

# Wet Cat Food | 2018 Flavor Trends

## TRENDS AFFECTING FLAVOR AND INGREDIENTS:

- Humanization of Pets
- Sustainable/Ethical Sourcing
- Named Source
- Culinary Interest
- BFY Ingredients
- Nothing Artificial

## TOP 20 & OVER INDEXING FLAVOR COMPONENTS

### TOP 20

Chicken	Cod
Salmon	Pumpkin Squash
Tuna	Ocean Fish
Gravy	Carrot
Turkey	Grilled/Chargrilled
Beef	Spinach
Shrimp/Prawn	Crab
Liver	Sardine
Vegetable	Trout
Giblets	
Mackerel	

### OVER INDEXING

Gravy  
Turkey  
Beef  
Liver  
Vegetable  
Fish  
Giblets



Source: Mintel GNPD  
New Product Launches 2013-2017

Over Indexing refers to 2017 performance  
compared to prior years

## CONCEPTS FOR CONSIDERATION:

### Everyday Staples

- Clam Chowder
- Lobster Mac & Cheese
- Fish Stew
- Tuna Noodle Casserole
- Shrimp & Grits
- Chicken Stir Fry

### Seasonal Interest

- Summer Seviche
- Pumpkin Ravioli
- Thanksgiving Feast
- White Chicken Chili
- Roasted Lamb & Mint Jelly
- Salmon with Cucumber Dill Sauce