Pet Food 2021 Trend Snapshot

Pet Food Goes Green

More industries are participating in ecological best practices and pet food is no different. Trending now are green initiatives like upcycling food waste in pet products, using sustainable ingredients, insect-based proteins, and more.

- Scout & Zoe's Super Fly Insect-Based Treats for Dogs
- Wild Earth Koji Fungi Dog Food

Shameless Pets Duck, Duck Beet Soft-Baked Dog Treats are made with upcycled ingredients and boosted with superfoods to keep dogs at peak performance. USA, July 2020 | Mintel GNPD



Gut Health

Another trend to migrate from human food and beverages, gut health is growing. Products like kefir, bone broth, and probiotics have been launching in pet food. Mintel found that 55% of US pet owners cited "healthy digestion" as the top benefit they'd like to see in pet products.

- Well & Good Chicken and Cheese Flavored Digestive Probiotics Chew for Cats
- I and Love and You Baked & Saucy Dog Food with Savory Bone Broth, Chicken, and Sweet Potatoes



Nature's Variety Instinct Raw Boost Mixers Kibbles with Digestive Health Formula is a freeze-dried meal enhancement made with chicory root, apple cider vinegar, probiotics and real cage-free chicken. Canada, Nov. 2019 | Mintel GNPD

Toppers Are Trending

No longer used as just an appetite-enhancing special touch, meal toppers have been rising in popularity to provide supplemental nutrition and other benefits.

- Tiki Cat Complements Chicken & Egg Cat Food Topper
- Purina Friskies Lil' Grillers Seared Cuts with Turkey in Gravy Cat Food Complement

Merrick Grain Free Beef Bone Broth with Superfoods and Cinnamon can be poured over dry dog food for a boost of flavor with joint supporting compounds. USA, Fall 2020 | Merrick



Fruit Fad

As carnivores, cats and dogs don't require fruit in their diets, but leveraging the nutrients and flavors in fruits creates a new opportunity for owners to delight their pets. According to America's Pet Owners, 65% of pet owners agree it's important that their pet experiences new things—and this could include fun-flavored treats and meals featuring apples, raspberries, and more.

- Fruitables Strawberry Yogurt Dog Treats
- Purina Beneful Baked Delights Snackers with Apples, Carrots and Peas

Freshpet Homestyle Creations Healthy Mixers Bananas, Cranberries & Blueberries Meal Complement for Dogs provides additional nutrition with antioxidant-rich bananas and berries. USA, Dec. 2019 | Mintel GNPD





CBD for You and Me

CBD brand Recess recently partnered with pet brand MaxBone to launch human-pet connection products under "The Walk Collection," which included a CBD sparkling beverage for pet owners and CBD treats for dogs.

Personalized Pet Care

Meeting distinct dietary needs of pets such as age-specific formulas, functional ingredients, and essential vitamins and nutrients is rising among US consumers—61% would pay more for pet food customized to their pet's specific dietary needs, and this rises to 75% among 25-34s.

- Delectables Bisque Kitten Lickable Treat with Tuna
- AppleLove Healthy Joint & Senior Blend Dog Food Supplement

Nulo Freestyle High-Meat Trim Kibble: Salmon & Lentils Recipe is formulated for adult cat weight management and includes more fiber, less fat and calories, and the addition of L-carnitine to support the metabolism of fats. USA, 2020 | Nulo





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Dog Food

Top 10 Flavors

6.

- Chicken 1.
- 2. Beef 7.
- 3. Peanut Butter 8. 4. Lamb 9.
- 5. Chicken &

Vegetable

10. Pumpkin/ Squash

Duck

Bacon

Turkey

Pork

- **Fastest Growing Flavors**
- Vegetable Salmon
- Lamb
- Mint
- Turkey
 - Gravy

Fastest Growing Claims

Prebiotic

System

Functional –

- **Brain & Nervous** • Ease of Use

Cat Food

Top 10 Flavors

1.	Chicken	7.	Chicken & Gravy
2.	Salmon	8.	White Fish &
3.	Tuna		Tuna
4.	Turkey	9.	Chicken &
5.	Tuna & Chicken		Brown Rice
6.	Seafood	10.	Turkey & Giblets

Fastest Growing Flavors

 Salmon Gravy

Fastest Growing Claim

Teeth and Tartar Protection

Innovative Products

Source: Mintel GNPD

GNPD

Flavor Ideas

Pet Food Goes Green

- Zesty BBQ Cricket
- Veggie Burrito

Gut Health

- **Pumpkin Spice Yogurt**
- **Ginger Beef**

Toppers Are Trending

- Salty Peanut Butter
- Italian Beef Au Jus

Fruit Fad

- Turkey Apple Cranberry
- **Orange Chicken**

Personalized Pet Care

- **Grilled Salmon**
- Cheeseburger



FLAVORS + Probiotics Red Meat Recipe Food Topper Powder for Dogs incorporates the patented probiotic strain Mito-5051 for digestive support and immune health. USA, 2020 | Chewy



H-E-B Texas Pet Chicken Fried Steak Flavored Meaty Snacks for Dogs features real chicken as the first ingredient and is free from animal byproducts and artificial flavors. USA, Nov. 2020 | Mintel GNPD

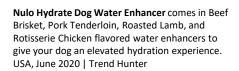


Primal Pet Foods Inc. Cranberry Blast Raw Goat Milk for Dogs & Cats is formulated for hydration and contains organic cranberries and apple cider vinegar, ingredients to provide urinary tract support. USA, Jan. 2021 | Primal Pet Foods









Bocce's Bakery Red Velvet Soft & Chewy Dog

Treats are wheat-free, all-natural, and made

in small batches, with peanut butter, beets

and cream cheese. USA, Nov. 2020 | Mintel

MedTerra Bacon Flavored Calming Pet

Chews for Dogs and Cats are made with

and each chew contains 10mg of calming

CBD. USA, Nov. 2020 | MedTerra

valerian root and L-tryptophan for relaxation



 Breath-Freshening