

Unleashing Seasonal Flavor Trends in Pet Treats

From howl-iday ham to pup-kin spiced, seasonal pet treat flavors continue to mirror human-inspired dishes. These seasonal items don't just taste and smell good—they're a way for owners to share seasonal moments and celebrations with their beloved pet. For pet brands, that means an opportunity to stand out on shelves with limited-edition launches that tap into seasonal excitement. Let's dig into the flavors that are making tails wag year-round!

Top Flavors of Seasonal Dog and Cat Treats

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| 1. Chicken | 6. Vanilla |
| 2. Peanut Butter | 7. Carob |
| 3. Pumpkin | 8. Sweet Potato |
| 4. Beef | 9. Salmon; Strawberry (tie) |
| 5. Gingerbread | 10. Turkey |

Innova New Product Database; dog and cat treat product launches, U.S., Positioning: Seasonal, July 2023 – July 2025

Product Launch Spotlights by Season

Winter



PETCO'S Merry Makings Duo Layer Treats for Dogs in Chicken & Cranberry flavor. Nov 2024.



BOCCE'S winter holiday-inspired "Milk & Cookies" treats with Peanut Butter, Carob, and Vanilla flavor. Nov 2024.

Spring



TRADER JOE'S Spring-themed Springingle dog treats are shaped like bones, flowers and pretzels in oat, yogurt, and peanut butter flavors. April 2025.



MILK BONE collaborated with Peeps on Marshmallow Flavored Dog Biscuits. March 2025.

Summer



THREE DOG BAKERY celebrates the fruit of the summer season with Strawberry Shortcake flavored Sandwich Cookies for Dogs. May 2024.



PURINA "summertime flavors" are reminiscent of foods eaten at a baseball game such as Loaded Bacon & Cheese Fries. May 2024.

Fall



TARGET'S HYDE AND EEK! Chicken and Pumpkin flavored Jerky Treats for Dogs. October 2024.



JINX Pumpkin & Apple Recipe Limited Edition Biscuits for dogs. October 2024.