

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	Pork
Beef	Pumpkin/Squash
Bacon	Cheese
Sweet Potato	Cranberry
Turkey	Liver
Peanut Butter	Blueberry
Lamb	Steak
Duck	Filet Mignon
Apple	Venison
Salmon	
Carrot	

OVER INDEXING

Chicken
Beef
Sweet Potato
Apple
Pumpkin/Squash
Blueberry



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

- 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