

# Cat Snacks & Treats | 2020 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	Whitefish
Tuna	Tilapia
Salmon	Catnip
Prawn/Shrimp	Oceanfish
Turkey	Lamb
Liver	Lobster
Beef	Roasted /Toasted
Mackerel	Sardine
Cheese	Cheddar Cheese
Crab	
Duck	

### OVER INDEXING

Chicken  
Tuna  
Salmon  
Prawn/Shrimp  
Turkey  
Gravy  
Catnip  
Oceanfish  
Lobster



Source: Mintel GNPD  
New Product Launches in North America 2015-2019

Over Indexing refers to 2018/2019 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