



MONTH OF
AUGUST 2026

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Ingredients intelligence report

Vitajoy Group USA monthly market intelligence report

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The month in **one paragraph**

August opens with the biggest US trade policy reset in months — **Section 122 tariffs expired July 24 and were replaced by Section 301 duties of 10-12.5% on 80 countries, covering 99.4% of US imports, with no statutory sunset.** Net effect on landed cost: nearly flat, but the structural shift is real — the “temporary” 10% baseline has become “permanent” by legal design. Ocean freight is **rolling over** from its July peak — the Drewry WCI ran to \$4,639 on July 9, then slid to \$4,374 by July 23 (second consecutive weekly decline) as tariff frontloading subsides and peak season eases. On the FX front, **USD/CNY continues to strengthen (6.76 today; yuan +6.23% YoY)** while the **Indian rupee weakened back to ~95.7** on renewed Iran tensions and Brent rebounding to ~\$87. The **Peru fish oil crisis remains unresolved** — no reopening date announced for the extended ban, with Aker BioMarine’s “empty shelves in 12 months” warning still ringing across the category. And **whey is showing the first signs of buyer resistance:** USDA July 10 has WPC 80% at \$12.50-13/lb and WPI at \$13.50-14/lb, with some manufacturers signaling production shutdowns in the next couple months. **Net of all this: the second half of 2026 is shaping up as a supply story, not a price story. Customers need allocation strategies, not negotiation strategies.**

Trusted beyond ingredients — this month, that means guiding customers through the Section 301 tariff reset, fish oil allocation, and the reformulation wave now visibly accelerating away from whey.

Macro & Geopolitical Landscape

Indicator	Current	Move	What It Means for Sourcing
USD/CNY	6.76	+6.23% YoY	China inputs more expensive in USD
USD/INR	95.7	Weakened on Iran tensions	India relative cost advantage continues
Drewry WCI (40ft)	\$4,374	-4% WoW (2nd wk down)	Peak season easing; freight rolling over
Shanghai ® LA spot	\$4,683	Softening	Transpacific easing; PSS still in place
Shanghai ® NY spot	\$5,870	Softening	Elevated but off peak
Shanghai ® Rotterdam	\$4,824	-1%	Asia-Europe easing
Brent crude	~\$87/bbl	Up on Iran tensions	Pressuring INR; EFS surcharges added
Peru anchoveta	BAN EXTENDED	No reopen date	Fish oil allocation crisis persists
Global fish oil April	-19% YoY	Down sharply	“Empty shelves” warning intact
US Whey WPC 80%	\$12.50-13/lb	Firm; buyer resistance	Some manufacturers ceasing output
Section 122 tariff	EXPIRED July 24	Replaced by Section 301	10-12.5% on 80 countries, NO sunset

Regulatory landscape: Section 122 expired July 24; Section 301 replacement in effect same date — 10-12.5% duties on 80 countries covering 99.4% of US imports. Unlike Section 122, Section 301 has no statutory sunset. Ingredient sectors flagged for exemption include those where the tariff would risk unavailability of domestic supply, or where substitutes cannot be obtained at reasonable prices. Effective July 31, patented pharmaceutical articles are also exempted. Section 232 100% pharmaceutical tariff remains in effect for patented pharma ingredients. **BCP Ingredients AD/CVD petition against Chinese choline** proceeding — preliminary determinations September 17 (CVD) and December 1 (AD).

Market movers – the big stories

Section 122 Sunsetted, Section 301 Landed – Structural Shift – POLICY EVENT

What happened: Section 122 expired 12:01 a.m. EDT July 24. Same minute, USTR imposed new Section 301 duties of 10-12.5% on 80 economies, covering 99.4% of US imports. Effective global tariff rate barely moved (rough estimate: 13% pre @ 13-14% post for most importers). CIT ruling on May 7 had already invalidated Section 122 for three named plaintiffs, but that relief did not extend to other importers. Congress never acted to extend.

Why it happened: Section 122 was limited to 150 days by statute and to 15% by rate cap. Section 301 has neither constraint – the administration is trading a temporary emergency measure for a permanent tool. USTR's forced-labor investigation framework provides the legal basis. Products in exempt categories include: raw materials where taxation would risk domestic supply unavailability, articles that cannot be produced in sufficient quantities in the US, pharmaceutical precursors, and (effective July 31) patented pharma articles.

What we expect: Landed cost math stays roughly flat for most ingredient imports. But the structural implication is that the tariff regime is now permanent unless struck down in court or renegotiated. Customers should stop treating tariffs as a variable and start treating them as a fixed cost of doing business. Expect litigation but do not plan around it.

Confidence: High. Invalidation: Successful court challenge invalidates Section 301 forced-labor framework broadly.

Whey – Buyer Resistance Emerges, Manufacturers Signal Shutdowns – CRITICAL SHORTAGE

What happened: USDA Dairy Market News July 10: WPC 80% at \$12.50-13.00/lb; instant WPC 80% upper \$12s to \$13; WPI at upper \$13s to \$14. WPC 34% mostly range at \$1.85-1.95/lb. New signal: some manufacturers indicated they plan to cease WPC production within the next couple of months, tightening supply further. Inventories reported "very limited" per USDA contacts.

Why it happened: Two new dynamics this month: (1) Buyer resistance emerging – USDA contacts reported some buyers refusing to accept further price increases, though others "willing to pay whatever it takes to secure loads." (2) Manufacturer capacity rationalization – plant closures ahead. Combined with structural GLP-1 demand and no meaningful new capacity online until 2027, the supply-demand gap widens further.

What we expect: Prices stay firm through Q3 2026. First signs of demand destruction emerging but likely insufficient to close the gap this year. Reformulation wave accelerates. Watch for smaller brands halting production and larger brands quietly downsizing SKUs. **Confidence: High.** Invalidation: Major brand publicly walks from whey at scale; announced plant closures reversed.

Fish Oil – Peru Ban Still Extended, Allocation Now Standard – ONGOING CRISIS

What happened: Peru's fishing ban in the North-Central zone remains in effect past its June 10 initial expiration. No reopening date announced as of late July. IMARPE continues to assess biological, fishing, and environmental conditions. Warm-water conditions and juvenile fish incidence persist. Chinese domestic fishmeal/oil production remains constrained by seasonal bans.

Market movers – the big stories

Why it happened: IFFO data: April 2026 global fishmeal production down 21% YoY; fish oil production down 19% YoY. Aker BioMarine's public warning of "empty shelves in 12 months" continues to shape allocation conversations. GSSO CEO estimates fish oil output "closer to 6,000 tonnes than 70,000-100,000 tonnes in good years." Peru = 20% of global fishmeal/oil supply.

What we expect: Refined EPA/DHA offers firm 20-30% over next 60-90 days (revised up from 15-25% in July). Krill and algal DHA substitution flows continue accelerating. Allocation conversations now standard practice, not

Confidence: High. Invalidation: IMARPE reopens fishery with strong biomass; Chile/Norway production surprises upside.

Ocean Freight – Peak Season Ending, Rates Roll Over – SOFTENING

What happened: Drewry WCI trajectory: \$4,166 (June 25) @ \$4,639 (July 9, peak) @ \$4,547 (July 16, -2%) @ \$4,374 (July 23, -4%). Second consecutive weekly decline. Shanghai-Rotterdam -1% to \$4,824; Shanghai-Genoa -5% to \$5,988. Transpacific also easing. Blank sailings declined to 39 over next 5 weeks (5% cancellation rate) – indicating easier capacity.

Why it happened: Tariff frontloading behind Section 122 sunset largely complete. FIFA World Cup cargo shipped. Peak season winding down. Iran tensions remain a background risk (carriers announced Emergency Fuel Surcharges effective August 2026 for Strait of Hormuz risk), but the acute frontloading pressure has released.

What we expect: Continued softening through August, potentially into September. Rates likely settle in \$3,500-4,000 WCI range through Q4 barring new geopolitical shocks. Customers who did NOT frontload have a window to negotiate better rates for October-December arrivals. **Confidence: Medium-High.** Invalidation: Major Iran escalation closes Strait of Hormuz; carrier capacity discipline snaps back.

Whey Reformulation Wave – Now Visible at Retail – STRUCTURAL SHIFT

What happened: SPINS retail data continues to show reformulation activity: pea, rice, soy, casein, egg, and yeast protein all gaining share in categories that were 100% whey a year ago. Fortune (June 21) documented broad industry activity: David Protein, HelloAmino, NOW Sports all publicly raising prices, dropping tub sizes, or halting production. Starbucks protein drink launch continues to strain supply.

Why it happened: 12% of US adults using GLP-1s creates permanent demand floor. Broader "proteinmaxxing" trend crosses all age cohorts. US supermarkets now carry 38,708 protein-advertised products per NielsenIQ. Glanbia (New Mexico) and Agropur (Quebec/NS/SD/WI) capacity expansions announced but not online until 2027.

What we expect: Reformulation accelerates through 2026-27. Premium sports nutrition and clinical applications will absorb cost; mass market shifts to alternatives. Yeast protein emerges as breakout category. Casein/caseinate wins on GLP-1 satiety positioning. **Confidence: High.** Invalidation: GLP-1 usage plateau + significant demand destruction; cheese demand collapse.

Early Signals – not yet moving, but watching

Situations where underlying drivers are in place but price hasn't reacted yet.

Section 301 Country-Specific Rate Adjustments Coming

The initial July 24 Section 301 rates (10-12.5%) are a starting point. USTR's investigation framework allows adjustments based on country-specific findings on forced labor, IP practices, and manufacturing capacity. Vietnam, Cambodia, Bangladesh, Thailand, and India are all under separate active USTR investigations. Watch for country-specific rate hikes over the next 60-120 days — particularly for VN/KH which had 35-46% IEEPA rates before the SCOTUS ruling.

China Choline AD/CVD — Preliminary Determination September 17

BCP Ingredients petition proceeding on schedule. CVD preliminary determination expected September 17, AD preliminary determination expected December 1. If affirmative, US importers must post cash deposits on covered imports within days. Choline is used in animal nutrition, infant formula, dietary supplements, fortified foods. HTS 2923.10.0000 and 2106.90.9998. Customers sourcing Chinese choline should be modeling 30-60% duty scenarios and evaluating alternative origins now.

Whey Manufacturer Shutdowns — First Domino Falling

USDA contacts flagged that some WPC manufacturers plan to cease production in the next couple of months. This is the first tangible signal of capacity rationalization on the supply side. Once a plant closes, restarting takes months to years. Expect a second leg up on WPC pricing when any specific closure is confirmed. Watch dairy industry press for announcements.

Nootropic Ingredient Portfolio Expansion

Per Genie/SPINS 2026 data: NMN, urolithin A, magnesium L-threonate, apigenin, myo-inositol, and postbiotic compounds all showing notable growth in both consumer interest and product development activity. Branded extract forms with clinical substantiation (KSM-66 ashwagandha, Magtein magnesium L-threonate) particularly well-positioned. Customers should be assessing portfolio breadth in cognitive positioning.

Iran Tensions Returning — Watch Saffron, EPA/DHA Freight

Renewed Middle East tensions reflected in Brent rebounding to ~\$87. Carriers announced Emergency Fuel Surcharges effective August 2026 tied to Strait of Hormuz risk. Saffron carries direct exposure (Iran is dominant producer). EPA/DHA fish oil is indirectly exposed via Chinese refiner freight costs. If Brent breaks \$100 again, expect INR to weaken further and freight to firm.

Colostrum Supply Chain Stress Building

SPINS shows colostrum retail growth persisting at extraordinary rates through Q2. Dairy processors are scaling but capacity building lags demand. Watch for allocation conversations similar to whey through Q4 2026. Customers building colostrum-based portfolios should be locking supply relationships now, not waiting for shortages to materialize.

Section 232 Pharma Tariff Extension Watch

Current Section 232 pharmaceutical tariff at 100% applies to patented pharma. Effective July 31, exemption granted for patented articles from Section 301 stacking. Watch for potential expansion of Section 232 scope to broader nutraceutical categories in Q4 2026 as USTR continues to build the post-Section 122 tariff architecture.

Trend pulse

Rising — Worth Building Around

Colostrum: Still the breakout ingredient of 2026. Multi-category positioning driving supply chase.

Whey alternatives — pea, rice, soy, casein, egg, yeast: Reformulation wave accelerating. Yeast protein now visibly emerging.

Casein / caseinate: GLP-1 satiety positioning (slow-release amino acid story) driving demand.

Cellular energy / NAD+ ingredients — NMN, NR, CoQ10/ubiquinol: Moving from longevity niche to general wellness.

Nootropic ingredients — magnesium L-threonate, apigenin, urolithin A, myo-inositol, postbiotics: All in active growth per SPINS 2026 data.

Krill and algal omega-3s: Substitution flows accelerating on Peru fish oil crisis.

Natural colorants — lycopene, spirulina, sodium copper chlorophyllin, annatto: FDA phase-out driving structural reformulation.

Fiber-maxxing ingredients — beta-glucan, inulin, psyllium, resistant starches: Parallel to protein trend.

Marine collagen: Continues to command premium over bovine.

Branded clinical extracts — KSM-66 ashwagandha, Magtein L-threonate: Premium positioning wins over commodity.

Declining — Losing Steam

Generic bovine collagen at parity pricing: Margin compression persists.

Magnesium oxide: Chelated forms eroding share.

CBD: Continued drift downward.

Pure L-ascorbic acid in skincare: Stabilized derivatives (SAP, AA-2G) gaining share.

Synthetic food colors: Structural decline as FDA phase-out proceeds.

Traditional pill formats: 70% of consumers report pill fatigue; gummies, drink mixes, chewables gaining.

Aspartame: Demand recovery slow; supply ample.

Forward **calls tracker**

Every forward-looking call published in this report gets logged here with specificity, horizon, confidence, and invalidation condition.

Ingredient	The Call	Horizon	Conf.	Invalidation
Fish oil (EPA/DHAconc.)	Chinese refined offers firm 20-30% over 60-90 days	60-90d	High	IMARPE reopens fishery with strong biomass
Whey WPC 80% / WPI	US spot stays above \$12/lb through Q1 2027	Q1 2027	High	Major brand walks at scale; GLP-1 usage plateau
Section 301 rates	Country-specific rate adjustments announced in 60-120 days; VN/KH/BD face 20-35%	60-120d	Medium	Court invalidates Section 301 forced-labor framework
USD/CNY	Trades 6.70-6.85 through Q3	60-90d	Medium	PBOC pivots to weaken yuan; risk-off dollar bid
USD/INR	Range 94-97 through Q3; Iran/Brent drives direction	60-90d	Medium	Iran de-escalation; Brent back to \$70s
Ocean freight (Asia-US)	WCI settles in \$3,500-4,000 range through Q4	60-120d	Med-High	Strait of Hormuz closure; new tariff shock
Choline (Chinese)	CVD prelim determination affirmative September 17	45d	Medium	DOC scope narrowed or petitions withdrawn
Colostrum	Allocation conversations emerge in Q4 as demand outpaces dairy scaling	90-120d	Med-High	Demand cools; dairy capacity online faster
Indian botanicals 2026-27	Below-normal monsoon hits ashwagandha yield; firmer offers Q4 2026	4 mo	Medium	Late-August monsoon strengthens; IMD revises

Strategic considerations **by category**

Cross-cutting implications of this week's market signals, organized by formulation category.

Sports nutrition:

-  Whey shortage remains structural through Q3 2026 and likely Q1 2027. Reformulation toward pea, rice, soy, casein, egg, and yeast protein blends is now visibly at retail. Customers still on 100% whey are behind.
-  USDA July 10 data: WPC 80% \$12.50-13/lb; WPI upper \$13s-\$14. Manufacturer capacity rationalization signal is new — plant closures ahead.
-  Casein/caseinate has a specific GLP-1 satiety positioning — worth highlighting in muscle preservation conversations.
-  Fish oil crisis unresolved. Peru ban still extended. Krill and algal DHA substitution should be actively evaluated.
-  Creatine two-tier market (generic vs Creapure) intact. Cognitive and women's health repositioning continues.

Strategic considerations **by category**

Cross-cutting implications of this week's market signals, organized by formulation category.

Beauty, skincare, and aging:

- ✓ Colostrum still the breakout — dairy scaling but supply lagging demand. Position for Q4 allocation conversations.
- ✓ Marine collagen continues to command premium over bovine.
- ✓ NMN NDI notification still required per company. Quality verification (COAs, patent clarity) remains critical.
- ✓ Stabilized vitamin C derivatives (SAP, MAP, AA-2G) gaining share over pure L-ascorbic.
- ✓ Hyaluronic acid demand robust; new PEG-crosslinked products.

GLP-1 users and weight management:

- ✓ Muscle preservation is the strategic frame. 12% of US adults on GLP-1s. Whey, casein, pea, soy, collagen, taurine, creatine, leucine, HMB, magnesium, and B12 all have roles.
- ✓ Casein specifically positioned for slow-release amino acid / satiety story.
- ✓ Fiber-maxxing parallel trend: beta-glucan, inulin, psyllium, resistant starches.
- ✓ Format matters: cold-soluble, clear-textured, juice-like formats win over thick shakes.

Botanicals and AYUSH ingredients:

- ✓ India USD advantage continues on rupee weakness (~95.7). Lock long-cycle ingredients while advantage holds.
- ✓ Monsoon forecast at 92% of LPA; late-August IMD update is key. Ashwagandha, turmeric, boswellia, bacopa all exposed to 2026-27 crop risk.
- ✓ Ashwagandha named 2026 Ingredient to Watch by Nutritional Outlook. Strategic positioning category.
- ✓ Functional mushrooms continuing to ride cognitive/wellness wave.
- ✓ Branded clinically-validated ingredients commanding premium.

Food and beverage:

- ✓ FDA synthetic color phase-out timeline (end of 2026) is real. Reformulation with natural colorants — lycopene, beta-carotene, spirulina, sodium copper chlorophyllin, annatto — is now urgent.
- ✓ Section 301 tariff regime is now permanent by legal design. Model landed cost with 10-12.5% baseline for most origins.
- ✓ Choline sourcing needs a plan. September 17 CVD preliminary determination on Chinese choline could trigger cash deposits within days.
- ✓ US AD landscape continues: citric acid, glycine, calcium citrate, erythritol, gluconate salts, lysine all on AD list. Choline likely joining.
- ✓ Allulose demand strong on FDA added-sugar exclusion tailwind.

Methodology & **sourcing**

This report synthesizes information from public sources including USDA Dairy Market News, Peru PRODUCE/IMARPE press releases via SeafoodSource and NutraIngredients, Drewry World Container Index updates, India Meteorological Department forecasts, FDA regulatory actions, Federal Reserve H.10 FX data, NutraIngredients-USA, Nutritional Outlook, Bloomberg, Fortune, ABC News, SPINS retail data via published reports, IFFO, GOED, and earnings/industry commentary from Glanbia, FrieslandCampina, ADM, BellRing Brands, and AlzChem.

The Ingredient Market Trends section reflects directional reads based on public sources and trade press as of the week of publication. For current Vitajoy pricing on specific ingredients and volumes, please contact your Vitajoy account representative.

Forward-looking calls are deliberately specific so they can be scored. Confidence levels and invalidation conditions are disclosed. We track our calls quarterly and adjust methodology based on what we get right and what we miss — credibility compounds over time, and we'd rather be specific and occasionally wrong than vague and always plausible.

Ingredients market trend

Directional commentary by category. Trend reflects supply/demand pressure on pricing based on public sources and trade press as of July 2026. For current Vitajoy pricing on specific ingredients and volumes, please contact your Vitajoy Group USA account representative.

 **Easing / Soft**
 **Stable**
 **Firm / Rising**

Amino acids

 Taurine Energy drink and pet food demand still surging; Chinese plants at ~90% capacity. RMB continues to strengthen — added USD cost pressure. GLP-1 muscle-support positioning firmly established. <i>Bullish; Q3 demand sustained.</i>	 L-Glutamine Sports nutrition restocking; GLP-1 muscle-preservation demand; carbon costs stable. <i>Firming.</i>	 L-Lysine HCl 98.5% Chinese FOB elevated. US AD scope expansion to food-grade remains a watch item under new Section 301 regime. <i>Bullish; watch AD scope expansion.</i>
 L-Arginine Base Feed restocking continuing; food-grade stable; cosmetic demand steady. <i>Firm; modest upside.</i>	 BCAA 2:1:1 Instantized Shandong plants running near capacity; back-to-school sports nutrition demand robust. <i>Firm.</i>	 L-Citrulline / Citrulline Malate New capacity absorbed; pre-workout demand steady. <i>Stable.</i>
 L-Carnitine Tartrate Sports nutrition + weight management + GLP-1 adjacent demand; supply sufficient. <i>Firming.</i>	 Beta-Alanine Energy drink inventories tight; spot pricing firming. <i>Improving.</i>	 L-Theanine Functional beverage and sleep/stress demand steady; Chinese/Japanese supply balanced. <i>Stable.</i>
 L-Tryptophan EU plant issues resolved; pharma normalized; feed demand recovering. <i>Firming.</i>	 L-Glycine Pharma and food additive demand steady; Jiangsu capacity easing tightness. Subject to US AD tariffs. <i>Stabilizing.</i>	 DL-Methionine Feed demand robust; global supply tight; major producers holding higher quotes. <i>Firm; supply gap persists.</i>
 L-Cysteine EU regulatory pressure easing; non-China premium holds. <i>Stable.</i>	 L-Threonine Feed restocking; exporters holding offers. <i>Improving.</i>	 L-Proline Cosmetic (skincare) demand increasing; feed grade stable. <i>Stable.</i>
 L-Serine Pharma and cosmetic demand stable; new capacity easing tightness. <i>Stabilizing.</i>	 L-Tyrosine Pharma and cosmetic demand strong; feed sector stabilizing. <i>Sideways.</i>	

Sports nutrition & joint health

➔ Creatine Monohydrate (Generic, China) Chinese oversupply persists. Section 301 replaces Section 122 (net effect: rate structure changes, absolute burden similar). Two-tier market with Creapure. <i>Firm at landed level.</i>	↑ Creapure® / Branded Creatine AlzChem single-facility production; European shortage persists; allocation dominant. <i>Bullish; allocation risk through 2026.</i>	↑ Caffeine Anhydrous China VAT rebate cuts flowing through; energy drink demand strong; supply tight. <i>Firm.</i>
↑ HMB (Calcium HMB) GLP-1 muscle-preservation positioning driving demand; supply concentrated. <i>Firming.</i>	↑ MSM (Methylsulfonylmethane) Joint health and skincare demand strong; Chinese plants near capacity; spot supply tight. <i>Bullish.</i>	↑ Glucosamine 2KCl Joint health demand rising; supply sufficient. <i>Firm.</i>
➔ Chondroitin Sulfate Cosmetic and supplement demand steady; new purification tech reducing costs. <i>Stable.</i>	↑ Alpha-Lipoic Acid Antioxidant supplement demand strong; EU approval secured; spot supply tight. <i>Bullish.</i>	

Botanicals & herbs

↑ Ashwagandha Extract (5% Withanolides) Nutritional Outlook 2026 Ingredient to Watch. Indian raw material prices firm; adaptogen demand booming. 2026 monsoon at 92% LPA — next crop is the risk. <i>Bullish; watch monsoon.</i>	➔ Turmeric Extract (95% Curcumin) Indian raw material stable; supply up ~10% from expanded 2025 acreage; cosmetic demand up. <i>Stable.</i>	➔ Boswellia Serrata Extract Indian supply steady; joint health demand persistent. <i>Stable.</i>
➔ Ginkgo Biloba Extract (24/6) Chinese spring harvest complete; memory health demand steady. <i>Stable.</i>	↑ Green Tea Extract (50% EGCG) Post-spring harvest; functional beverage demand strong. <i>Firm.</i>	↑ Rhodiola Rosea Extract Adaptogen category strong; Chinese supply consolidating. <i>Firming.</i>
↑ Bacopa Monnieri Extract Indian supply stable; cognitive supplement category strong. <i>Firming.</i>	↑ Saffron Extract (Affron-style) Iran tensions returning; renewed geopolitical premium building. <i>Firm on geopolitical risk.</i>	➔ Black Pepper / Piperine 95% Indian supply steady; bioavailability category strong. <i>Stable.</i>
↑ Milk Thistle Extract (80% Silymarin) European crop yields down; export prices rising. <i>Bullish.</i>	↑ Lion's Mane Extract Functional mushroom category booming; cognitive positioning strong. <i>Firming.</i>	➔ Ginseng Extract (80% Ginsenosides) Korean imports tight; Chinese supply stable. <i>Stable.</i>
➔ Echinacea Extract (4% Phenolics) North American crop yields stable; immune demand steady. <i>Stable.</i>	➔ Hawthorn Extract (1.5% Flavonoids) Chinese domestic supply stable; heart health demand steady. <i>Stable.</i>	

Colostrum & Emerging Functional

- ↑ **Colostrum**
Still the breakout ingredient of 2026 — 2,454% growth in hair/skin/nails per SPINS. Multi-category positioning driving supply chase; dairy processors scaling but lagging demand.
Bullish; supply catching up slowly.
- **Spermidine**
Longevity stack adoption; clinical interest building.
Firm.
- **Urolithin A**
Mitochondrial health positioning; licensed through Amazentis/Mitopure.
Firm.
- **Berberine / Dihydroberberine**
GLP-1-adjacent positioning; metabolic health story; Chinese supply expanding.
Firm.
- ↑ **Fisetin**
Emerging longevity ingredient targeting hallmarks of aging.
Firming.
- ↑ **Apigenin**
Sleep and longevity crossover; emerging as trending ingredient (Genie/SPINS 2026 data).
Firming on category emergence.

Collagen

- ↓ **Bovine Collagen Peptides**
Brazilian abattoir output elevated; beauty/oral care demand soft; pricing under pressure.
Soft.
- ↑ **Marine Collagen Peptides**
Beauty and anti-aging demand strong; marine commanding premium over bovine.
Bullish.
- **Type II / UC-II Collagen**
Joint health niche; clinical data drives premium.
Firm.

Fish Oils – TIGHTENING

- ↑ **Fish Oil 18/12 (Standard)**
Peru fishing ban still extended past June 10; no reopening date announced as of late July. Warm-water conditions and juvenile fish persist. April 2026 fishmeal -21% YoY; fish oil -19% YoY.
Bullish; allocation reality; 20-30% upside possible.
- ↑ **EPA/DHA Concentrates (30%+)**
Same Peru driver ongoing. Aker BioMarine "empty shelves in 12 months" warning intact. Industry allocation conversations dominant.
Bullish; allocation-driven.
- ↑ **Krill Oil**
Substitution demand very strong; Antarctic quota stable; GOED actively recommending diversification.
Firming hard on substitution.
- ↑ **Algal DHA**
Plant-based DHA capacity expanding; substitution interest strong.
Firming on substitution.

Proteins – STRUCTURAL SHORTAGE

↑ **Whey Protein Concentrate 80%**
USDA July 10 report: WPC 80% \$12.50-13/lb; instant WPC 80% upper \$12s to \$13. Some manufacturers planning to cease output within next couple months. Buyer resistance emerging but demand relentless.
Bullish through Q3 2026.

↑ **Whey Protein Isolate (90%+)**
USDA July 10: WPI upper \$13s to \$14. Availability tightening further vs recent weeks. European WPI still >€25,000/MT.
Bullish; allocation.

↑ **Pea Protein 80% Instantized**
Reformulation from whey is structural tailwind.
Firming on substitution.

↑ **Soy Protein Isolate 90%**
Reformulation tailwind from whey; food processing demand strong.
Firming.

↑ **Rice Protein**
Plant-based protein category healthy; whey substitution supports.
Firming.

➡ **Egg White Protein**
Avian influenza recovery; high-protein RTD demand supporting.
Firm.

↑ **Yeast Protein**
Emerging as price-relief alternative as whey shortage drives reformulation.
Firming on category emergence.

↑ **Casein / Caseinate**
GLP-1 satiety positioning (slow-release amino acid story) very active.
Firming on GLP-1 demand.

Vitamins

↑ **Ascorbic Acid (Vitamin C)**
China oversupply correcting; factories cutting supply; export tax rebate cuts possible.
Firm.

↑ **Vitamin E 50%**
Major plants under maintenance; Chinese FOB elevated.
Strong upward bias.

↑ **Vitamin A 1.0M IU/g**
European production curbs; Chinese export tax rebate cuts; feed demand rebounding.
Bullish.

↑ **Vitamin D3 500K IU/g**
Chinese capacity expansions delayed to H2; EU registration lags.
Volatile but firm.

➡ **Vitamin K2 MK-7**
Premium positioning vs K1; bone and cardiovascular applications growing.
Firm.

➡ **Vitamin B12 – Cyanocobalamin**
Supply and demand balanced.
Stable.

➡ **Vitamin B12 – Methylcobalamin**
Pharma-grade tight; cosmetic ample.
Stable.

↓ **Vitamin B6 (Pyridoxine HCl)**
New Chinese exporter active; supply increasing.
Downside risk.

➡ **Folic Acid**
Inventories cleared; producers holding firm.
Firm.

➡ **Folate 5-MTHF**
Methylated form premium holds.
Firm.

➡ **Biotin 2%**
Q3 capacity additions delayed.
Stable to soft.

↑ **Niacinamide**
Feedstock costs up; destocking complete; prices rebound continuing.
Rebound continues.

↑ **Pantothenic Acid (B5)**
Chinese producers raising quotes; feed and cosmetic demand recovering.
Firm.

➡ **Riboflavin (B2)**
EU premium holds.
Stable.

↑ **Thiamine Mono (B1)**
EU tariffs + China domestic cost increases; FOB elevated.
Firm.

Minerals

↓ Magnesium Oxide Commoditization + premiumization to chelated forms eroding share. <i>Soft.</i>	→ Magnesium Glycinate / Bisglycinate Sleep/stress positioning supports demand. <i>Firm.</i>	↑ Magnesium L-Threonate Trending ingredient per SPINS 2026 data; cognitive/brain health positioning. <i>Bullish on share.</i>
→ Zinc Citrate / Bisglycinate Steady demand; supply balanced. <i>Stable.</i>	→ Iron Bisglycinate Premium chelated form; women's health demand. <i>Firm.</i>	→ Calcium Citrate Subject to US AD tariffs; supply adequate. <i>Stable.</i>
→ Selenium (Selenomethionine) Premium organic form; antioxidant and thyroid positioning. <i>Firm.</i>	→ Chromium Picolinate Steady demand; metabolic support positioning. <i>Stable.</i>	

Sweeteners

↑ Allulose (Crystalline) FDA added-sugar exclusion driving US demand; Chinese supply expanding. <i>Firm.</i>	→ Erythritol 2024 capacity inventory cleared. Subject to US AD tariffs. <i>Stabilizing.</i>	↓ Stevia Reb-M 95% Shandong bioconversion plants operational; surplus easing. <i>Soft.</i>
→ Monk Fruit (Mogroside V 25%) Guilin harvest underway; carry-in stocks cleared. <i>Stable.</i>	↑ Sucralose China environmental tax flowing through; FOB rising. <i>Modest upside.</i>	↓ Acesulfame-K Overcapacity persists. <i>Soft.</i>
→ Xylitol (China) Corn-cob feedstock stable; EU AD unchanged. <i>Stable.</i>	↓ Aspartame Demand recovery slow, supply ample. <i>Bearish.</i>	

Natural Colorants — REGULATORY TAILWIND

↑ Lycopene FDA phasing out synthetic petroleum colors by end of 2026. Reformulation wave with major CPG brands. <i>Bullish; structural reformulation.</i>	↑ Beta-Carotene Same regulatory tailwind; replacing Yellow 5/6. <i>Bullish.</i>	↑ Spirulina (Phycocyanin) Replacing Blue 1/2 in confectionery and dairy. <i>Bullish.</i>
↑ Sodium Copper Chlorophyllin Replacing Green 3. <i>Bullish.</i>	↑ Annatto (Bixin) Yellow-orange replacement; supply tightening. <i>Firming.</i>	

Choline & Other Watch Items

↑ Choline Chloride / Choline Bitartrate BCP Ingredients AD/CVD petitions vs China proceeding. Preliminary determinations expected September 17 (CVD) and December 1 (AD). Cash deposits may follow. Affects animal nutrition, infant formula, supplements. <i>Volatile; disruption incoming.</i>	↑ Hyaluronic Acid Cosmetic and pharma demand booming. <i>Firm.</i>	➡ Inositol PCOS supplement demand rising; new capacity easing tightness. <i>Stable.</i>
↑ Sodium Hyaluronate (Cosmetic Grade) Cosmetic demand strong. <i>Firm.</i>	↑ NMN (Nicotinamide Mononucleotide) Legal US supplement status intact; \$500M global market projected 2026. Trending ingredient per multiple 2026 trend reports. NDI notification required per company. <i>Bullish on volume.</i>	↑ CoQ10 / Ubiquinol Cellular energy / NAD+ positioning gaining traction. <i>Firm.</i>