

Pet Food

2022 Trend Snapshot

Humanization

Pets are celebrated members of the family, and their health and wellbeing is paramount to pet parents. IRI found that more than half of consumers consider health and nutritional standards before making pet food purchases.

Human Grade



Cesar Fresh Chef cut-and-serve meal rolls for dogs are made with human-grade ingredients. Jul. 2021 | Mintel GNPD

Pet Supplements



Finn creates supplements for dogs for a variety of health concerns. Sep. 2020 | Finn Wellness

Café Nāra Beef Broth is a meal topper for dogs & cats made with human grade ingredients. Jul. 2021 | Mintel GNPD



Dandy Supplements curates personalized supplement treat packs for pups. Jan. 2020 | Love Dandy



Functional Toppers

Nearly 25% of pet owners purchase toppers for their pets (Mintel); and while many toppers are positioned purely for appetite appeal, we've spotted new products claiming functional health benefits.

- Nature's Variety Instinct Raw Boost Mixers
- Purina Beyond Mixers + Immune Support



Neo Bites' Meal Toppers include their Super-Insect Blend, which has cricket protein, prebiotics, and omega-3 fatty acids. Dec. 2021 | Pet Food Processing

Sustainability

One in ten pet food launches carried a sustainability claim in 2020, and 27% of pet parents say they would like to see more sustainably sourced pet food. (Mintel)

Odd Cookie Dog Treats are made with excess—or 'odd'—seasonal produce and veggies from local farms. Dec. 2021 | Mintel GNPD



Hoppers makes nutritious and delicious dog treats from sustainable cricket protein. Nov. 2021 | Thing Testing

Insect Protein Innovation

The pet food industry has been innovating with insect protein—mostly cricket—in response to consumers' continued interest in sustainability and health. Look for the 🦋 emoji to spot products featuring insect protein throughout this snapshot!

Plant-Based Pups

Eating more plant-based isn't just for humans—Mintel found that 25% of pet owners aged 18-34 are interested in pet foods made with plant-based protein.



Jiminy's Nooch Puffs are dog treats formulated with corn meal, lentils, fava beans, crickets, rice flour, and nutritional yeast. Nov. 2021 | Pet Food Processing

Petaluma Roasted Peanut Butter & Sweet Potato Dog Food uses only plant-based ingredients from sustainable and organic farms. Jun. 2021 | Petaluma



Clif Pet Plant-Based Jerky is made for dogs with seven plant-based ingredients. Spring 2022 | Pet Food Processing

Gut Health

Mintel found that digestive health is a top concern among pet parents, with nearly six in ten saying that they would like to see digestive health benefits in the pet food and treats they purchase.

- Freshpet Select Sensitive Stomach & Skin Dog Food
- Zesty Paws Pill Wrap Bacon Flavor Probiotic Paste



Solid Gold Pet makes gut health a core pillar in all their products by using superfoods, living probiotics, and omega fatty acids in their formulas. Jun. 2021 | Mintel



Pet Food

2022 Trend Snapshot

Dog Food

Top 10 Flavors

1. Chicken
2. Beef
3. Peanut Butter
4. Turkey
5. Bacon
6. Lamb
7. Beef & Liver
8. Chicken & Rice
9. Sweet Potato
10. Pumpkin

Fastest Growing Flavors

- Carrot +300%
- Sweet Potato +166%
- Smoke +100%
- Bacon +50%
- Vegetable +25%
- Brown Rice +25%

Fastest Growing Claims

- Functional Pet – Immune System +350%
- Seasonal +300%
- Added Calcium +100%

Cat Food

Top 10 Flavors

1. Chicken
2. Salmon
3. Turkey
4. Tuna
5. Seafood
6. Tuna & Gravy
7. Chicken and Rice
8. Turkey & Chicken
9. Tuna & Salmon
10. Beef

Fastest Growing Flavors

- Salmon +300%
- Turkey +250%
- Tuna +133%
- Gravy +100%
- Ocean Fish +100%
- Chicken +66%

Fastest Growing Claims

- Environmentally Friendly Package +700%
- Ethical – Recycling +500%
- Functional Pet – Digestion +400%

Source: Mintel GNPD

Flavor Ideas

Humanization

Lobster Mac & Cheese
Smoked Turkey Leg
Chicken & Waffles
T-Bone Steak

Plant-Based Pups

Veggie Burrito
Mango Sticky Rice
BBQ Sweet Potato
Banana Peanut Butter

Functional Toppers

Apple Cider Porkchop
Italian Beef Au Jus
Miso Soup
Teriyaki

Gut Health

Lamb Mint
Cranberry Pumpkin
Ginger Beef Stir Fry
Herb Roasted Salmon

Innovative Products & Flavors



Dog-O's Cheesy Chompers are 100% cheese, hardened and shaped into crunchy "O" shapes. Nov. 2021 | Dairy Processing



Martha Stewart CBD for Pet Soft-Baked Chews for Wellness come in strengths specific to dog size and have a chicken, blueberry & anise flavor. Feb. 2021 | Drug Store news

Meow Mix Tasty Layers Gravy-Coated Mix Cat Food has gravy coated pieces with beef au jus flavor; and adding water to the mix will create a savory gravy. Sep. 2021 | Mintel GNPD



Milk Bone Dipped Dog Biscuits features a creamy peanut butter flavored coating on their classic, crunchy biscuit. May 2021 | Mintel GNPD



Orijen High Protein Biscuits come in four varieties and feature 90% protein from fresh or raw animal ingredients. Oct. 2021 | Pet Food Processing



DoggyRade and KittyRade are designed to be low-calorie, energy-boosting and rehydrating solutions for dogs and cats. Oct. 2021 | Pet Food Processing