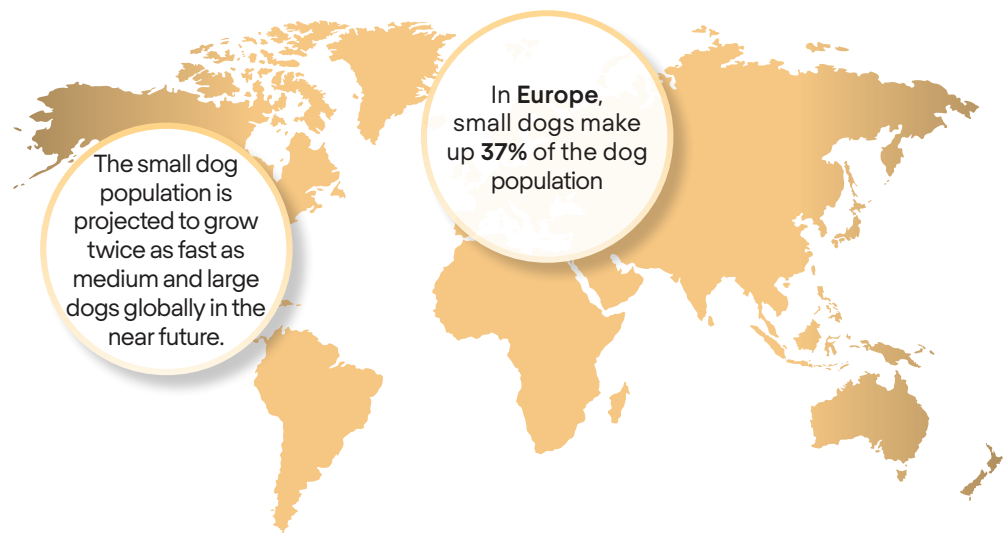









# Small dogs are taking over in a big way

In recent years, the demand for small dogs has surged, making them increasingly popular among pet owners. This growing popularity can be attributed to several factors such as adaptability to a busy lifestyle and small apartment living<sup>1</sup>.



## But how well do pet owners understand their needs?<sup>2</sup>

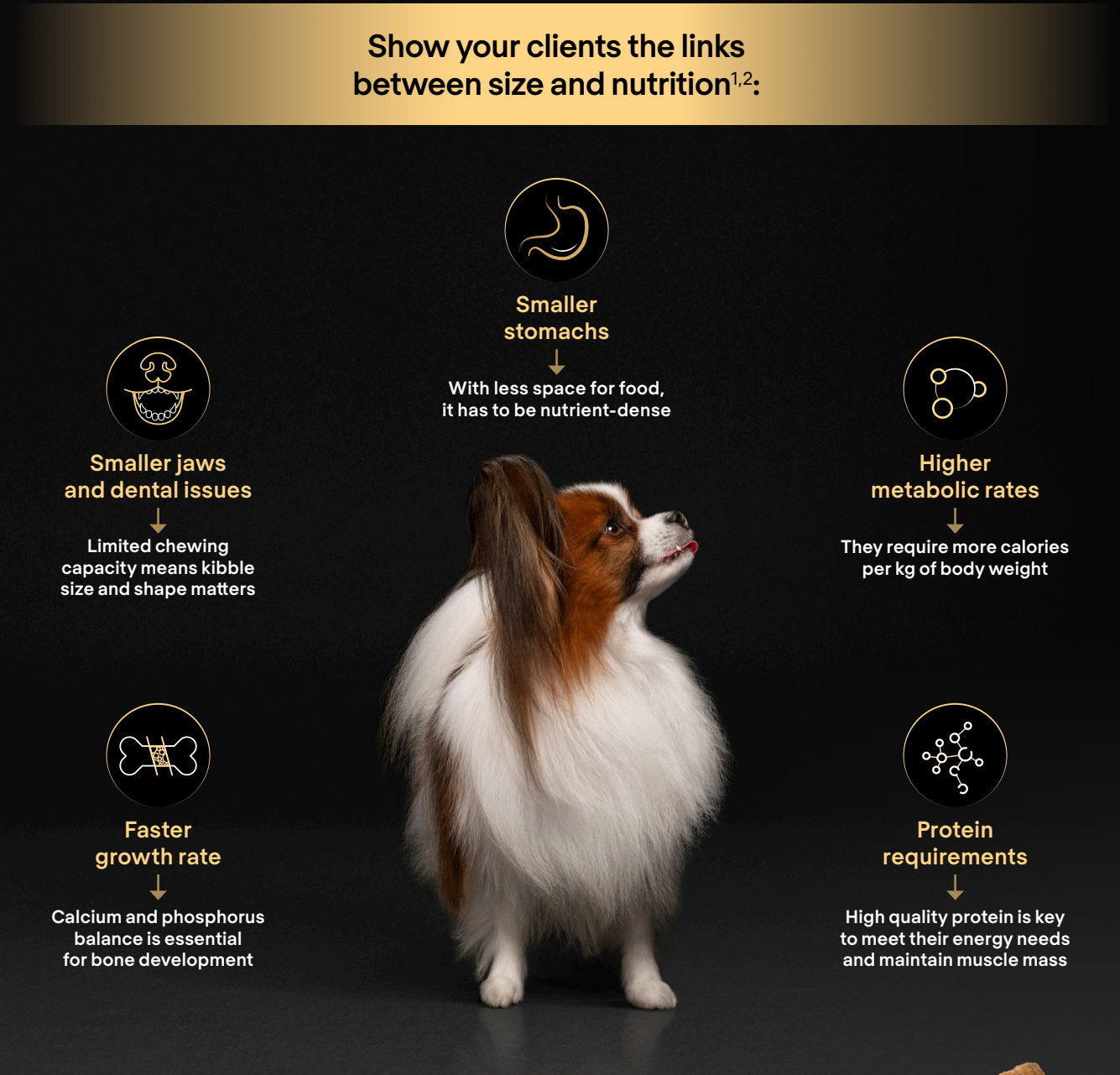
Knowledge gaps can occur when owners aren't aware of all their small dog's nutritional needs or don't consider their dog to be small.

Commonly known	Partially known	Knowledge gap
 Smaller kibbles	 Less food	 Higher metabolic rate
	 Smaller jaws	 Dental issues
	 Longer lifespan	 Faster growth rate


Owners often recognise the importance of small kibble for small dogs but may overlook other nutritional needs.

# When it comes to nutrition, size matters

Small dog owners may not consider their dogs to be different. But from their earlier maturation to extended seniority, there are many physiological differences that mean small dogs can benefit from nutrition that is tailored to their size throughout their life.



With simple & clear information, your clients can know the unique needs of their small dog to make decisions that promote their well-being.



Tailored nutrition fits their needs from day one

Diets formulated for small dogs provide the right balance of essential nutrients in appropriate quantities as they grow and develop. By guiding pet owners on the importance of diets designed to meet specific needs, you can help support their long-term health and well-being.

Recommend tailored nutrition to your clients and make sure small dogs receive the essential nutrients they need to thrive.

1. Pipsqueak Playbook. 2021. Nestlé Purina Internal Report.  
2. Small Dog Needs Study EMENA .2017. Nestlé Purina Internal Report

1. Middleton RP, Lacroix S, Scott-Boyer MP, et al. 2017. Metabolic differences between dogs of different body sizes. J Nutr Metab:4535710.  
2. Fiszdon K, and Kowalczyk I. 2009. Litter Size, Puppy Weight at Birth and Growth Rates in Different Breeds of Dogs. Ann Wars Univ Life Sci. 46:161-168.