

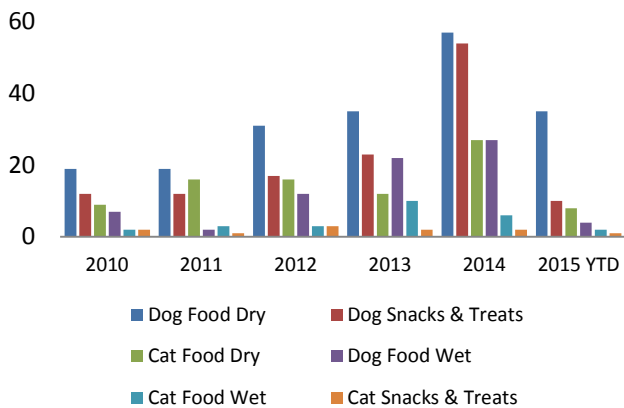
Mintel Quarterly Update

Fruit Ingredient Activity – Pet Food Product Launches

Aug 2015

% of top sub-categories in pet food product launches with fruit* ingredients, US: Jan. 2010 - July 2015

Pet Food Sub-Categories	% of all Launches
Dog Food Dry	37.48%
Dog Snacks & Treats	24.47%
Cat Food Dry	16.83%
Dog Food Wet	14.15%
Cat Food Wet	4.97%
Cat Snacks & Treats	2.10%



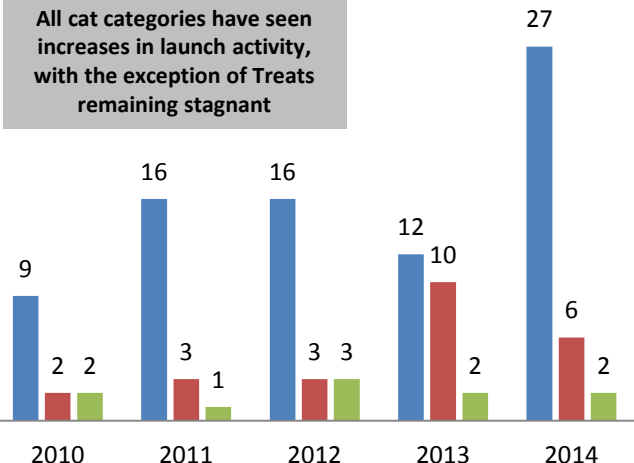
Top fruit* ingredients used in pet food product launches, by # of launches, US: Jan. 2010 – July 2015

Ingredient	Number of Launches
Cranberry	305
Blueberry	254
Apple	229
Pomegranate	31
Apple Pomace	25
Blackberry	17
Banana	17
Persimmon	15
Papaya	12
Avocado	12
Total Sample	523

of cat food products featuring fruit* as an ingredient, by sub-category, US: Jan. 2010 – 2014

■ Cat Food Dry ■ Cat Food Wet ■ Cat Snacks & Treats

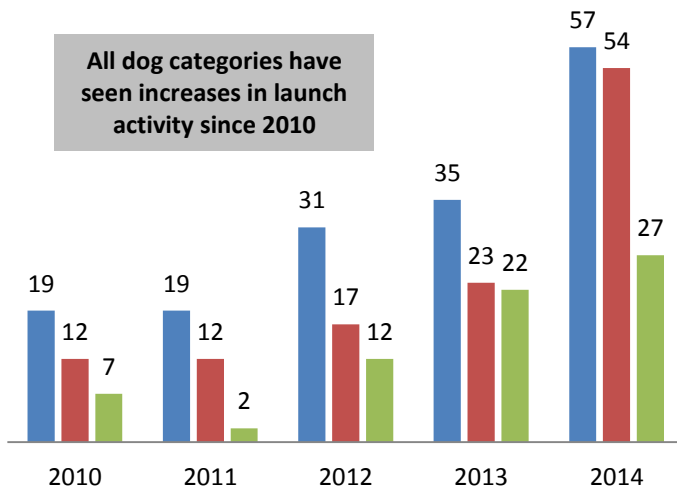
All cat categories have seen increases in launch activity, with the exception of Treats remaining stagnant



of dog food products featuring fruit* as an ingredient, by sub-category, US: Jan. 2010 – 2014

■ Dog Food Dry ■ Dog Snacks & Treats ■ Dog Food Wet

All dog categories have seen increases in launch activity since 2010



*Fruit Ingredients included in search are fruit concentrate, fruit flakes, fruit granules, fruit juice, fruit peel, fruit puree, fruit paste, fruit nectar, fruit solids and dried fruit.

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Examples of new pet launches with fruit ingredients - USA



Hare of the Dog's Rabbit Recipe Dog Treats with Red Apple and Dandelion (June 2015) Click [here](#) for product details



Fruitables Whole Jerky Bites – Bacon and Apple jerky. Said to be made with real bacon and sweet apples. Click [here](#) for product details



Dogs Love Kale Apple Crisp All Natural Wheat Free Dog Treats. Click [here](#) for product details



Simply Nourish Crunchy Dog Treats Baked with Peanut Butter, Apple and Bacon. Said to be made with naturally wholesome ingredients, to contain carefully sourced real peanut butter, apple and bacon. Click [here](#) for product details



Yogurt Crunchers Sweet Apple Flavor Crunchy Dog Treats with Pumpkin Granola & Greek Yogurt. Click [here](#) for product details



Authority Apple & Chicken Wraps Chewy Dog Treats are made with real apple and chicken. These are grain-free, low fat, rich in protein and contain no artificial flavors, colors or preservatives. Click [here](#) for product details



Zuke's Lil' Links Pork & Apple Recipe Healthy Little Sausage Links for Dogs. It is made with real pork as the first ingredient, including apples and tasty herbs. Click [here](#) for product details



Canyon Creek Ranch Superfood Blend Barley, Sweet Potato and Apple Adult Dog Food. Click [here](#) for product details