

Pet Food

2021 Trend Snapshot

Pet Food Goes Green

More industries are participating in ecological best practices and pet food is no different. Trending now are green initiatives like upcycling food waste in pet products, using sustainable ingredients, insect-based proteins, and more.

- Scout & Zoe's Super Fly Insect-Based Treats for Dogs
- Wild Earth Koji Fungi Dog Food

Shameless Pets Duck, Duck Beet Soft-Baked Dog Treats are made with upcycled ingredients and boosted with superfoods to keep dogs at peak performance. USA, July 2020 | Mintel GNPD



Gut Health

Another trend to migrate from human food and beverages, gut health is growing. Products like kefir, bone broth, and probiotics have been launching in pet food. Mintel found that 55% of US pet owners cited "healthy digestion" as the top benefit they'd like to see in pet products.

- Well & Good Chicken and Cheese Flavored Digestive Probiotics Chew for Cats
- I and Love and You Baked & Saucy Dog Food with Savory Bone Broth, Chicken, and Sweet Potatoes



Nature's Variety Instinct Raw Boost Mixers Kibbles with Digestive Health Formula is a freeze-dried meal enhancement made with chicory root, apple cider vinegar, probiotics and real cage-free chicken. Canada, Nov. 2019 | Mintel GNPD

Toppers Are Trending

No longer used as just an appetite-enhancing special touch, meal toppers have been rising in popularity to provide supplemental nutrition and other benefits.

- Tiki Cat Complements Chicken & Egg Cat Food Topper
- Purina Friskies Lil' Grillers Seared Cuts with Turkey in Gravy Cat Food Complement

Merrick Grain Free Beef Bone Broth with Superfoods and Cinnamon can be poured over dry dog food for a boost of flavor with joint supporting compounds. USA, Fall 2020 | Merrick



Fruit Fad

As carnivores, cats and dogs don't require fruit in their diets, but leveraging the nutrients and flavors in fruits creates a new opportunity for owners to delight their pets. According to America's Pet Owners, 65% of pet owners agree it's important that their pet experiences new things—and this could include fun-flavored treats and meals featuring apples, raspberries, and more.

- Fruitsables Strawberry Yogurt Dog Treats
- Purina Beneful Baked Delights Snackers with Apples, Carrots and Peas

Freshpet Homestyle Creations Healthy Mixers Bananas, Cranberries & Blueberries Meal Complement for Dogs provides additional nutrition with antioxidant-rich bananas and berries. USA, Dec. 2019 | Mintel GNPD



CBD for You and Me

CBD brand Recess recently partnered with pet brand MaxBone to launch human-pet connection products under "The Walk Collection," which included a CBD sparkling beverage for pet owners and CBD treats for dogs.



Personalized Pet Care

Meeting distinct dietary needs of pets such as age-specific formulas, functional ingredients, and essential vitamins and nutrients is rising among US consumers—61% would pay more for pet food customized to their pet's specific dietary needs, and this rises to 75% among 25-34s.

- Delectables Bisque Kitten Lickable Treat with Tuna
- AppleLove Healthy Joint & Senior Blend Dog Food Supplement

Nulo Freestyle High-Meat Trim Kibble: Salmon & Lentils Recipe is formulated for adult cat weight management and includes more fiber, less fat and calories, and the addition of L-carnitine to support the metabolism of fats. USA, 2020 | Nulo



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Dog Food

Top 10 Flavors

- | | |
|------------------------|--------------------|
| 1. Chicken | 6. Duck |
| 2. Beef | 7. Bacon |
| 3. Peanut Butter | 8. Pork |
| 4. Lamb | 9. Turkey |
| 5. Chicken & Vegetable | 10. Pumpkin/Squash |

Fastest Growing Flavors

- Vegetable
- Lamb
- Mint
- Salmon
- Turkey
- Gravy

Fastest Growing Claims

- Prebiotic
- Functional – Brain & Nervous System
- Breath-Freshening
- Ease of Use

Cat Food

Top 10 Flavors

- | | |
|-------------------|-------------------------|
| 1. Chicken | 7. Chicken & Gravy |
| 2. Salmon | 8. White Fish & Tuna |
| 3. Tuna | 9. Chicken & Brown Rice |
| 4. Turkey | 10. Turkey & Giblets |
| 5. Tuna & Chicken | |
| 6. Seafood | |

Fastest Growing Flavors

- Gravy
- Salmon

Fastest Growing Claim

- Teeth and Tartar Protection

Source: Mintel GNPD

Flavor Ideas

Pet Food Goes Green

- Zesty BBQ Cricket
- Veggie Burrito

Gut Health

- Pumpkin Spice Yogurt
- Ginger Beef

Toppers Are Trending

- Salty Peanut Butter
- Italian Beef Au Jus

Fruit Fad

- Turkey Apple Cranberry
- Orange Chicken

Personalized Pet Care

- Grilled Salmon
- Cheeseburger

Innovative Products



FLAVORS + Probiotics Red Meat Recipe Food Topper Powder for Dogs incorporates the patented probiotic strain Mito-5051 for digestive support and immune health. USA, 2020 | Chewy



Bocce's Bakery Red Velvet Soft & Chewy Dog Treats are wheat-free, all-natural, and made in small batches, with peanut butter, beets and cream cheese. USA, Nov. 2020 | Mintel GNPD



H-E-B Texas Pet Chicken Fried Steak Flavored Meaty Snacks for Dogs features real chicken as the first ingredient and is free from animal by-products and artificial flavors. USA, Nov. 2020 | Mintel GNPD



MedTerra Bacon Flavored Calming Pet Chews for Dogs and Cats are made with valerian root and L-tryptophan for relaxation and each chew contains 10mg of calming CBD. USA, Nov. 2020 | MedTerra



Primal Pet Foods Inc. Cranberry Blast Raw Goat Milk for Dogs & Cats is formulated for hydration and contains organic cranberries and apple cider vinegar, ingredients to provide urinary tract support. USA, Jan. 2021 | Primal Pet Foods



Nulo Hydrate Dog Water Enhancer comes in Beef Brisket, Pork Tenderloin, Roasted Lamb, and Rotisserie Chicken flavored water enhancers to give your dog an elevated hydration experience. USA, June 2020 | Trend Hunter