

# **Global Cat Litter Products Market Size study, by Product Type Outlook ( Clumping, Conventional) by Raw Material Outlook (Clay, Silica, Others) by Distribution Channel Outlook (Retail & Supermarkets, Online Platform) and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Cat Litter Products Market is valued approximately USD 9.78 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 4.0% over the forecast period 2021-2027. Apart from cat food, cat litter is one of the most important items for a cat owner to have. For cats, a litter box serves as a collection receptacle for urine and excrement. Cats are free to roam at home, but they can't always go outside to discharge themselves. Due to human animosity, inclement weather, and other factors, many cat owners choose not to let their cats outside the house. As a result, using a cat litter box assures their cats' safety. The marketplace for natural cat litter products is being driven by the increasing awareness of the environmental risks represented by traditional varieties of cat litter, particularly clay. While millennial have become the primary demographic for natural cat litter products, older folk are becoming more aware of the issue. Domestic cats spend a considerable amount of time in food bowls and mistakenly inhale or eat the litter. As a result, consumers are increasingly feeling the need to lower the chemical component in litter boxes. As a result, the market for natural cat litter products is gaining pace as people become more cognizant of preventive healthcare. Cat litter sales via online sales channels are predicted to expand significantly during the projection period, thanks to technology advancements and increased customer acceptability. Popular e-commerce platforms like Amazon.in, in contrast to the market's major competitors, are urged to profit from the sale of these products. Cat owners are looking for more organic and eco-friendly choices that are healthy for their pets, given the environmental and health effects of clay and silica-based litter. Manufacturers are also working on developing creative ways to entice

clients. Companies like Church & Dwight, for example, reported that 40.0 percent of their consumer items. However, cost is a key barrier to the market for natural cat litter solutions, as clay litter is less expensive. Also, the expansion in the cat population, namely the, the number of multi-cat dwellings, is boosting demand for cat litter, and it is also getting easier to care for cats as more efficient solutions enter the market. Furthermore, self-cleaning cat litter aids in maintaining cat hygiene despite the owner's time limitations.

In 2019, North America had the largest proportion. The territory remains the dominant market due to the growing number of cat owners in the area. The United States and Canada are two of the nation's most important marketplaces. North America is followed by Europe, which has a sizable share of the market as well. According to the American Pet Products Association's 2019-2020 study, 42.7 million families in the United States, or 40.0 percent of the population, own a cat as a pet, totaling 94.2 million cats. Annually, they spend about USD 1,000.0 on their pet cat's well-being. As a result, the aforementioned factors are expected to propel the growth in the region during the forecast period. In growing markets like India and China, the Asia Pacific market is likely to provide attractive opportunities. During the projected period, major players are projected to invest in novel marketing tactics to raise awareness about cat litter. Furthermore, the market's expansion is likely to be aided by increased disposable income.

Major market player included in this report are:

The Clorox Company  
Nestle S.A.  
Oil-Dri Corporation of America  
Church & Dwight Co. Inc  
Pettex Ltd.  
Dr. Elsey's  
Eco-Shell, Inc.  
RETTENMAIER & SOHNE GmbH  
H. con Gimborn GmbH  
Kent Corp.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also

caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

**By Product Type Outlook:**

- Clumping
- Conventional

**By Raw Material Outlook:**

- Corporate
- Silica
- Others

**By Distribution Channel Outlook:**

- Retail & Supermarkets
- Online Platform

**By Region:**

- North America
  - U.S.
  - Canada
- Europe
  - UK
  - Germany
  - France
  - Spain
  - Italy
  - ROE

**Asia Pacific**

- China
- India
- Japan
- Australia
- South Korea
- RoAPAC
- Latin America
  - Brazil
  - Mexico
- Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027

Target Audience of the Global Cat Litter Products Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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