

# Pet Treats

Pet treats is a growing category with the ability to serve multiple purposes including pet enjoyment, pet-owner bonding, and training. In addition, pet owners have become increasingly aware that treats can deliver added nutrition and health benefits.

**\$8.4B**

predicted sales of pet treats in 2024.



U.S. pet owners that give treats every day:

**63%**  
of dog owners

**60%**  
of cat owners

**69%**

of U.S. pet owners state interest in treats or toppers that promise functional health benefits.

## Dog Treat Trends

### U.S. Dog Treat Launches:

#### Top Flavors

##### Proteins

1. Chicken
2. Beef
3. Bacon
4. Turkey
5. Salmon

##### Non-Proteins

1. Peanut Butter
2. Cheese
3. Sweet Potato
4. Pumpkin
5. Apple

#### Top Claims

1. Convenient Packaging
2. No Additives/Preservatives
3. Natural
4. High/Source of Protein
5. Grain free
6. Oral Health
7. Gluten Free
8. Digestive/Gut Health
9. Indulgent & Premium
10. Ethical - Animal/Fish & Bird

Innova new product database; products launched in the U.S. between January 2022 and January 2024



Protein is the **#1** added-benefit claim among recent dog treat launches, with approximately **27%** of products stating a protein claim.

#### Flavor Inspiration for Dog Treat Innovation

- Applewood Smoked Chicken
- Maple Bacon
- Beer Cheese Pretzel

Sources:  
Mintel: Pet Food U.S. 2023  
Innova New Product Database, Dog & Cat Treats launched in the U.S. between January 2022 and January 2024

## Cat Treat Trends

### U.S. Cat Treat Launches:

#### Top Flavors

##### Proteins

1. Chicken
2. Salmon
3. Tuna
4. Liver
5. Beef

##### Non-Proteins

1. Sweet Potato
2. Pumpkin
3. Cheese
4. Carrot
5. Cranberry

#### Top Claims

1. Convenient Packaging
2. No Additives/Preservatives
3. Grain free
4. High/Source of Protein
5. Natural
6. Low/No/Reduced Calorie
7. Gluten Free
8. Oral Health
9. Ethical - Packaging
10. Ethical - Animal/Fish & Bird

Innova new product database; products launched in the U.S. between January 2022 and January 2024



Approximately **30%** of cat treat products launched in the past 2 years include a grain-free claim.

#### Flavor Inspiration for Cat Treat Innovation

- Seared Tuna
- Butter Poached Salmon
- Sweet Potato Pie

### NOTABLE PET TREAT INNOVATIONS



Treats with a High Protein Claim



Treats with a Grain Free Claim



Blue Buffalo launched treats in portable packaging which makes life better for owners who take their pets everywhere they go.



Fruitables launched a new dog treat collection called **Spreads**, which can be fed straight or even baked.



Numerous brands, like Lord Jameson and Bocce's, launched seasonal treats that allow pets to celebrate with special flavors and traditions.

Sources:  
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