

Wet Cat Food | 2019 Flavor Trends

TRENDS AFFECTING FLAVOR AND INGREDIENTS:

- Humanization of Pets
- Sustainable/Ethical Sourcing
- Named Source
- Culinary Interest
- BFY Ingredients
- Nothing Artificial

TOP 20 & OVER INDEXING FLAVOR COMPONENTS

TOP 20

Chicken	Giblets
Tuna	Ocean Fish
Salmon	Pumpkin/Squash
Turkey	Grilled /
Beef	Chargrilled
Prawn/Shrimp	Cod
Vegetable	Carrot
Liver	Sardine
White Fish	Crab
Mackerel	
Duck	

OVER INDEXING

Chicken
Tuna
Salmon
Turkey
Prawn/Shrimp
Liver
Cod
Coconut



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

- Clam Chowder
- Lobster Mac & Cheese
- Fish Stew
- Tuna Noodle Casserole
- Shrimp & Grits
- Chicken Stir Fry

Seasonal Interest

- Summer Seviche
- Pumpkin Ravioli
- Thanksgiving Feast
- White Chicken Chili
- Roasted Lamb & Mint Jelly
- Salmon with Cucumber Dill Sauce