Dog Snacks & Treats | 2020 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
- Turkey
- Peanut Butter
- Lamb
- Duck
- Apple
- Salmon
- Carrot
- Pork
- Pumpkin/Squash
- Cheese
- Cranberry
- Liver
- Blueberry
- Steak
- Filet Mignon
- Venison

**OVER INDEXING**
- Chicken
- Beef
- Sweet Potato
- Apple
- Pumpkin/Squash
- Blueberry

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

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 2018/2019 performance compared to prior years