

Dog Snacks & Treats | 2019 Flavor Trends

TRENDS AFFECTING FLAVOR AND INGREDIENTS:

- Humanization of Pets
- BFY Ingredients & Functionality
- Added Vitamins & Minerals
- Variety / Adventure
- Celebration & Gifting
- Nothing Artificial

TOP 20 & OVER INDEXING FLAVOR COMPONENTS

TOP 20

Chicken	Pumpkin
Beef	Blueberry
Bacon	Liver
Sweet Potato	Cheese
Peanut Butter	Smoke
Duck	Carrot
Apple	Vegetable
Turkey	Roasted/Toasted
Salmon	Cranberry
Pork	
Lamb	

OVER INDEXING

Chicken
Beef
Bacon
Sweet Potato
Peanut Butter
Pork



Source: Mintel GNPD
New Product Launches in North America 2014-2018

Over Indexing refers to 2018 performance
compared to prior years

CONCEPTS FOR CONSIDERATION:

Everyday Staples

- Blueberry Maple
- Peanut Butter & Jelly
- Biscuits & Gravy
- Lamb Kabob Twists
- Pepperoni Pizza
- Beef or Turkey Jerky
- Chicken & Waffles

Seasonal Interest

- Pumpkin Spice
- Egg Nog
- Gingersnap Cookie
- Carrot Cake
- Watermelon Mint
- Strawberry Lemonade