# Cat Snacks & Treats | 2020 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
- Tuna
- Salmon
- Prawn/Shrimp
- Turkey
- Liver
- Beef
- Mackeral
- Cheese
- Crab
- Duck
- Whitefish
- Tilapia
- Catnip
- Oceanfish
- Lamb
- Lobster
- Roasted /Toasted Sardine
- Cheddar Cheese

### OVER INDEXING
- Chicken
- Tuna
- Salmon
- Prawn/Shrimp
- Turkey
- Gravy
- Catnip
- Oceanfish
- Lobster

Source: Mintel GNPD
New Product Launches in North America 2015-2019

Over Indexing refers to 2018/2019 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