



PET PARENTS & FLAVOR

Fast Facts From McCormick FONA

We surveyed pet parents across the U.S. to get their thoughts on food, treats, flavor and more for their pets. Consumers today look for products that are both nutritional and enjoyable for their pets, leaving lots of room for innovation in the pet care space. When it comes to owners and their furry friends, here are the top insights we are tracking, from water supplementation to culinary inspired bone broth flavors and more.

WHAT'S HOT IN HYDRATION?

Pet Water Supplementation

25% OF PET PARENTS

Regularly add something to their dog's water, an 11% increase vs our 2021 survey.



BROTHS & STOCKS

Pet Parents are embracing these additions for their recent health claims such as joint health.



FLAVOR ENHANCERS

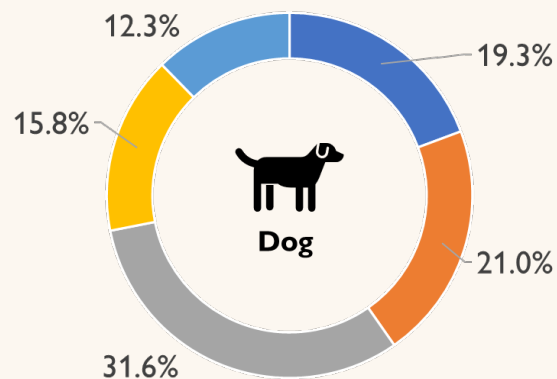
~20% of pet parents purchase water "flavor enhancers" designed for pets.



WATER, WITH A TWIST

What types of products do you regularly add to your pet's water?

Pet Parents were asked this question and our survey showed that broths or stocks designed for their furry friends ranked top of the list. Those designed for human consumption followed closely behind. In fact, over half of pet parents add broths or stocks to their pet's water.

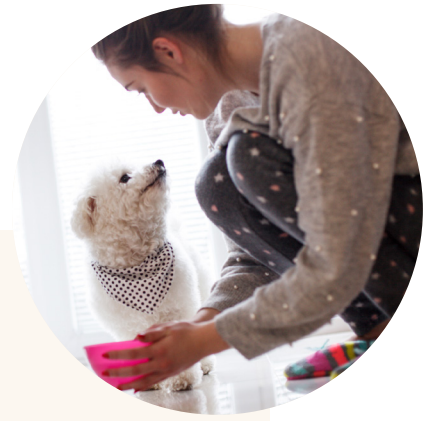


- Flavor enhancers designed for pets
- Broth or stocks designed for human food
- Broth or stocks designed for pets
- Supplements to support your pet's health
- Water additives for breath freshening



GET INSPIRED WITH FLAVOR

Culinary Inspired Broth Flavors For Dogs



- Rotisserie Chicken
- Rosemary Herbed Chicken
- No Chicken Chicken (Plant-Based)
- Smokehouse Bacon & Beef
- Beef, Parsley & Carrots
- Pork Stew
- Smoked Pulled Pork
- Prime Rib Au Jus
- Bone Marrow Beef
- Sautéed Chicken Liver

Functional Water Flavor Enhancers for Dogs

- Lemon Citrus (Immunity Support)
- Cranberry Orange (Immunity Support)
- Pomegranate Lemon (Immunity Support)
- Ginger Carrot (Digestive Aid)
- Cranberry Pumpkin (Digestive Aid)
- Vanilla Rooibos (Calming/Stress)
- Blueberry Lavender (Calming/Stress)
- Grilled Salmon (Skin & Coat)
- Oatmeal Cookie (Skin & Coat)
- Vanilla Peppermint (Fresh Breath)
- Apple & Parsley (Fresh Breath)

*These flavors are not contributing to the functionality of the water enhancer supplement concept, but merely provide a supportive “reason to believe”.



READY TO LEARN MORE?

Let's Chat!

Marketing Director

lisa_demme@mccormick.com

(630) 715-9278

