

Dry Cat Food | 2020 Flavor Trends

TRENDS AFFECTING FLAVOR AND INGREDIENTS:

- Humanization of Pets
- Sustainable/Ethical Sourcing
- Named Source
- BFY Ingredients
- Super Foods as Ingredients
- Nothing Artificial

TOP 20 & OVER INDEXING FLAVOR COMPONENTS

TOP 20

Chicken	Whitefish
Salmon	Vegetable
Turkey	Cod
Brown Rice	Egg
Chickpea	Barley
Potato	Trout
Liver	Pollock
Pea	Herring
Lentil	Apple
Tuna	
Sweet Potato	

OVER INDEXING

Chicken
Salmon
Turkey
Brown Rice
Chickpea
Duck
Egg
Pollock



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

- Salmon & Asparagus
- Crab Cakes
- Fish & Chips
- Braised Pheasant
- Seafood Feast (Salmon/Tuna/Shrimp)

Seasonal Interest

- Feast of the 7 Fishes
- Harvest Chicken & Vegetable
- Herb Roasted Chicken
- Citrus Salmon