

# Dry Cat Food | 2019 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       | Barley    |
| Turkey       | Duck      |
| Potato       | Whitefish |
| Brown Rice   | Egg       |
| Chickpea     | Vegetable |
| Liver        | Trout     |
| Pea          | Herring   |
| Lentil       | Cranberry |
| Tuna         |           |
| Sweet Potato |           |

### OVER INDEXING

|            |
|------------|
| Chicken    |
| Salmon     |
| Turkey     |
| Brown Rice |
| Chickpea   |
| Liver      |
| Tuna       |
| Duck       |
| Whitefish  |
| Trout      |
| Ocean Fish |



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

- 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