



Market report

March 2025

Industry Leaders in Quality & Customer Service

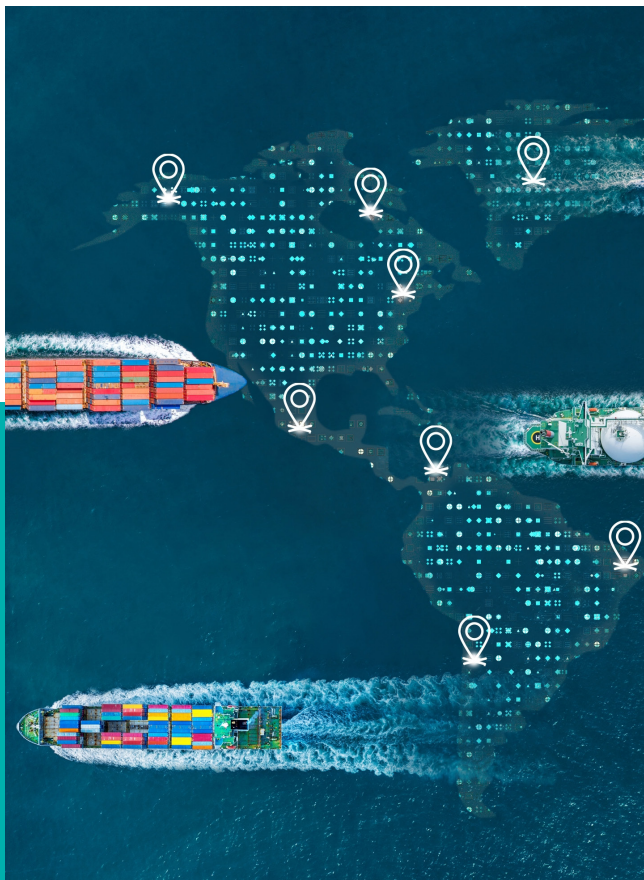
Our values are simple: we provide the industry's highest quality ingredients with best-in-class service. As a top supplier for the industry's most-used commodity raw materials, we pride ourselves on transparency and honest partnerships with all our customers and suppliers



V.P., Sales & Marketing message



We are committed to providing fast, reliable service and transparency to all our partners and appreciate your continued support.



To our Valued Customers,

As many of us are feeling the impact newly implemented tariffs are having on our industry, we want to ensure you that we are carefully monitoring this evolving situation. We are working closely with our supply chain partners worldwide to keep our inventory levels healthy and remain positioned to offer continued support.

While future trade implications with China and other international trade partners are uncertain, we will continue to keep the lines of communication open and do our best to help minimize the financial and operational burdens this ongoing situation may cause.

We are committed to providing fast, reliable service and transparency to all our partners and appreciate your continued support. Please do not hesitate to reach out to your Vitajoy sales representative with any questions or concerns.

Casey Crane

V.P., Sales & Marketing

Supply trends ingredients

Glutamine

Pricing is stable. Our Japanese sources are currently free from additional tariffs.

BCAA

Both vegan (InnoBio) and vegetarian (Shine Star) sources are increasing due to the rising price of L-Leucine and additional tariff on Chinese raws.

Creatine Monohydrate

Pricing is stable. Demand has stabilized and manufacturers are offering aggressive pricing to help offset the rising tariffs.

Beta Alanine

Price is increasing as manufacturers are reducing output to help offset the impact of higher tariffs. As supply to the US continues to slow, we expect pricing to continue trending upward in the coming months.

Choline Bitartrate

We have a strong inventory position in the US now but are seeing prices increase as new inventory arrives at port.

L-Tyrosine

Pricing is stable on vegetarian (Shine Star) material, but vegan (YangCheng) material is increasing in tandem with the additional tariffs.

Arginine HCL / Base

We have a strong inventory position in the US now but are seeing prices increase as new inventory arrives at port.

L-Leucine

In addition to added tariffs, raw material prices are also increasing. We expect the price of both vegan (InnoBio) and vegetarian (Shine Star) material to continue trending upward.

L-Isoleucine

We have a strong inventory position in the US now but are seeing prices increase as new inventory arrives at port.

L-Valine

We have a strong inventory position in the US now but are seeing prices increase as new inventory arrives at port.



Supply trends ingredients

L-Citrulline

We have a strong inventory position in the US now but are seeing prices increase as new inventory arrives at port.

Betaine Anhydrous

Manufacturers are working hard to keep pricing stable despite the increased tariffs. We have a strong inventory position in the US and will continue to hold pricing as long as possible.

L-Carnitine

In addition to added tariffs, raw material prices are also increasing. We have a strong inventory position in the US now but expect the price of raw material to continue trending upward.

Sodium Hyaluronate

We have a strong inventory position in the US now but are seeing prices increase as new inventory arrives at port.

Alpha Lipoic Acid (Powder & Granular)

We have a strong inventory position in the US now but are seeing prices increase as new inventory arrives at port.

Melatonin

We have a strong inventory position in the US now but are seeing prices increase as new inventory arrives at port.

NAD +

As ingredient popularity continues to increase, we are beginning to see fluctuations in market pricing. Our strategic partnerships and strong US supply allow us to keep pricing competitive.





Contact us

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