

Dry Cat Food | 2018 Flavor Trends

TRENDS AFFECTING FLAVOR AND INGREDIENTS:

- Humanization of Pets
- Sustainable/Ethical Sourcing
- Named Source
- BFY Ingredients
- Super Foods as Ingredients
- Nothing Artificial

TOP 20 & OVER INDEXING FLAVOR COMPONENTS

TOP 20

Chicken	Fish
Salmon	Vegetable
Turkey	Barley
Rice	Duck
Potato	Whitefish
Brown Rice	Tuna
Pea	Chickpea
Liver	Herring
Lentil	
Sweet Potato	
Egg	

OVER INDEXING

Chicken	Quail
Salmon	Bison
Potato	Pumpkin/Squash
Brown Rice	Boar
Pea	
Lentil	
Herring	
Apple	
Beef	
Green Bean	
Cod	



Source: Mintel GNPD
New Product Launches 2013-2017

Over Indexing refers to 2017 performance
compared to prior years

CONCEPTS FOR CONSIDERATION:

Everyday Staples

- Salmon & Asparagus
- Crab cakes
- Fish & Chips
- Braised Pheasant
- Seafood Feast (Salmon/Tuna/Shrimp)

Seasonal Interest

- Feast of the 7 Fishes
- Harvest Chicken & Vegetable
- Herb Roasted Chicken
- Citrus Salmon