

BSMPartners

BSM Global

Expanding Your Presence Worldwide

Traditional Industry Data is Stale and Stagnant

- The pet industry is no longer regional—it's borderless, fast-moving, and globally connected.
- Pet product innovation and consumer demand now cross continents in real time.
- Are you thinking globally—because consumers already are.

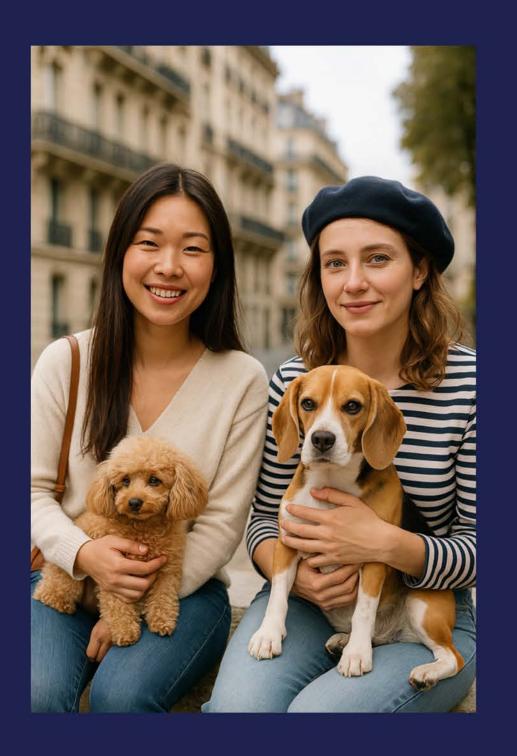


The pet industry has gone global. Growth is exploding across international markets, with rising middle classes driving demand for higher-quality pet nutrition, health products, and care. U.S. brands are in high demand abroad—trusted for their safety, science, and premium storytelling. At the same time, global innovation is influencing U.S. shelves more than ever. Functional formats, sustainable ingredients, and novel product concepts from Europe, Asia, and beyond are shaping what consumers expect at home. Borders are becoming irrelevant; influence flows both ways.

Today's pet consumer is globally curious. International buyers want American products, and U.S. pet parents are increasingly open to new ideas, ingredients, and formats from around the world. Success in this industry now requires a global lens—not just to sell internationally, but to compete with ideas that may not have started here, but are coming fast.

Innovation Knows No Borders

We empower brand excellence everywhere people love pets.



One Partner. Every Solution.

Let's Start Now.

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