

THE ONLY PARTNER YOU NEED

From concept to consumer, we help pet industry leaders win.

BSM Partners

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BSM is North America's largest pet-focused, full service consulting firm.



Our integrated team of experts brings unmatched depth and 500 years of experience across the pet industry.



Our broad purview enables us to connect dots others do not see while transforming expertise, data, trends, and custom research into the clearest picture of what's happening and what's next.



We don't just understand where the pet industry is going, we help lead it there.

OUR FULL-SERVICE CONSULTING PRACTICES



DELIVERING IMPACT EVERYDAY.

In 2025 alone...

2500+

Formulations Developed

250+

Clients Served

20+

Countries Supported

80+

Podcast Episodes

300+

Pieces of Thought Leadership Published

“ Working with BSM Partners has been transformative for our business. ”

Founder & CEO

“ BSM Partners has become more than a partner to us—they’re a trusted ally, always ready with the right solution at the right time. ”

General Manager

“ Hiring BSM Partners as a consultant was exactly what we needed to complement our small company. ”

Head of Product Development

“ The multifaceted team at BSM Partners helped us save time, money and resources. ”

Chief Operating Officer