

Wet Cat Food | 2020 Flavor Trends

TRENDS AFFECTING FLAVOR AND INGREDIENTS:

- Humanization of Pets
- Sustainable/Ethical Sourcing
- Named Source
- Culinary Interest
- BFY Ingredients
- Nothing Artificial

TOP 20 & OVER INDEXING FLAVOR COMPONENTS

TOP 20

Chicken	Pumpkin/ Squash
Tuna	Duck
Salmon	Mackeral
Turkey	Oceanfish
Beef	Cod
Liver	Sardine
Prawn/Shrimp	Carrot
Whitefish	Sweet Potato
Vegetable	Cheese
Giblets	
Grilled/Chargrilled	

OVER INDEXING

Chicken
Tuna
Salmon
Liver
Prawn/Shrimp
Sweet Potato



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

- Clam Chowder
- Lobster Mac & Cheese
- Fish Stew
- Tuna Noodle Casserole
- Shrimp & Grits
- Chicken Stir Fry

Seasonal Interest

- Summer Seviche
- Pumpkin Ravioli
- Thanksgiving Feast
- White Chicken Chili
- Roasted Lamb & Mint Jelly
- Salmon with Cucumber Dill Sauce