

# Dry Dog Food | 2020 Flavor Trends

## TRENDS AFFECTING FLAVOR AND INGREDIENTS:

- Humanization of Pets
- BFY Ingredients / Superfoods
- Ancestral Diets
- Sustainable/Ethical Sourcing
- Nutrient Density & Balanced Nutrition
- Nothing Artificial

## TOP 20 & OVER INDEXING FLAVOR COMPONENTS

### TOP 20

Chicken	Chickpea
Salmon	Venison
Beef	Egg
Lamb	Pumpkin/Squash
Brown Rice	Liver
Sweet Potato	Carrot
Turkey	Potato
Pea	Lentil
Duck	Barley
Rice	Bison

### OVER INDEXING

Chicken  
Salmon  
Beef  
Lamb  
Duck  
Sweet Potato  
Bacon



Source: Mintel GNPD  
New Product Launches 2015-2019

Over Indexing refers to 2018/2019 performance  
compared to prior years

## CONCEPTS FOR CONSIDERATION:

### Everyday Staples

- Grilled T-Bone Steak
- Cedar-Planked Salmon
- Rotisserie Chicken
- Grilled Turkey Leg
- Mediterranean Lamb & Beef
- Bison
- Duck & Sweet Potato

### Seasonal Interest

- Venison Stew
- Turkey, Chicken & Duck (Turducken)
- Grilled Cheeseburger
- Smoked Brisket
- Maple Glazed Turkey