

# Global Flushable Plant-Based Cat Litter Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Flushable Plant-Based Cat Litter market size is expected to reach \$ 1369 million by 2032, rising at a market growth of 8.1% CAGR during the forecast period (2026-2032).

Flushable Plant-Based Cat Litter refers to cat litter products designed for feline waste absorption, clumping, odor control and convenient disposal, with official product claims or usage instructions indicating water dispersibility, toilet-flushability, sewer safety or septic-system compatibility under limited-quantity flushing conditions. At present, Flushable Plant-Based Cat Litter is mainly including cat litter products made primarily from corn, tofu or okara, soybean residue, cassava or tapioca starch, wood fiber, recycled paper fiber, pea husk, wheat, walnut shell and related blends. Typical product forms include clumping granules, cylindrical pellets, lightweight granules, hybrid plant-based blends and functional litter with odor-control or health-monitoring additives. The key performance attributes include fast liquid absorption, stable clump formation, low dust, odor suppression, reduced tracking, lighter handling weight and sufficient water dispersion for controlled disposal. Major use cases include household cats, multi-cat households, apartments, smart litter box users, pet boarding facilities and pet-care environments where convenience, cleaner handling, lower dust exposure and sustainability-oriented purchasing are important decision factors.

In 2025, global Flushable Plant-Based Cat Litter production reached approximately 776 K Ton, with an average global market price of around US\$ 1006 per Ton.

The upstream raw materials of Flushable Plant-Based Cat Litter mainly include corn and corn by-products, soybean residue or okara, pea fiber, cassava starch, cassava fiber, wood fiber, sawdust, pulp fiber, wheat fiber, paper fiber, natural binders, starch-based

binders, guar gum, deodorizing additives, activated carbon, packaging films and paper bags. The upstream supply chain is closely related to agricultural processing, grain processing, starch production, wood fiber processing, pulp and paper manufacturing, functional additives and packaging materials. Representative upstream suppliers include Cargill, Archer Daniels Midland, Bunge, Ingredion, etc.

The downstream applications of Flushable Plant-Based Cat Litter are mainly concentrated in household pet care, veterinary clinics, pet boarding facilities, animal shelters, etc. The largest application scenario is household cat hygiene, where consumers use litter for daily urine absorption, feces coverage, odor control and indoor cleanliness.

The gross margin of Flushable Plant-Based Cat Litter varies significantly depending on raw material type, brand positioning, manufacturing scale, packaging format, sales channel, etc. In general, the gross margin is about 15%–50%.

Flushable Plant-Based Cat Litter is a convenience-oriented cat litter category based mainly on plant-based, fiber-based and water-dispersible materials. It targets cat owners and commercial pet-care users who require easier cleaning, lower dust, lighter handling, better indoor hygiene and a stronger sustainability profile. Compared with conventional bentonite clay litter or silica crystal litter, the key value proposition of Flushable Plant-Based Cat Litter is that used clumps can be disposed of through the toilet in small quantities, provided that local wastewater rules and product instructions are followed. The market mainly includes Corn-Based Flushable Plant-Based Cat Litter, Tofu / Okara-Based Flushable Plant-Based Cat Litter, Cassava / Tapioca-Based Flushable Plant-Based Cat Litter, Wood Fiber-Based Flushable Plant-Based Cat Litter and Others. These product types are built around natural raw materials, fast absorption, stable clumping, odor control and water-dispersible performance.

In terms of application, Household Use is the core application for Flushable Plant-Based Cat Litter, serving ordinary cat-owning households, multi-cat families, apartment residents, urban small-space homes and users of automatic litter boxes. Household users mainly value low dust, low tracking, fast clumping, easy scooping, odor control, cat acceptance and daily cleaning convenience. Flushable Plant-Based Cat Litter helps reduce the need for waste bags, lowers the handling burden associated with heavy mineral litter, and shortens the cleaning process, making it attractive for high-frequency pet-care routines. Commercial Use mainly covers pet stores, boarding facilities, veterinary clinics, animal shelters and professional cat-care environments. These settings have higher litter consumption, more frequent cleaning and stronger odor-

control pressure, so they require stable clumping, cost-efficient bulk purchasing, long-lasting odor control, low-dust safety and efficient waste handling. Compared with household use, commercial use places more emphasis on total operating cost and cleaning efficiency, which means Flushable Plant-Based Cat Litter must balance convenience with cost control.

Market Driving Factors for Flushable Plant-Based Cat Litter include the rising number of cat-owning households, increasing urban apartment pet ownership, stronger consumer demand for low-dust and low-odor litter, growing preference for plant-based and environmentally responsible products, replacement demand caused by the heavy weight and inconvenient disposal of traditional mineral litter, premiumization of smart litter boxes and pet-care products, new product education through cross-border e-commerce and DTC brands, and higher awareness of pet health and home hygiene. As consumers shift from simply choosing a functional litter to selecting products that are cleaner, lighter, easier to handle and more sustainable, Flushable Plant-Based Cat Litter is expected to gain further penetration in the mid-to-premium cat litter segment. This is especially relevant among younger pet owners, urban professionals, multi-cat households and users who clean litter boxes frequently, as they are more willing to pay for convenient disposal, natural materials, lighter packaging and a better indoor cleaning experience.

Market Restraints for Flushable Plant-Based Cat Litter include uncertainty over compatibility with local wastewater systems, inconsistent rules across countries and regions regarding toilet disposal of pet waste, potential clogging risks in low-flow toilets and older plumbing systems, technical difficulty in balancing water dispersibility with strong clumping, price volatility of plant-based raw materials, higher moisture-control requirements during transport and storage, generally higher retail prices than conventional bentonite litter, the need to educate consumers about safe flushing practices, and the necessity of evaluating mixed-material products on a SKU-by-SKU basis. For tofu / okara-based, cassava / tapioca-based and wood fiber-based products, the addition of high proportions of mineral particles, strong binders or non-dispersible additives may make the product unsuitable for toilet disposal. Therefore, future competition in this market will not depend only on the “flushable” claim, but also on whether suppliers can establish a credible balance among official disposal instructions, product performance, pipe safety, low-dust experience, raw material stability and compliant marketing.

This report studies the global Flushable Plant-Based Cat Litter production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Flushable Plant-Based Cat Litter 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 Flushable Plant-Based Cat Litter that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Flushable Plant-Based Cat Litter total production and demand, 2021-2032, (Kilotons)

Global Flushable Plant-Based Cat Litter total production value, 2021-2032, (USD Million)

Global Flushable Plant-Based Cat Litter production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons), (based on production site)

Global Flushable Plant-Based Cat Litter consumption by region & country, CAGR, 2021-2032 & (Kilotons)

U.S. VS China: Flushable Plant-Based Cat Litter domestic production, consumption, key domestic manufacturers and share

Global Flushable Plant-Based Cat Litter production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Kilotons)

Global Flushable Plant-Based Cat Litter production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

Global Flushable Plant-Based Cat Litter production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

This report profiles key players in the global Flushable Plant-Based Cat Litter 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 Kent Pet Group, Inc., JRS (J. Rettenmaier & Söhne GmbH + Co KG), Healthy Pet (Kocat), Petfive Brands LLC, Rolf C. Hagen Inc. (Catit), IRIS OHYAMA Inc. (IRIS), Hitachi Kakou Co., Ltd. (FineCat), Pegtech Co., Ltd. (Tofucas), KOCHO Co., Ltd. (NeoSuna / Neo Loo Life), Eco-Shell, LP (Naturally Fresh), 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 Flushable Plant-Based Cat Litter market

### Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Kilotons) and average price (US\$/Ton) by manufacturer, by Type, and by Application. 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 Flushable Plant-Based Cat Litter Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

### Global Flushable Plant-Based Cat Litter Market, Segmentation by Type:

Corn-Based Flushable Cat Litter

Tofu / Okara-Based Flushable Cat Litter

Cassava / Tapioca-Based Flushable Cat Litter

Wood Fiber-Based Flushable Cat Litter

Others

### Global Flushable Plant-Based Cat Litter Market, Segmentation by Granule Size:

Fine Granules

Medium Granules

Large Granules

### Global Flushable Plant-Based Cat Litter Market, Segmentation by Sales Channel:

Online Sales

Offline Sales

### Global Flushable Plant-Based Cat Litter Market, Segmentation by Application:

Household Use

Commercial Use

### Companies Profiled:

Kent Pet Group, Inc.

JRS (J. Rettenmaier & Söhne GmbH + Co KG)

Healthy Pet (Kocat)

Petfive Brands LLC

Rolf C. Hagen Inc. (Catit)

IRIS OHYAMA Inc. (IRIS)

Hitachi Kakou Co., Ltd. (FineCat)

Pegtech Co., Ltd. (Tofucas)

KOCHO Co., Ltd. (NeoSuna / Neo Loo Life)

Eco-Shell, LP (Naturally Fresh)

Qingdao Huanda Biotechnology Co., Ltd.

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Pet Care Systems (sWheat Scoop)

Rufus & Coco Pty Ltd (Wee Kitty / Eco Plant)

Tuft & Paw Inc. (Really Great Cat Litter)

Yantai Lanbao Pet Products Co., Ltd.

Qingdao V-Plus Holding Co., Ltd.

Haisen Huachong

Kit Cat International Pte Ltd (Kit Cat Soya Clump)

Pettex Limited (Naturecat)

Shandong Sincerus Group Co., Ltd.

#### Key Questions Answered:

1. How big is the global Flushable Plant-Based Cat Litter market?
2. What is the demand of the global Flushable Plant-Based Cat Litter market?
3. What is the year over year growth of the global Flushable Plant-Based Cat Litter market?
4. What is the production and production value of the global Flushable Plant-Based Cat Litter market?
5. Who are the key producers in the global Flushable Plant-Based Cat Litter market?

6. What are the growth factors driving the market demand?

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