

# Dog Snacks & Treats | 2018 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	Lamb
Beef	Cheese
Sweet	Pork
Potato	Liver
Bacon	Blueberry
Peanut Butter	Carrot
Apple	Smoke
Turkey	Mint
Duck	Banana
Salmon	Cranberry
Pumpkin/Squash	

### OVER INDEXING

Chicken  
Beef  
Sweet  
Potato  
Bacon  
Peanut Butter  
Apple  
Turkey  
Salmon



Source: Mintel GNPD  
New Product Launches 2013-2017

Over Indexing refers to 2017 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