

Global Cat Grass-Based Hairball Control Tablets and Solid Supplements Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Cat Grass-Based Hairball Control Tablets and Solid Supplements market size is expected to reach \$ 105 million by 2032, rising at a market growth of 8.1% CAGR during the forecast period (2026-2032).

Cat grass-based hairball control tablets and solid supplements are solid-format feline wellness products designed for daily hairball passage, digestive support and indoor grass-chewing needs. Typical formulations use wheatgrass, barley grass, oat grass, rye grass, psyllium husk, plant-derived dietary fiber, brewer's yeast, prebiotics, probiotics, freeze-dried meat powder or fish oil, and are manufactured as compressed tablets, freeze-dried pellets, soft chews, granules or grass-rich treats. The category is positioned around plant fiber and cereal-grass nutrition, offering indoor cats, long-haired cats and shedding-season cats a convenient routine supplement for hairball management, gut motility support and natural grass-craving satisfaction.

Cat grass tablets are best understood as a niche, cross-category segment between feline functional treats, pet nutritional supplements and routine hairball-care products. The category does not have a globally unified statistical code or regulatory name. In China, the market is commonly described as 'cat grass tablets,' 'hairball tablets' or 'freeze-dried cat grass tablets,' while Western and Japanese markets more often use terms such as grass bits, cat grass treats, cat grass snacks and hairball support chews. The practical boundary of the category is not the exact wording on the label, but whether the product uses cat grass, wheatgrass, barley grass, psyllium or plant fiber as a core functional proposition and is sold in a solid format for cats. This makes the category narrower than the broader hairball-care market and different from fresh cat grass kits, hairball pastes and hairball-formula dry food.

Demand is driven by indoor cat ownership, long-haired cat grooming needs, seasonal shedding, convenience-oriented feeding and pet owners' preference for natural fiber-based daily care. China is likely to remain the largest strict cat grass tablet market because e-commerce merchandising, compressed-tablet formats and OEM capacity are more developed. In North America and Europe, the same consumer need is often met by fresh cat grass, grow kits, soft chews or general hairball-support products, which limits the penetration of strict tablets but still supports adjacent solid grass-based products. The main substitution risks come from hairball paste, digestive probiotics, hairball dry food and fresh cat grass kits.

From a policy perspective, China, the United States and the European Union all regulate these products under pet feed, specialty pet food, or animal feed labeling and safety frameworks. Core regulatory requirements focus on ingredient compliance, non-misleading labeling, production quality control, and avoiding drug-like efficacy claims. AAFCO continues to update labeling rules for pet food and specialty pet food, while the EU animal feed framework emphasizes safety, traceability and high-standard production. China's Administrative Measures for Pet Feed also set requirements for production, inspection, labeling and import registration. This policy direction favors manufacturers with filing capabilities, quality testing systems, formulation R&D and stable supply chains, while low-cost white-label products and products with exaggerated functional claims will face higher compliance risks.

This report studies the global Cat Grass-Based Hairball Control Tablets and Solid Supplements production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Cat Grass-Based Hairball Control Tablets and Solid Supplements and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Cat Grass-Based Hairball Control Tablets and Solid Supplements that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Cat Grass-Based Hairball Control Tablets and Solid Supplements total production and demand, 2021-2032, (K Units)

Global Cat Grass-Based Hairball Control Tablets and Solid Supplements total production value, 2021-2032, (USD Million)

Global Cat Grass-Based Hairball Control Tablets and Solid Supplements production by

region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units),
(based on production site)

Global Cat Grass-Based Hairball Control Tablets and Solid Supplements consumption
by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Cat Grass-Based Hairball Control Tablets and Solid Supplements
domestic production, consumption, key domestic manufacturers and share

Global Cat Grass-Based Hairball Control Tablets and Solid Supplements production by
manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K
Units)

Global Cat Grass-Based Hairball Control Tablets and Solid Supplements production by
Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Cat Grass-Based Hairball Control Tablets and Solid Supplements production by
Sale Channel, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Cat Grass-Based Hairball Control Tablets
and Solid Supplements market based on the following parameters - company overview,
production, value, price, gross margin, product portfolio, geographical presence, and
key developments. Key companies covered as a part of this study include Gambol Pet
Group Co., Ltd., Compana Pet Brands LLC, H. von Gimborn GmbH, Bell Rock Growers,
Inc., HAKUMATA, AIM Create Co., Ltd., etc.

This report also provides key insights about market drivers, restraints, opportunities,
new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices
used in analyzing the World Cat Grass-Based Hairball Control Tablets and Solid
Supplements market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$
Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by
manufacturer, by Type, and by Sale Channel. Data is given for the years 2021-2032 by
year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the
forecast year.

Global Cat Grass-Based Hairball Control Tablets and Solid Supplements Market, By
Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Cat Grass-Based Hairball Control Tablets and Solid Supplements Market,
Segmentation by Type:

Compressed Tablets

Grass Bits

Other

Global Cat Grass-Based Hairball Control Tablets and Solid Supplements Market,
Segmentation by Functional Positioning:

Hairball-oriented Products

Digestive Care-oriented Products

Palatability-oriented Products

Natural Fiber-oriented Products

Comprehensive Wellness Products

Global Cat Grass-Based Hairball Control Tablets and Solid Supplements Market, Segmentation by Target Cat Group:

Adult Cats

Senior Cats

General Cats

Other

Global Cat Grass-Based Hairball Control Tablets and Solid Supplements Market, Segmentation by Sale Channel:

Offline Sales

Online Sales

Companies Profiled:

Gambol Pet Group Co., Ltd.

Compana Pet Brands LLC

H. von Gimborn GmbH

Bell Rock Growers, Inc.

HAKUMATA

AIM Create Co., Ltd.

Key Questions Answered:

1. How big is the global Cat Grass-Based Hairball Control Tablets and Solid

Supplements market?

2. What is the demand of the global Cat Grass-Based Hairball Control Tablets and Solid Supplements market?
3. What is the year over year growth of the global Cat Grass-Based Hairball Control Tablets and Solid Supplements market?
4. What is the production and production value of the global Cat Grass-Based Hairball Control Tablets and Solid Supplements market?
5. Who are the key producers in the global Cat Grass-Based Hairball Control Tablets and Solid Supplements market?
6. What are the growth factors driving the market demand?

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