

Wet Dog Food | 2020 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	Potato
Beef	Pumpkin/Squash
Turkey	Spinach
Vegetable	Grilled/Chargrilled
Lamb	Brown Rice
Carrot	Filet Mignon
Salmon	Roasted/Toasted
Sweet Potato	Green Beans
Duck	Cranberry
Pea	Liver

OVER INDEXING

Salmon
Sweet Potato
Pumpkin/Squash
Grilled/Chargrilled
Cranberry
Apple



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

- 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