



BSMPartners[™]

Product Innovation

Invent Boldly. Lead Relentlessly. Shape the Future of Pet Products.

In the rapidly evolving pet industry, standing still is riskier than moving forward. With the market expected to double in size over the next few years, this explosive growth will favor brands that invest boldly and innovate relentlessly. Success won't come to the cautious—it will reward those ready to lead. The question is: will you seize this opportunity or watch competitors take your share? Now is the time to push boundaries, disrupt the market, and create products that pet owners can't ignore.

Our Product Innovation practice blends expert formulation with strategic foresight to keep your brand ahead. We deliver bold, market-defining solutions, from developing functional products to leveraging emerging ingredient trends and overcoming manufacturing challenges. With decades of industry experience, we know what it takes to create products that aren't just competitive—they shape the future. Let us help you turn big ideas into breakthrough products that lead the market.

Solutions That Drive Your Business Forward

Nothing is
impossible.

BSMPartners[™]

Trend-Led Product Development

Build the products of tomorrow by capitalizing on emerging trends, breakthrough claims, and innovative technologies.

Unmatched Formulation Expertise

Develop high-performing, functional formulations designed to meet specific nutritional, sustainability, or functional goals.

Cost-Effective Ingredient Sourcing

Optimize ingredient sourcing with our deep market knowledge, ensuring safety, sustainability, and competitive pricing.

Top-Tier Co-Manufacturer Partnerships

Leverage our industry relationships to connect with co-manufacturers that deliver exceptional quality and efficiency.

R&D Excellence

From concept testing to commercialization, we fast-track development with robust pipelines and a focus on quality.

Manufacturing Problem-Solving

Solve challenges like nutrient stability, ingredient substitution, and scaling new formulations with our hands-on expertise.

Regulatory and Claims Support

Ensure your products meet regulatory standards while positioning your claims to stand out in competitive markets.

Sustainability-Driven Solutions

Create products that not only perform but align with modern consumer demands for environmental and ethical responsibility.





We Solve Business Challenges Like These Every Single Day

Formulate groundbreaking products with targeted benefits to ensure your offerings lead—not lag—market demand.

Guarantee ingredient safety and compliance before unseen risks damage your reputation.

Secure cost-effective, reliable ingredient sourcing before supply chain challenges derail your growth.

Leverage our industry network to connect with the best co-manufacturers and avoid costly production missteps.

Optimize formulations for cost and performance to stay competitive in an increasingly demanding marketplace.

Streamline your R&D pipeline to bring products to market faster—before competitors claim your space.

Validate product claims with regulatory precision, safeguarding credibility in a crowded and confusing marketplace.

Overcome complex formulation challenges, from ingredient substitutions to process-driven obstacles, before they cause delays or other issues.

Lead the pack by developing innovative products that disrupt categories and set new standards.

Achieve sustainability goals by integrating smarter sourcing and packaging—be the leader before consumers demand it.

Strengthen product stability and shelf life to ensure consistent performance and avoid market challenges.

Create scalable, manufacturing-ready solutions that minimize risk and maximize efficiency.

Enhance product appeal with tailored functional attributes and palatability solutions that make a difference.

Identify and capitalize on market gaps before competitors recognize the opportunities.

Protect your innovations with proprietary formulations and IP strategies to stay ahead of imitators.



Let's Build the Next Big Thing in Pet Products.

The pet industry's explosive growth isn't just an opportunity; it's a test of leadership. To thrive, you need bold formulations, innovative thinking, and strategic execution.

Whether you're tackling ingredient costs, navigating manufacturing constraints, or shaping entirely new product categories, our Product Innovation practice is here to help you lead.

Don't just meet the future—shape it. Let's talk today to get started.