiently absorbed, delivering real benefits for your customers.

- **Greater bioavailability:** your customers get more from every dose.
- **Improved digestive tolerance:** gentler on the stomach, avoiding the common issues linked to poorly absorbed forms.
- **Consistent performance:** chemically stable and reliably dosed, batch after batch

Mg **Neezium**[™]
SERIES

Procurement Insight

As demand for magnesium continues to grow across Europe and the UK, manufacturers are placing greater emphasis on ingredient quality, traceability and supply chain resilience. Selecting trusted supply partners with robust quality systems and reliable sourcing helps ensure continuity of supply while supporting increasingly stringent regulatory and customer requirements. Early planning remains advisable as seasonal demand for wellness products typically increases towards the second half of the year.



WILLOWS INGREDIENTS
Your Reliable Supply Partner

Market Spotlight: Sports Nutrition

Sports nutrition is no longer aimed solely at elite athletes. Active lifestyle consumers are driving demand for products supporting recovery, hydration, immunity and overall wellness. Today's formulations increasingly combine protein with functional ingredients such as probiotics, collagen, electrolytes and botanicals to deliver broader health benefits.

Market Growth & Opportunity

- The European sports nutrition market is forecast to reach **US\$9.6 billion by 2031**, growing at a **CAGR of 7.9%**.
- The **UK** remains one of Europe's largest and fastest-growing markets, with forecasts showing **10% CAGR** through 2033.
- Growth is increasingly being driven by consumers seeking **everyday wellness, healthy ageing and active lifestyles**, rather than purely muscle building
- E-commerce and direct-to-consumer channels continue to accelerate product launches and premiumisation across the category.

Key Drivers

- Sports nutrition has moved into the mainstream, with products increasingly consumed by everyday active consumers rather than just elite athletes.
- Growing participation in fitness, running, cycling, Hyrox, Tryka, CrossFit and recreational sports is expanding the consumer base across all age groups.
- Consumers are looking for products that support **energy, recovery, hydration, sleep and overall wellbeing** alongside athletic performance.
- Consumers increasingly expect clinically supported ingredients, transparency and science-backed claims.

Key Trends in Product Development

- **Hydration-focused formulations** incorporating electrolytes and minerals are one of the fastest-growing segments.
- Recovery-focused products combining protein with **collagen, magnesium and functional botanicals** are gaining momentum.
- Innovation is focused on clean-label, plant-based, sugar-reduced and convenient formats, **including stick packs, RTDs and clear functional beverages**.
- Multi-functional products that combine **protein, collagen, electrolytes, vitamins and minerals** into a single formulation are becoming the new standard.

Sources: Grand View Research; Mordor Intelligence; Persistence Market Research; Vogue.

For applications that support hydration, electrolyte balance and muscle recovery we are spotlighting:

Tri Potassium Citrate is an ideal ingredient for sports hydration formulations, providing a highly soluble source of potassium to help replenish electrolytes lost through exercise. Its excellent solubility and neutral taste profile make it particularly well suited to RTDs, hydration powders, electrolyte tablets and functional beverages.

Alongside this, **Mg Neezium® Crystal Clear (CWS) Citrate (8-9%)** offers a clear water-soluble magnesium solution designed for modern sports nutrition applications. Magnesium contributes to normal muscle function, electrolyte balance, energy-yielding metabolism and the reduction of tiredness and fatigue, making it an excellent choice for hydration, recovery and endurance products.

Together, these ingredients enable formulators to develop premium hydration and recovery solutions that meet growing consumer demand for clean-label, science-backed performance nutrition.

