

Cat Snacks & Treats | 2019 Flavor Trends

TRENDS AFFECTING FLAVOR AND INGREDIENTS:

- Humanization of Pets
- Sustainable/Ethical Sourcing
- BFY Ingredients & Functionality
- Textural Interest
- Nothing Artificial

TOP 20 & OVER INDEXING FLAVOR COMPONENTS

TOP 20

Chicken	Cranberry
Salmon	Duck
Tuna	Cheddar Cheese
Prawn/Shrimp	Lamb
Turkey	Milk
Liver	Tilapia
Beef	Roasted/Toasted
Cheese	Sardine
Mackeral	Rabbit
White Fish	
Crab	

OVER INDEXING

Chicken
Salmon
Tuna
Prawn/Shrimp
Turkey
Liver
Beef
Mackeral
Duck



Source: Mintel GNPD
New Product Launches in North America 2014-2018

Over Indexing refers to 2018 performance
compared to prior years

CONCEPTS FOR CONSIDERATION:

Everyday Staples

- Coconut Shrimp
- Lobster Roll
- California Roll
- Chicken Liver Snaps
- Shrimp Cocktail

Seasonal Interest

- Gingersnaps
- Deviled Eggs
- Assorted Cheese Platter
- Cranberry Brie
- Blueberry Yogurt Bites