



**BSM** Partners<sup>™</sup>

**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.**

**BSM**Partners<sup>TM</sup>