

Wet Dog Food | 2019 Flavor Trends

TRENDS AFFECTING FLAVOR AND INGREDIENTS:

- Humanization of Pets
- BFY Ingredients / Superfoods
- Culinary Interest
- Sustainable/Ethical Sourcing
- Complete & Balanced Meal
- Variety / Adventure
- Nothing Artificial

TOP 20 & OVER INDEXING FLAVOR COMPONENTS

TOP 20

Chicken	Pea
Beef	Potato
Turkey	Brown Rice
Vegetable	Grilled/Chargrilled
Lamb	Pumpkin/Squash
Carrot	Spinach
Salmon	Green Bean
Duck	Roasted/Toasted
Sweet Potato	Filet Mignon
Rice	Liver

OVER INDEXING

Chicken
Beef
Turkey
Vegetable
Lamb
Carrot
Sweet Potato
Rice



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

- Grilled Rosemary Chicken
- Chicken Pot Pie
- Beef Stroganoff
- Pot Roast
- Philly Cheese Steak
- Meatloaf

Seasonal Interest

- Tailgate Chili
- Thanksgiving Feast
- Venison Stew
- Corned Beef Hash
- Shepherds Pie