Wet Cat Food | 2020 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
- Tuna
- Salmon
- Turkey
- Beef
- Liver
- Prawn/Shrimp
- Whitefish
- Vegetable
- Giblets
- Grilled/Chargrilled

**OVER INDEXING**

- Chicken
- Tuna
- Salmon
- Liver
- Prawn/Shrimp
- Sweet Potato

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**

- 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