

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

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## Abstracts

The global Household Plant-Based Cat Litter market size is expected to reach \$ 2712 million by 2032, rising at a market growth of 8.6% CAGR during the forecast period (2026-2032).

Household Plant-Based Cat Litter refers to cat litter products made primarily from renewable plant-derived materials, including corn, tofu residue or okara, wood fiber, cassava, wheat fiber, paper fiber, pea fiber and other agricultural or forestry by-products. Through drying, crushing, blending, extrusion, pelletizing, granulation, dust removal and packaging, these raw materials are processed into absorbent litter products used for cat urine absorption, feces coverage, odor control and household hygiene management. Compared with traditional mineral-based cat litter, Household Plant-Based Cat Litter is generally lighter, lower in dust, more biodegradable and more aligned with consumer demand for eco-friendly and convenient pet hygiene solutions.

In 2025, global Household Plant-Based Cat Litter production reached approximately 1632 K Ton, with an average global market price of around US\$ 895 per Ton.

The upstream raw materials of Household 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.

By application, household plant-based cat litter is mainly used in Single-Cat Household Use and Multi-Cat Household Use. Single-cat households usually value daily cleaning convenience, moderate price, clumping performance, odor control and low dust, while multi-cat households consume more litter and place stronger emphasis on absorption speed, clump strength, long-lasting odor control, low tracking and cost efficiency. The direct end users are household cat owners.

The gross margin of Household 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 of about 15%–50%.

Household Plant-Based Cat Litter refers to plant-derived cat litter products designed for residential cat-owning households, with key positioning around natural ingredients, low dust, lightweight handling, biodegradability, odor control and cleaning convenience. By type, the market can be segmented into Corn-Based Cat Litter, Tofu / Okara-Based Cat Litter, Wood Fiber-Based Cat Litter, Cassava-Based Cat Litter and Others. Corn-Based Cat Litter is usually made from corn cob, corn starch or corn fiber and is valued for its absorption and clumping performance. Tofu / Okara-Based Cat Litter is produced from okara, tofu by-products or plant protein fibers, and is often associated with flushability, low dust and lightweight performance, making it especially popular in Asian markets and e-commerce channels. Wood Fiber-Based Cat Litter uses sawdust, wood powder or wood fiber as its core material and highlights natural odor, absorbency and environmental attributes. Cassava-Based Cat Litter is based on cassava starch or cassava fiber and is commonly used to improve clumping strength, liquid absorption and flushable performance. Others include wheat-based, paper or recycled cellulose-based, walnut-shell-based, grass-fiber-based and mixed plant-fiber cat litter products, serving differentiated household needs for paw comfort, odor control, low tracking, sustainability and price positioning.

In terms of application, Household Plant-Based Cat Litter is mainly used in Single-Cat Household Use and Multi-Cat Household Use. In single-cat households, consumers usually place greater emphasis on daily cleaning convenience, acceptable pricing, low dust, stable clumping and basic odor control. Product demand is relatively stable, and consumers often prefer medium or small package formats that are easy to store, carry and scoop. In multi-cat households, litter consumption is higher and replacement frequency is faster, making consumers more sensitive to absorption speed, clump strength, long-lasting odor control, low tracking, low dust and cost efficiency per use. As a result, multi-cat households tend to favor plant-based cat litter products with stronger absorbency, more durable odor control, firmer clumping and larger package formats.

Overall, single-cat households represent the fundamental consumer base for household plant-based cat litter, while multi-cat households drive demand for higher-performance, high-absorption, high-deodorization and value-oriented products.

The growth of the Household Plant-Based Cat Litter market is mainly driven by pet humanization, rising cat ownership in residential households, increasing environmental awareness, growing acceptance of biodegradable materials, stronger demand for low-dust pet care products, higher odor-control requirements in indoor living spaces and the expansion of e-commerce distribution. Compared with conventional mineral-based cat litter, plant-based cat litter can build stronger differentiation around renewable raw materials, natural composition, lightweight handling, low dust, gentle paw feel and more convenient disposal options. As consumers pay greater attention to pet health, household air quality, waste disposal convenience and sustainable consumption, Corn-Based Cat Litter, Tofu / Okara-Based Cat Litter, Wood Fiber-Based Cat Litter, Cassava-Based Cat Litter and other plant-fiber cat litter products are expected to gain broader household adoption. Brand owners are also strengthening repurchase demand through fragrance optimization, activated-carbon deodorization, fast-clumping formulas, low-tracking particle design and online subscription-based sales models.

The Household Plant-Based Cat Litter market also faces several restraints, including raw material price volatility, unstable supply of plant fiber and starch-based feedstocks, weaker clumping strength in some products compared with bentonite litter, sensitivity to humid storage conditions, inconsistent consumer understanding of flushability, generally higher pricing than some conventional mineral cat litter products and differences in waste disposal or sewage system rules across regions. Some plant-based cat litter products may absorb moisture, cake or lose odor-control efficiency in humid environments, while lower-end products may suffer from dust, crumbling, tracking and insufficient long-term deodorization. Although plant-based cat litter has a strong sustainability positioning, its production, packaging, transportation and end-of-life disposal still need to align with local environmental regulations and actual consumer usage habits, creating higher requirements for brand quality control, supply chain management and market education.

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

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

Highlights and key features of the study

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

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

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

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

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

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

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

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

This report profiles key players in the global Household 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 JRS (J. Rettenmaier & Söhne GmbH + Co KG), Kent Corporation (Kent Pet Group), Hubei Aichong Pet Products Co., Ltd., Church & Dwight Co., Inc., Eco-Shell (Naturally Fresh), Tolsa, S.A. (Sanicat), Intersand, Hangzhou Tianyuan Pet Products Co., Ltd., Qingdao Huanda Biotechnology Co., Ltd., Hubei Beibeifu Pet Products 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 Household 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 Household Plant-Based Cat Litter Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

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

Corn-Based Cat Litter

Tofu / Okara-Based Cat Litter

Wood Fiber-Based Cat Litter

Cassava-Based Cat Litter

Others

#### Global Household Plant-Based Cat Litter Market, Segmentation by Clumping Property:

Clumping Cat Litter

Non-Clumping Cat Litter

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

Online Sales

Offline Sales

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

Single-Cat Household Use

Multi-Cat Household Use

Companies Profiled:

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

Kent Corporation (Kent Pet Group)

Hubei Aichong Pet Products Co., Ltd.

Church & Dwight Co., Inc.

Eco-Shell (Naturally Fresh)

Tolsa, S.A. (Sanicat)

Intersand

Hangzhou Tianyuan Pet Products Co., Ltd.

Qingdao Huanda Biotechnology Co., Ltd.

Hubei Beibeifu Pet Products Co., Ltd.

Yantai Lanbao Pet Products Co., Ltd.

Shandong Sincerus Group Co., Ltd.

Kao Corporation

S.S. Co., Ltd.

Nekosuna Kobo Co., Ltd.

Almo Nature Benefit S.p.A.

Petfive Brands

Rolf C. Hagen Inc. (Catit)

Pioneer Pet (SmartCat)

Croci S.p.A.

Pettex Limited

Rufus & Coco

Iris Ohyama Inc.

#### Key Questions Answered:

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

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