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

### 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

Over Indexing refers to 2018 performance compared to prior years