



Top That!

Trends in Food Toppers for Dogs and Cats

Topper products for dogs and cats continue to grow share of the pet aisle. These products promise added benefits in the form of better taste, better nutrition, or both, and pet parents are buying in! Topper formats range widely, from simple bone broth pour overs to stew-like mixes, freeze dried pellets, and more. This variety allows manufacturers to get creative with new product innovation, as long as the product can promise to deliver enhanced nutrition or taste that's beyond that of basic food. *Take a look at the trends we're seeing in the topper space!*

Dog and Cat Topper Launches, U.S.

Top Flavors

1. Chicken
2. Beef
3. Turkey
4. Salmon
5. Lamb
6. Pumpkin
7. Vegetable
8. Fish
9. Duck
10. Pork

Top Claims

1. No Additives/Preservatives
2. High / Source of Protein
3. Grain Free
4. Skin Health
5. Digestive / Gut Health

Flavors in the topper segment are highly skewed towards protein flavors.

Flavor Ideas

- Applewood Smoked Chicken
- Beef Brisket
- Breakfast Sausage

Innova New Product Database; dog and cat topper products launches, U.S., April 2024 and April 2025

Products Marketed Strictly as Toppers



STELLA & CHEWY'S launched 2 breakfast-inspired varieties of freeze-dried raw meal toppers that deliver "all the benefits of raw nutrition in an easy dry form." March '25



STASHIOS' sprinkle on toppers promise enhanced nutrition for specific needs, such as healthy digestion. March '25



OPEN FARM has 3 varieties of silky mousse toppers for dogs, intended to be added to dry kibble. May '24



FURVOR keeps it simple with its line of 3 flavors of bone broth for dogs, meant for added nutrition and hydration. May '24

Products Marketed as a Topper or a Complete Meal

Brands can maximize consumer appeal by developing and positioning topper products with dual uses. As seen in these products, they can be used as a complete meal or a topper.



STEWART'S line of Raw Naturals is a freeze-dried product that can be served as a topper or a complete meal. March '25



STELLA & CHEWY'S Savory Shreds Tuna & Pumpkin Recipe (for Cats) can be used as a meal or a topper and claims that it contributes to adequate pet hydration. Feb '25



BUNDLE OF JOY Grass-Fed Beef & Veggies Stew. The first ingredient in this product is bone broth, and it can be used as a complete meal or a topper. Feb '25