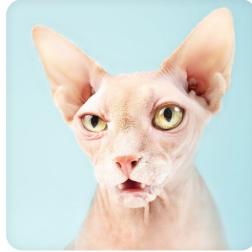
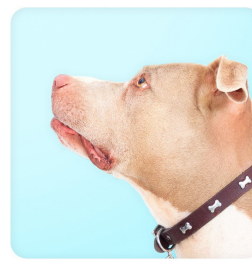




Flavor solutions



You don't want to miss this presentation!

2024 National Pet Parent Survey

We surveyed over 500 U.S. pet parents across four generations and invited them to share their thoughts regarding:

- Regular feeding behavior
- Product claims and ingredients
- Flavors for food and treats
- Supplements
- Toppers/additions to food & water

Want to learn what's important to pet parents and their furry friends?

Reach out to schedule your presentation today!



Contact Tiffany Fiore at tiffany_fiore@mccormick.com

85% OF PET PARENTS say the "food is a flavor my dog likes" is the most important attribute as it relates to their dog's food

81% OF PET PARENTS feed their dog "people food."

OVER 75% OF DOG & CAT OWNERS celebrate their pet's birthday & holidays.

Source: McCormick Flavor Solutions 2024 Pet Parent Survey

