

Global Household Plant-Based Cat Litter Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Household Plant-Based Cat Litter market size was valued at US\$ 1502 million in 2025 and is forecast to a readjusted size of US\$ 2712 million by 2032 with a CAGR of 8.6% during review period.

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 is a detailed and comprehensive analysis for global Household Plant-Based Cat Litter market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets.

Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Household Plant-Based Cat Litter market size and forecasts, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2021-2032

Global Household Plant-Based Cat Litter market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2021-2032

Global Household Plant-Based Cat Litter market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2021-2032

Global Household Plant-Based Cat Litter market shares of main players, shipments in revenue (\$ Million), sales quantity (Kilotons), and ASP (US\$/Ton), 2021-2026

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Household Plant-Based Cat Litter
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Household Plant-Based Cat Litter market based on the following parameters - company overview, sales quantity, revenue, 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.

Market Segmentation

Household Plant-Based Cat Litter market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Corn-Based Cat Litter

Tofu / Okara-Based Cat Litter

Wood Fiber-Based Cat Litter

Cassava-Based Cat Litter

Others

Market segment by Clumping Property

Clumping Cat Litter

Non-Clumping Cat Litter

Market segment by Sales Channel

Online Sales

Offline Sales

Market segment by Application

Single-Cat Household Use

Multi-Cat Household Use

Major players covered

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 Beibefu Pet Products Co., Ltd.

Yantai Lanbao Pet Products Co., Ltd.

Shandong Sincerus Group Co., Ltd.

Kao Corporation

S.S. Co., Ltd.

Necosuna 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.

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Household Plant-Based Cat Litter product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Household Plant-Based Cat Litter, with price, sales quantity, revenue, and global market share of Household Plant-Based Cat Litter from 2021 to 2026.

Chapter 3, the Household Plant-Based Cat Litter competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Household Plant-Based Cat Litter breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Household Plant-Based Cat Litter market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Household Plant-Based Cat Litter.

Chapter 14 and 15, to describe Household Plant-Based Cat Litter sales channel, distributors, customers, research findings and conclusion.

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