

Cat Snacks & Treats | 2018 Flavor Trends

TRENDS AFFECTING FLAVOR AND INGREDIENTS:

- Humanization of Pets
- Sustainable/Ethical Sourcing
- BFY Ingredients & Functionality
- Textural Interest
- Nothing Artificial

TOP 20 & OVER INDEXING FLAVOR COMPONENTS

TOP 20

| | |
|--------------|-----------|
| Chicken | Fish |
| Salmon | Whitefish |
| Tuna | Egg |
| Turkey | Duck |
| Rice | Vegetable |
| Potato | Seafood |
| Brown Rice | Cranberry |
| Liver | Lentil |
| Shrimp/Prawn | Lamb |
| Cheese | |
| Beef | |

OVER INDEXING

Potato
Rice
Shrimp/Prawn
Beef



Source: Mintel GNPD
New Product Launches 2013-2017

Over Indexing refers to 2017 performance
compared to prior years

CONCEPTS FOR CONSIDERATION:

Everyday Staples

- Coconut Shrimp
- Lobster Roll
- California Roll
- Chicken Liver Snaps
- Shrimp Cocktail

Seasonal Interest

- Gingersnaps
- Deviled Eggs
- Assorted Cheese Platter
- Cranberry Brie
- Blueberry Yogurt Bites