

Willows Ingredients Market Insights

May 2026

While ongoing geopolitical tensions continue to create uncertainty across global markets, our focus remains the same, to stay close to our manufacturing partners, understand emerging trends early, and ensure our customers have access to reliable, scalable supply.

As conditions evolve, we remain closely connected to our global network, ensuring we can respond quickly and keep our customers informed without disruption to their operations.

David Scrivens

Trend Focus: Longevity & Healthspan

The conversation has shifted from **lifespan to healthspan**. Consumers are no longer just looking to live longer, they want to stay healthier for longer, and they're willing to invest in it.

- The global longevity supplements market reached \$28.6 billion in 2025 and is projected to more than double to \$62.4 billion by 2034 (CAGR 9%)
- Growth is driven by:
 - Ageing populations (global 60+ population expected to reach 2.1 billion by 2050)
 - A preventative healthcare mindset
 - Personalised nutrition and biomarker testing
 - Demand for clinically validated ingredients

At a product level, longevity is no longer niche; it's influencing:

- **Daily supplements**
- **Functional beverages**
- **Sports recovery formulations**
- **Cognitive and mood support products**

Key Formulation Opportunities:

Cellular Health & Energy

- NAD+ and NADH
- CoQ10

Minerals for Healthy Ageing

- Magnesium & Zinc
- Botanical nootropics

Healthy Ageing & Mobility

- Collagen & gelatine
- Anti-inflammatory actives

Gut-Brain-Immune Axis

- Probiotics
- Prebiotics
- Botanical extracts

Portfolio Spotlight:

We work with established global manufacturing partners to ensure a stable, scalable supply of key ingredients supporting these formulations:

Collagen & Gelatine, (Fish, Bovine, Chicken)

Supporting joint health, skin health, and healthy ageing, collagen and gelatine remain central to longevity formulations.

Well-suited for powders, RTDs, and gummies, with strong and sustained consumer demand.

Functional Proteins & Amino Acids

Ingredients such as collagen peptides, whey protein, plant proteins, and targeted amino acids continue to see strong demand across nutraceutical, sports nutrition, and functional food applications.

Vitamins & Minerals

Providing the foundation for daily health and longevity, with continued demand for high-quality, bioavailable formats across supplement and functional food applications.

Botanicals

Adaptogens and antioxidant-rich extracts are gaining traction for their role in cellular protection and healthy ageing, supporting more holistic longevity formulations.

Procurement Insight

Demand for clinically supported, high-quality ingredients is growing, along with requests for traceability, the importance of provenance and sustainable credentials.



WILLOWS INGREDIENTS
Your Reliable Supply Partner

Market Spotlight: Pet Nutrition: A category that is no longer secondary.

May 2026

We are seeing Pet Nutrition following human health trends. Pets are treated as family members and purchasing behaviour reflects that.

Market Growth & Opportunity

- Global pet dietary supplements market:
 - \$2.8 billion (2025) → \$6.6 billion by 2035 (~9% CAGR) *
- Veterinary supplements market:
 - \$3.96 billion (2025) → \$7.96 billion by 2033 **
- Omega-3 pet supplement segment alone:
 - Forecast to reach \$2.9 billion by 2035 ***

Key drivers:

- **Pet humanisation**
- **Preventative healthcare mindset**
- **Ageing pet population**
- **Veterinary endorsement of nutraceuticals**

Key Trends in Pet Product Development

- 1. Longevity for Pets**
 - Joint health
 - Cognitive support
 - Cardiovascular health
- 2. Condition-Specific Formulations**
 - Skin & coat
 - Digestive health
 - Anxiety & calming
- 3. Premiumisation**
 - Clean-label ingredients
 - Traceability
 - Clinically supported claims

Pet Nutrition Ingredient Spotlight: DHA Oils & Powders

DHA oils and powders are produced from the microalgae strain *Schizochytrium* sp. It is sourced from nature and grown in a pharma-grade, controlled environment. Since microalgae is the source of omega-3 fatty acids in wild fish, growing DHA microalgae in a controlled environment presents a safe, sustainable and plant based alternative to fish oils.

DHA oils and powders are a key ingredient in advanced animal nutrition, supporting brain development and cognitive function, while also promoting healthy skin, coat, and joint mobility. Their anti-inflammatory properties make them especially relevant for ageing pet formulations, where maintaining long-term health and quality of life is a growing priority

Why brands are choosing DHA Oils and Powders:

- **Consistency. Sustainability. Confidence**
- **Reliable Pricing from a Reliable Supply**
- **Scalable Production from Renewable Microalgae Sources**
- **ESG Positive Ingredient Choice**

Formulation Advantages

- Powders → ideal for dry food, treats, premixes
- Oils → suitable for liquids, capsules, soft chews

Procurement Insight

DHA from Biomass means secure, consistent and scalable supply, produced in controlled production environments with no pressure on marine ecosystems with no bio-diversity impact; factors that can greatly influence the consumer choice of pet nutrition.

Vitafoods
Europe



We have pulled together some of our key findings, trends and highlights from Vitafoods Europe. These are drawn directly from the conversations we had throughout the event with both existing customers and new connections across the industry. [Read our insights here.](#)

*Precedence Research
** Grand View Research
*** Future Market Insights



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