

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

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## Abstracts

The global Household Plant-Based Flushable Cat Litter market size is expected to reach \$ 1316 million by 2032, rising at a market growth of 8.1% CAGR during the forecast period (2026-2032).

Household Plant-Based Flushable 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, Household Plant-Based Flushable Cat Litter is mainly plant-based, 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.

In 2025, global Household Plant-Based Flushable Cat Litter production reached approximately 744 K Ton, with an average global market price of around US\$ 1007 per Ton.

The upstream raw materials of Household Plant-Based Flushable 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.

Household Plant-Based Flushable Cat Litter is mainly used in Single-Cat Household Use and Multi-Cat Household Use. The direct end users are household cat owners.

The gross margin of Household Plant-Based Flushable 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 20%–50%.

Household Flushable Cat Litter is a convenience-oriented cat litter category based mainly on plant-based, fiber-based and water-dispersible materials. It targets cat owners 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 Household Flushable 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 Household Flushable Cat Litter, Tofu / Okara-Based Household Flushable Cat Litter, Cassava / Tapioca-Based Household Flushable Cat Litter, Wood Fiber-Based Household Flushable 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 Flushable Cat Litter is mainly used in Single-Cat Household Use and Multi-Cat Household Use. In single-cat households, consumers usually focus on daily cleaning convenience, odor control, low dust, low tracking, lightweight packaging and the convenience of small-batch toilet disposal. Product consumption is relatively stable, and users tend to prefer medium or small package formats that are easy to store, easy to scoop and suitable for routine household replenishment. In multi-cat households, litter consumption is faster and cleaning frequency is higher, so consumers place stronger emphasis on absorption speed, firm clumping, long-lasting odor control, dust control, reliable water breakdown and cost efficiency per use. As a result, multi-cat households are more likely to choose larger-pack, high-absorption, stronger-deodorization and more durable flushable cat litter products that can support frequent use. Overall, single-cat households represent the fundamental consumer base for household flushable cat litter, while multi-cat households drive demand for higher-performance, larger-volume and better-value

products.

The growth of the Household Flushable Cat Litter market is mainly driven by pet humanization, rising cat ownership in residential households, the expansion of urban apartment living, stronger consumer attention to low dust and indoor air quality, increasing demand for convenient waste disposal, higher acceptance of plant-based biodegradable materials, rapid development of online pet product channels and continuous brand-level improvement in odor control, clumping and water-dispersible performance. Compared with conventional bentonite and silica cat litter, household flushable cat litter can create differentiated value around easier disposal, lighter handling, lower dust, more natural ingredients and a cleaner household environment. As consumers pay more attention to pet health, home hygiene, odor management, waste reduction and sustainable consumption, Corn-Based Cat Litter, Tofu / Okara-Based Cat Litter, Wood Fiber-Based Cat Litter, Cassava-Based Cat Litter and other plant-based flushable cat litter products have further room to increase penetration in household use.

The Household Flushable Cat Litter market also faces several restraints, including differences in plumbing and wastewater treatment rules across regions, insufficient consumer understanding of the correct use boundary of “flushable” products, potential clogging risk when excessive litter is flushed at once, price volatility of plant fiber and starch-based raw materials, moisture absorption and caking risk under humid storage conditions, and performance inconsistency in lower-end products such as weak clumping, unstable long-term odor control, higher dust and crumbling. In addition, flushable cat litter is usually priced higher than some conventional mineral-based cat litter, which creates barriers in consumer switching and usage education. Brand owners also need to balance water dispersibility, clumping strength, absorption and particle integrity; otherwise, products may face a performance conflict between being easy to flush but weak in clumping, or strong in clumping but less suitable for flushing, creating higher requirements for formulation development, quality control and compliant market communication.

This report studies the global Household Plant-Based Flushable 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 Flushable 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 Flushable Cat Litter that contribute to its increasing demand across many markets.

Highlights and key features of the study

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

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

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

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

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

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

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

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

This report profiles key players in the global Household Plant-Based Flushable 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 (Purina), 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 Household Plant-Based Flushable 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 Flushable Cat Litter Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

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

Fine Granules

Medium Granules

Large Granules

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

Online Sales

Offline Sales

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

Single-Cat Household Use

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

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

## Contents

### 1 SUPPLY SUMMARY

- 1.1 Household Plant-Based Flushable Cat Litter Introduction
- 1.2 World Household Plant-Based Flushable Cat Litter Supply & Forecast
  - 1.2.1 World Household Plant-Based Flushable Cat Litter Production Value (2021 & 2025 & 2032)
  - 1.2.2 World Household Plant-Based Flushable Cat Litter Production (2021-2032)
  - 1.2.3 World Household Plant-Based Flushable Cat Litter Pricing Trends (2021-2032)
- 1.3 World Household Plant-Based Flushable Cat Litter Production by Region (Based on Production Site)
  - 1.3.1 World Household Plant-Based Flushable Cat Litter Production Value by Region (2021-2032)
  - 1.3.2 World Household Plant-Based Flushable Cat Litter Production by Region (2021-2032)
  - 1.3.3 World Household Plant-Based Flushable Cat Litter Average Price by Region (2021-2032)
  - 1.3.4 North America Household Plant-Based Flushable Cat Litter Production (2021-2032)
  - 1.3.5 Europe Household Plant-Based Flushable Cat Litter Production (2021-2032)
  - 1.3.6 China Household Plant-Based Flushable Cat Litter Production (2021-2032)
  - 1.3.7 Japan Household Plant-Based Flushable Cat Litter Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 Household Plant-Based Flushable Cat Litter Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 Household Plant-Based Flushable Cat Litter Major Market Trends

### 2 DEMAND SUMMARY

- 2.1 World Household Plant-Based Flushable Cat Litter Demand (2021-2032)
- 2.2 World Household Plant-Based Flushable Cat Litter Consumption by Region
  - 2.2.1 World Household Plant-Based Flushable Cat Litter Consumption by Region (2021-2026)
  - 2.2.2 World Household Plant-Based Flushable Cat Litter Consumption Forecast by Region (2027-2032)
- 2.3 United States Household Plant-Based Flushable Cat Litter Consumption (2021-2032)
- 2.4 China Household Plant-Based Flushable Cat Litter Consumption (2021-2032)

- 2.5 Europe Household Plant-Based Flushable Cat Litter Consumption (2021-2032)
- 2.6 Japan Household Plant-Based Flushable Cat Litter Consumption (2021-2032)
- 2.7 South Korea Household Plant-Based Flushable Cat Litter Consumption (2021-2032)
- 2.8 ASEAN Household Plant-Based Flushable Cat Litter Consumption (2021-2032)
- 2.9 India Household Plant-Based Flushable Cat Litter Consumption (2021-2032)

### **3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS**

- 3.1 World Household Plant-Based Flushable Cat Litter Production Value by Manufacturer (2021-2026)
- 3.2 World Household Plant-Based Flushable Cat Litter Production by Manufacturer (2021-2026)
- 3.3 World Household Plant-Based Flushable Cat Litter Average Price by Manufacturer (2021-2026)
- 3.4 Household Plant-Based Flushable Cat Litter Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
  - 3.5.1 Global Household Plant-Based Flushable Cat Litter Industry Rank of Major Manufacturers
  - 3.5.2 Global Concentration Ratios (CR4) for Household Plant-Based Flushable Cat Litter in 2025
  - 3.5.3 Global Concentration Ratios (CR8) for Household Plant-Based Flushable Cat Litter in 2025
- 3.6 Household Plant-Based Flushable Cat Litter Market: Overall Company Footprint Analysis
  - 3.6.1 Household Plant-Based Flushable Cat Litter Market: Region Footprint
  - 3.6.2 Household Plant-Based Flushable Cat Litter Market: Company Product Type Footprint
  - 3.6.3 Household Plant-Based Flushable Cat Litter Market: Company Product Application Footprint
- 3.7 Competitive Environment
  - 3.7.1 Historical Structure of the Industry
  - 3.7.2 Barriers of Market Entry
  - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

### **4 UNITED STATES VS CHINA VS REST OF THE WORLD**

- 4.1 United States VS China: Household Plant-Based Flushable Cat Litter Production

## Value Comparison

4.1.1 United States VS China: Household Plant-Based Flushable Cat Litter Production Value Comparison (2021 & 2025 & 2032)

4.1.2 United States VS China: Household Plant-Based Flushable Cat Litter Production Value Market Share Comparison (2021 & 2025 & 2032)

4.2 United States VS China: Household Plant-Based Flushable Cat Litter Production Comparison

4.2.1 United States VS China: Household Plant-Based Flushable Cat Litter Production Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Household Plant-Based Flushable Cat Litter Production Market Share Comparison (2021 & 2025 & 2032)

4.3 United States VS China: Household Plant-Based Flushable Cat Litter Consumption Comparison

4.3.1 United States VS China: Household Plant-Based Flushable Cat Litter Consumption Comparison (2021 & 2025 & 2032)

4.3.2 United States VS China: Household Plant-Based Flushable Cat Litter Consumption Market Share Comparison (2021 & 2025 & 2032)

4.4 United States Based Household Plant-Based Flushable Cat Litter Manufacturers and Market Share, 2021-2026

4.4.1 United States Based Household Plant-Based Flushable Cat Litter Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Household Plant-Based Flushable Cat Litter Production Value (2021-2026)

4.4.3 United States Based Manufacturers Household Plant-Based Flushable Cat Litter Production (2021-2026)

4.5 China Based Household Plant-Based Flushable Cat Litter Manufacturers and Market Share

4.5.1 China Based Household Plant-Based Flushable Cat Litter Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Household Plant-Based Flushable Cat Litter Production Value (2021-2026)

4.5.3 China Based Manufacturers Household Plant-Based Flushable Cat Litter Production (2021-2026)

4.6 Rest of World Based Household Plant-Based Flushable Cat Litter Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Household Plant-Based Flushable Cat Litter Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Household Plant-Based Flushable Cat Litter Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Household Plant-Based Flushable Cat Litter Production (2021-2026)

## **5 MARKET ANALYSIS BY TYPE**

5.1 World Household Plant-Based Flushable Cat Litter Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Corn-Based Flushable Cat Litter

5.2.2 Tofu / Okara-Based Flushable Cat Litter

5.2.3 Cassava / Tapioca-Based Flushable Cat Litter

5.2.4 Wood Fiber-Based Flushable Cat Litter

5.2.5 Others

5.3 Market Segment by Type

5.3.1 World Household Plant-Based Flushable Cat Litter Production by Type (2021-2032)

5.3.2 World Household Plant-Based Flushable Cat Litter Production Value by Type (2021-2032)

5.3.3 World Household Plant-Based Flushable Cat Litter Average Price by Type (2021-2032)

## **6 MARKET ANALYSIS BY GRANULE SIZE**

6.1 World Household Plant-Based Flushable Cat Litter Market Size Overview by Granule Size: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Granule Size

6.2.1 Fine Granules

6.2.2 Medium Granules

6.2.3 Large Granules

6.3 Market Segment by Granule Size

6.3.1 World Household Plant-Based Flushable Cat Litter Production by Granule Size (2021-2032)

6.3.2 World Household Plant-Based Flushable Cat Litter Production Value by Granule Size (2021-2032)

6.3.3 World Household Plant-Based Flushable Cat Litter Average Price by Granule Size (2021-2032)

## **7 MARKET ANALYSIS BY SALES CHANNEL**

7.1 World Household Plant-Based Flushable Cat Litter Market Size Overview by Sales Channel: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Sales Channel

7.2.1 Online Sales

7.2.2 Offline Sales

7.3 Market Segment by Sales Channel

7.3.1 World Household Plant-Based Flushable Cat Litter Production by Sales Channel (2021-2032)

7.3.2 World Household Plant-Based Flushable Cat Litter Production Value by Sales Channel (2021-2032)

7.3.3 World Household Plant-Based Flushable Cat Litter Average Price by Sales Channel (2021-2032)

## **8 MARKET ANALYSIS BY APPLICATION**

8.1 World Household Plant-Based Flushable Cat Litter Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Single-Cat Household Use

8.2.2 Multi-Cat Household Use

8.3 Market Segment by Application

8.3.1 World Household Plant-Based Flushable Cat Litter Production by Application (2021-2032)

8.3.2 World Household Plant-Based Flushable Cat Litter Production Value by Application (2021-2032)

8.3.3 World Household Plant-Based Flushable Cat Litter Average Price by Application (2021-2032)

## **9 COMPANY PROFILES**

9.1 Kent Pet Group, Inc.

9.1.1 Kent Pet Group, Inc. Details

9.1.2 Kent Pet Group, Inc. Major Business

9.1.3 Kent Pet Group, Inc. Household Plant-Based Flushable Cat Litter Product and Services

9.1.4 Kent Pet Group, Inc. Household Plant-Based Flushable Cat Litter Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 Kent Pet Group, Inc. Recent Developments/Updates

9.1.6 Kent Pet Group, Inc. Competitive Strengths & Weaknesses

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

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

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

9.2.3 JRS (J. Rettenmaier & Söhne GmbH + Co KG) Household Plant-Based Flushable Cat Litter Product and Services

9.2.4 JRS (J. Rettenmaier & Söhne GmbH + Co KG) Household Plant-Based Flushable Cat Litter Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 JRS (J. Rettenmaier & Söhne GmbH + Co KG) Recent Developments/Updates

9.2.6 JRS (J. Rettenmaier & Söhne GmbH + Co KG) Competitive Strengths & Weaknesses

## 9.3 Healthy Pet (Kocacat)

9.3.1 Healthy Pet (Kocacat) Details

9.3.2 Healthy Pet (Kocacat) Major Business

9.3.3 Healthy Pet (Kocacat) Household Plant-Based Flushable Cat Litter Product and Services

9.3.4 Healthy Pet (Kocacat) Household Plant-Based Flushable Cat Litter Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.3.5 Healthy Pet (Kocacat) Recent Developments/Updates

9.3.6 Healthy Pet (Kocacat) Competitive Strengths & Weaknesses

## 9.4 Petfive Brands LLC

9.4.1 Petfive Brands LLC Details

9.4.2 Petfive Brands LLC Major Business

9.4.3 Petfive Brands LLC Household Plant-Based Flushable Cat Litter Product and Services

9.4.4 Petfive Brands LLC Household Plant-Based Flushable Cat Litter Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.4.5 Petfive Brands LLC Recent Developments/Updates

9.4.6 Petfive Brands LLC Competitive Strengths & Weaknesses

## 9.5 Rolf C. Hagen Inc. (Catit)

9.5.1 Rolf C. Hagen Inc. (Catit) Details

9.5.2 Rolf C. Hagen Inc. (Catit) Major Business

9.5.3 Rolf C. Hagen Inc. (Catit) Household Plant-Based Flushable Cat Litter Product and Services

9.5.4 Rolf C. Hagen Inc. (Catit) Household Plant-Based Flushable Cat Litter Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.5.5 Rolf C. Hagen Inc. (Catit) Recent Developments/Updates

9.5.6 Rolf C. Hagen Inc. (Catit) Competitive Strengths & Weaknesses

## 9.6 IRIS OHYAMA Inc. (IRIS)

- 9.6.1 IRIS OHYAMA Inc. (IRIS) Details
- 9.6.2 IRIS OHYAMA Inc. (IRIS) Major Business
- 9.6.3 IRIS OHYAMA Inc. (IRIS) Household Plant-Based Flushable Cat Litter Product and Services
- 9.6.4 IRIS OHYAMA Inc. (IRIS) Household Plant-Based Flushable Cat Litter Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.6.5 IRIS OHYAMA Inc. (IRIS) Recent Developments/Updates
- 9.6.6 IRIS OHYAMA Inc. (IRIS) Competitive Strengths & Weaknesses
- 9.7 Hitachi Kakou Co., Ltd. (FineCat)
  - 9.7.1 Hitachi Kakou Co., Ltd. (FineCat) Details
  - 9.7.2 Hitachi Kakou Co., Ltd. (FineCat) Major Business
  - 9.7.3 Hitachi Kakou Co., Ltd. (FineCat) Household Plant-Based Flushable Cat Litter Product and Services
  - 9.7.4 Hitachi Kakou Co., Ltd. (FineCat) Household Plant-Based Flushable Cat Litter Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.7.5 Hitachi Kakou Co., Ltd. (FineCat) Recent Developments/Updates
  - 9.7.6 Hitachi Kakou Co., Ltd. (FineCat) Competitive Strengths & Weaknesses
- 9.8 Pegtech Co., Ltd. (Tofucas)
  - 9.8.1 Pegtech Co., Ltd. (Tofucas) Details
  - 9.8.2 Pegtech Co., Ltd. (Tofucas) Major Business
  - 9.8.3 Pegtech Co., Ltd. (Tofucas) Household Plant-Based Flushable Cat Litter Product and Services
  - 9.8.4 Pegtech Co., Ltd. (Tofucas) Household Plant-Based Flushable Cat Litter Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.8.5 Pegtech Co., Ltd. (Tofucas) Recent Developments/Updates
  - 9.8.6 Pegtech Co., Ltd. (Tofucas) Competitive Strengths & Weaknesses
- 9.9 KOCHO Co., Ltd. (NeoSuna / Neo Loo Life)
  - 9.9.1 KOCHO Co., Ltd. (NeoSuna / Neo Loo Life) Details
  - 9.9.2 KOCHO Co., Ltd. (NeoSuna / Neo Loo Life) Major Business
  - 9.9.3 KOCHO Co., Ltd. (NeoSuna / Neo Loo Life) Household Plant-Based Flushable Cat Litter Product and Services
  - 9.9.4 KOCHO Co., Ltd. (NeoSuna / Neo Loo Life) Household Plant-Based Flushable Cat Litter Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.9.5 KOCHO Co., Ltd. (NeoSuna / Neo Loo Life) Recent Developments/Updates
  - 9.9.6 KOCHO Co., Ltd. (NeoSuna / Neo Loo Life) Competitive Strengths & Weaknesses
- 9.10 Eco-Shell, LP (Naturally Fresh)
  - 9.10.1 Eco-Shell, LP (Naturally Fresh) Details
  - 9.10.2 Eco-Shell, LP (Naturally Fresh) Major Business

9.10.3 Eco-Shell, LP (Naturally Fresh) Household Plant-Based Flushable Cat Litter Product and Services

9.10.4 Eco-Shell, LP (Naturally Fresh) Household Plant-Based Flushable Cat Litter Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.10.5 Eco-Shell, LP (Naturally Fresh) Recent Developments/Updates

9.10.6 Eco-Shell, LP (Naturally Fresh) Competitive Strengths & Weaknesses

9.11 Qingdao Huanda Biotechnology Co., Ltd.

9.11.1 Qingdao Huanda Biotechnology Co., Ltd. Details

9.11.2 Qingdao Huanda Biotechnology Co., Ltd. Major Business

9.11.3 Qingdao Huanda Biotechnology Co., Ltd. Household Plant-Based Flushable Cat Litter Product and Services

9.11.4 Qingdao Huanda Biotechnology Co., Ltd. Household Plant-Based Flushable Cat Litter Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.11.5 Qingdao Huanda Biotechnology Co., Ltd. Recent Developments/Updates

9.11.6 Qingdao Huanda Biotechnology Co., Ltd. Competitive Strengths & Weaknesses

9.12 pidan

9.12.1 pidan Details

9.12.2 pidan Major Business

9.12.3 pidan Household Plant-Based Flushable Cat Litter Product and Services

9.12.4 pidan Household Plant-Based Flushable Cat Litter Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.12.5 pidan Recent Developments/Updates

9.12.6 pidan Competitive Strengths & Weaknesses

9.13 Pet Care Systems (sWheat Scoop)

9.13.1 Pet Care Systems (sWheat Scoop) Details

9.13.2 Pet Care Systems (sWheat Scoop) Major Business

9.13.3 Pet Care Systems (sWheat Scoop) Household Plant-Based Flushable Cat Litter Product and Services

9.13.4 Pet Care Systems (sWheat Scoop) Household Plant-Based Flushable Cat Litter Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.13.5 Pet Care Systems (sWheat Scoop) Recent Developments/Updates

9.13.6 Pet Care Systems (sWheat Scoop) Competitive Strengths & Weaknesses

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

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

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

9.14.3 Rufus & Coco Pty Ltd (Wee Kitty / Eco Plant) Household Plant-Based Flushable Cat Litter Product and Services

9.14.4 Rufus & Coco Pty Ltd (Wee Kitty / Eco Plant) Household Plant-Based Flushable Cat Litter Production, Price, Value, Gross Margin and Market Share (2021-2026)

- 9.14.5 Rufus & Coco Pty Ltd (Wee Kitty / Eco Plant) Recent Developments/Updates
- 9.14.6 Rufus & Coco Pty Ltd (Wee Kitty / Eco Plant) Competitive Strengths & Weaknesses
- 9.15 Tuft & Paw Inc. (Really Great Cat Litter)
  - 9.15.1 Tuft & Paw Inc. (Really Great Cat Litter) Details
  - 9.15.2 Tuft & Paw Inc. (Really Great Cat Litter) Major Business
  - 9.15.3 Tuft & Paw Inc. (Really Great Cat Litter) Household Plant-Based Flushable Cat Litter Product and Services
  - 9.15.4 Tuft & Paw Inc. (Really Great Cat Litter) Household Plant-Based Flushable Cat Litter Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.15.5 Tuft & Paw Inc. (Really Great Cat Litter) Recent Developments/Updates
  - 9.15.6 Tuft & Paw Inc. (Really Great Cat Litter) Competitive Strengths & Weaknesses
- 9.16 Yantai Lanbao Pet Products Co., Ltd.
  - 9.16.1 Yantai Lanbao Pet Products Co., Ltd. Details
  - 9.16.2 Yantai Lanbao Pet Products Co., Ltd. Major Business
  - 9.16.3 Yantai Lanbao Pet Products Co., Ltd. Household Plant-Based Flushable Cat Litter Product and Services
  - 9.16.4 Yantai Lanbao Pet Products Co., Ltd. Household Plant-Based Flushable Cat Litter Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.16.5 Yantai Lanbao Pet Products Co., Ltd. Recent Developments/Updates
  - 9.16.6 Yantai Lanbao Pet Products Co., Ltd. Competitive Strengths & Weaknesses
- 9.17 Qingdao V-Plus Holding Co., Ltd.
  - 9.17.1 Qingdao V-Plus Holding Co., Ltd. Details
  - 9.17.2 Qingdao V-Plus Holding Co., Ltd. Major Business
  - 9.17.3 Qingdao V-Plus Holding Co., Ltd. Household Plant-Based Flushable Cat Litter Product and Services
  - 9.17.4 Qingdao V-Plus Holding Co., Ltd. Household Plant-Based Flushable Cat Litter Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.17.5 Qingdao V-Plus Holding Co., Ltd. Recent Developments/Updates
  - 9.17.6 Qingdao V-Plus Holding Co., Ltd. Competitive Strengths & Weaknesses
- 9.18 Haisen Huachong
  - 9.18.1 Haisen Huachong Details
  - 9.18.2 Haisen Huachong Major Business
  - 9.18.3 Haisen Huachong Household Plant-Based Flushable Cat Litter Product and Services
  - 9.18.4 Haisen Huachong Household Plant-Based Flushable Cat Litter Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.18.5 Haisen Huachong Recent Developments/Updates
  - 9.18.6 Haisen Huachong Competitive Strengths & Weaknesses

## 9.19 Kit Cat International Pte Ltd (Kit Cat Soya Clump)

9.19.1 Kit Cat International Pte Ltd (Kit Cat Soya Clump) Details

9.19.2 Kit Cat International Pte Ltd (Kit Cat Soya Clump) Major Business

9.19.3 Kit Cat International Pte Ltd (Kit Cat Soya Clump) Household Plant-Based Flushable Cat Litter Product and Services

9.19.4 Kit Cat International Pte Ltd (Kit Cat Soya Clump) Household Plant-Based Flushable Cat Litter Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.19.5 Kit Cat International Pte Ltd (Kit Cat Soya Clump) Recent Developments/Updates

9.19.6 Kit Cat International Pte Ltd (Kit Cat Soya Clump) Competitive Strengths & Weaknesses

## 9.20 Pettex Limited (Naturecat)

9.20.1 Pettex Limited (Naturecat) Details

9.20.2 Pettex Limited (Naturecat) Major Business

9.20.3 Pettex Limited (Naturecat) Household Plant-Based Flushable Cat Litter Product and Services

9.20.4 Pettex Limited (Naturecat) Household Plant-Based Flushable Cat Litter Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.20.5 Pettex Limited (Naturecat) Recent Developments/Updates

9.20.6 Pettex Limited (Naturecat) Competitive Strengths & Weaknesses

## 9.21 Shandong Sincerus Group Co., Ltd.

9.21.1 Shandong Sincerus Group Co., Ltd. Details

9.21.2 Shandong Sincerus Group Co., Ltd. Major Business

9.21.3 Shandong Sincerus Group Co., Ltd. Household Plant-Based Flushable Cat Litter Product and Services

9.21.4 Shandong Sincerus Group Co., Ltd. Household Plant-Based Flushable Cat Litter Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.21.5 Shandong Sincerus Group Co., Ltd. Recent Developments/Updates

9.21.6 Shandong Sincerus Group Co., Ltd. Competitive Strengths & Weaknesses

## 10 INDUSTRY CHAIN ANALYSIS

10.1 Household Plant-Based Flushable Cat Litter Industry Chain

10.2 Household Plant-Based Flushable Cat Litter Upstream Analysis

10.2.1 Household Plant-Based Flushable Cat Litter Core Raw Materials

10.2.2 Main Manufacturers of Household Plant-Based Flushable Cat Litter Core Raw Materials

10.3 Midstream Analysis

10.4 Downstream Analysis

10.5 Household Plant-Based Flushable Cat Litter Production Mode

10.6 Household Plant-Based Flushable Cat Litter Procurement Model

10.7 Household Plant-Based Flushable Cat Litter Industry Sales Model and Sales Channels

10.7.1 Household Plant-Based Flushable Cat Litter Sales Model

10.7.2 Household Plant-Based Flushable Cat Litter Typical Distributors

## **11 RESEARCH FINDINGS AND CONCLUSION**

## **12 APPENDIX**

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. World Household Plant-Based Flushable Cat Litter Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Household Plant-Based Flushable Cat Litter Production Value by Region (2021-2026) & (USD Million)

Table 3. World Household Plant-Based Flushable Cat Litter Production Value by Region (2027-2032) & (USD Million)

Table 4. World Household Plant-Based Flushable Cat Litter Production Value Market Share by Region (2021-2026)

Table 5. World Household Plant-Based Flushable Cat Litter Production Value Market Share by Region (2027-2032)

Table 6. World Household Plant-Based Flushable Cat Litter Production by Region (2021-2026) & (Kilotons)

Table 7. World Household Plant-Based Flushable Cat Litter Production by Region (2027-2032) & (Kilotons)

Table 8. World Household Plant-Based Flushable Cat Litter Production Market Share by Region (2021-2026)

Table 9. World Household Plant-Based Flushable Cat Litter Production Market Share by Region (2027-2032)

Table 10. World Household Plant-Based Flushable Cat Litter Average Price by Region (2021-2026) & (US\$/Ton)

Table 11. World Household Plant-Based Flushable Cat Litter Average Price by Region (2027-2032) & (US\$/Ton)

Table 12. Household Plant-Based Flushable Cat Litter Major Market Trends

Table 13. World Household Plant-Based Flushable Cat Litter Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (Kilotons)

Table 14. World Household Plant-Based Flushable Cat Litter Consumption by Region (2021-2026) & (Kilotons)

Table 15. World Household Plant-Based Flushable Cat Litter Consumption Forecast by Region (2027-2032) & (Kilotons)

Table 16. World Household Plant-Based Flushable Cat Litter Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Household Plant-Based Flushable Cat Litter Producers in 2025

Table 18. World Household Plant-Based Flushable Cat Litter Production by Manufacturer (2021-2026) & (Kilotons)

Table 19. Production Market Share of Key Household Plant-Based Flushable Cat Litter Producers in 2025

Table 20. World Household Plant-Based Flushable Cat Litter Average Price by Manufacturer (2021-2026) & (US\$/Ton)

Table 21. Global Household Plant-Based Flushable Cat Litter Company Evaluation Quadrant

Table 22. World Household Plant-Based Flushable Cat Litter Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Household Plant-Based Flushable Cat Litter Production Site of Key Manufacturer

Table 24. Household Plant-Based Flushable Cat Litter Market: Company Product Type Footprint

Table 25. Household Plant-Based Flushable Cat Litter Market: Company Product Application Footprint

Table 26. Household Plant-Based Flushable Cat Litter Competitive Factors

Table 27. Household Plant-Based Flushable Cat Litter New Entrant and Capacity Expansion Plans

Table 28. Household Plant-Based Flushable Cat Litter Mergers & Acquisitions Activity

Table 29. United States VS China Household Plant-Based Flushable Cat Litter Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Household Plant-Based Flushable Cat Litter Production Comparison, (2021 & 2025 & 2032) & (Kilotons)

Table 31. United States VS China Household Plant-Based Flushable Cat Litter Consumption Comparison, (2021 & 2025 & 2032) & (Kilotons)

Table 32. United States Based Household Plant-Based Flushable Cat Litter Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Household Plant-Based Flushable Cat Litter Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Household Plant-Based Flushable Cat Litter Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Household Plant-Based Flushable Cat Litter Production (2021-2026) & (Kilotons)

Table 36. United States Based Manufacturers Household Plant-Based Flushable Cat Litter Production Market Share (2021-2026)

Table 37. China Based Household Plant-Based Flushable Cat Litter Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Household Plant-Based Flushable Cat Litter Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Household Plant-Based Flushable Cat Litter

Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Household Plant-Based Flushable Cat Litter Production, (2021-2026) & (Kilotons)

Table 41. China Based Manufacturers Household Plant-Based Flushable Cat Litter Production Market Share (2021-2026)

Table 42. Rest of World Based Household Plant-Based Flushable Cat Litter Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Household Plant-Based Flushable Cat Litter Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Household Plant-Based Flushable Cat Litter Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Household Plant-Based Flushable Cat Litter Production, (2021-2026) & (Kilotons)

Table 46. Rest of World Based Manufacturers Household Plant-Based Flushable Cat Litter Production Market Share (2021-2026)

Table 47. World Household Plant-Based Flushable Cat Litter Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Household Plant-Based Flushable Cat Litter Production by Type (2021-2026) & (Kilotons)

Table 49. World Household Plant-Based Flushable Cat Litter Production by Type (2027-2032) & (Kilotons)

Table 50. World Household Plant-Based Flushable Cat Litter Production Value by Type (2021-2026) & (USD Million)

Table 51. World Household Plant-Based Flushable Cat Litter Production Value by Type (2027-2032) & (USD Million)

Table 52. World Household Plant-Based Flushable Cat Litter Average Price by Type (2021-2026) & (US\$/Ton)

Table 53. World Household Plant-Based Flushable Cat Litter Average Price by Type (2027-2032) & (US\$/Ton)

Table 54. World Household Plant-Based Flushable Cat Litter Production Value by Granule Size, (USD Million), 2021 & 2025 & 2032

Table 55. World Household Plant-Based Flushable Cat Litter Production by Granule Size (2021-2026) & (Kilotons)

Table 56. World Household Plant-Based Flushable Cat Litter Production by Granule Size (2027-2032) & (Kilotons)

Table 57. World Household Plant-Based Flushable Cat Litter Production Value by Granule Size (2021-2026) & (USD Million)

Table 58. World Household Plant-Based Flushable Cat Litter Production Value by Granule Size (2027-2032) & (USD Million)

Table 59. World Household Plant-Based Flushable Cat Litter Average Price by Granule Size (2021-2026) & (US\$/Ton)

Table 60. World Household Plant-Based Flushable Cat Litter Average Price by Granule Size (2027-2032) & (US\$/Ton)

Table 61. World Household Plant-Based Flushable Cat Litter Production Value by Sales Channel, (USD Million), 2021 & 2025 & 2032

Table 62. World Household Plant-Based Flushable Cat Litter Production by Sales Channel (2021-2026) & (Kilotons)

Table 63. World Household Plant-Based Flushable Cat Litter Production by Sales Channel (2027-2032) & (Kilotons)

Table 64. World Household Plant-Based Flushable Cat Litter Production Value by Sales Channel (2021-2026) & (USD Million)

Table 65. World Household Plant-Based Flushable Cat Litter Production Value by Sales Channel (2027-2032) & (USD Million)

Table 66. World Household Plant-Based Flushable Cat Litter Average Price by Sales Channel (2021-2026) & (US\$/Ton)

Table 67. World Household Plant-Based Flushable Cat Litter Average Price by Sales Channel (2027-2032) & (US\$/Ton)

Table 68. World Household Plant-Based Flushable Cat Litter Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Household Plant-Based Flushable Cat Litter Production by Application (2021-2026) & (Kilotons)

Table 70. World Household Plant-Based Flushable Cat Litter Production by Application (2027-2032) & (Kilotons)

Table 71. World Household Plant-Based Flushable Cat Litter Production Value by Application (2021-2026) & (USD Million)

Table 72. World Household Plant-Based Flushable Cat Litter Production Value by Application (2027-2032) & (USD Million)

Table 73. World Household Plant-Based Flushable Cat Litter Average Price by Application (2021-2026) & (US\$/Ton)

Table 74. World Household Plant-Based Flushable Cat Litter Average Price by Application (2027-2032) & (US\$/Ton)

Table 75. Kent Pet Group, Inc. Basic Information, Manufacturing Base and Competitors

Table 76. Kent Pet Group, Inc. Major Business

Table 77. Kent Pet Group, Inc. Household Plant-Based Flushable Cat Litter Product and Services

Table 78. Kent Pet Group, Inc. Household Plant-Based Flushable Cat Litter Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

- Table 79. Kent Pet Group, Inc. Recent Developments/Updates
- Table 80. Kent Pet Group, Inc. Competitive Strengths & Weaknesses
- Table 81. JRS (J. Rettenmaier & Söhne GmbH + Co KG) Basic Information, Manufacturing Base and Competitors
- Table 82. JRS (J. Rettenmaier & Söhne GmbH + Co KG) Major Business
- Table 83. JRS (J. Rettenmaier & Söhne GmbH + Co KG) Household Plant-Based Flushable Cat Litter Product and Services
- Table 84. JRS (J. Rettenmaier & Söhne GmbH + Co KG) Household Plant-Based Flushable Cat Litter Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 85. JRS (J. Rettenmaier & Söhne GmbH + Co KG) Recent Developments/Updates
- Table 86. JRS (J. Rettenmaier & Söhne GmbH + Co KG) Competitive Strengths & Weaknesses
- Table 87. Healthy Pet (Kocat) Basic Information, Manufacturing Base and Competitors
- Table 88. Healthy Pet (Kocat) Major Business
- Table 89. Healthy Pet (Kocat) Household Plant-Based Flushable Cat Litter Product and Services
- Table 90. Healthy Pet (Kocat) Household Plant-Based Flushable Cat Litter Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 91. Healthy Pet (Kocat) Recent Developments/Updates
- Table 92. Healthy Pet (Kocat) Competitive Strengths & Weaknesses
- Table 93. Petfive Brands LLC Basic Information, Manufacturing Base and Competitors
- Table 94. Petfive Brands LLC Major Business
- Table 95. Petfive Brands LLC Household Plant-Based Flushable Cat Litter Product and Services
- Table 96. Petfive Brands LLC Household Plant-Based Flushable Cat Litter Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 97. Petfive Brands LLC Recent Developments/Updates
- Table 98. Petfive Brands LLC Competitive Strengths & Weaknesses
- Table 99. Rolf C. Hagen Inc. (Catit) Basic Information, Manufacturing Base and Competitors
- Table 100. Rolf C. Hagen Inc. (Catit) Major Business
- Table 101. Rolf C. Hagen Inc. (Catit) Household Plant-Based Flushable Cat Litter Product and Services
- Table 102. Rolf C. Hagen Inc. (Catit) Household Plant-Based Flushable Cat Litter Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin

and Market Share (2021-2026)

Table 103. Rolf C. Hagen Inc. (Catit) Recent Developments/Updates

Table 104. Rolf C. Hagen Inc. (Catit) Competitive Strengths & Weaknesses

Table 105. IRIS OHYAMA Inc. (IRIS) Basic Information, Manufacturing Base and Competitors

Table 106. IRIS OHYAMA Inc. (IRIS) Major Business

Table 107. IRIS OHYAMA Inc. (IRIS) Household Plant-Based Flushable Cat Litter Product and Services

Table 108. IRIS OHYAMA Inc. (IRIS) Household Plant-Based Flushable Cat Litter Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 109. IRIS OHYAMA Inc. (IRIS) Recent Developments/Updates

Table 110. IRIS OHYAMA Inc. (IRIS) Competitive Strengths & Weaknesses

Table 111. Hitachi Kakou Co., Ltd. (FineCat) Basic Information, Manufacturing Base and Competitors

Table 112. Hitachi Kakou Co., Ltd. (FineCat) Major Business

Table 113. Hitachi Kakou Co., Ltd. (FineCat) Household Plant-Based Flushable Cat Litter Product and Services

Table 114. Hitachi Kakou Co., Ltd. (FineCat) Household Plant-Based Flushable Cat Litter Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 115. Hitachi Kakou Co., Ltd. (FineCat) Recent Developments/Updates

Table 116. Hitachi Kakou Co., Ltd. (FineCat) Competitive Strengths & Weaknesses

Table 117. Pegtech Co., Ltd. (Tofucas) Basic Information, Manufacturing Base and Competitors

Table 118. Pegtech Co., Ltd. (Tofucas) Major Business

Table 119. Pegtech Co., Ltd. (Tofucas) Household Plant-Based Flushable Cat Litter Product and Services

Table 120. Pegtech Co., Ltd. (Tofucas) Household Plant-Based Flushable Cat Litter Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 121. Pegtech Co., Ltd. (Tofucas) Recent Developments/Updates

Table 122. Pegtech Co., Ltd. (Tofucas) Competitive Strengths & Weaknesses

Table 123. KOCHO Co., Ltd. (NeoSuna / Neo Loo Life) Basic Information, Manufacturing Base and Competitors

Table 124. KOCHO Co., Ltd. (NeoSuna / Neo Loo Life) Major Business

Table 125. KOCHO Co., Ltd. (NeoSuna / Neo Loo Life) Household Plant-Based Flushable Cat Litter Product and Services

Table 126. KOCHO Co., Ltd. (NeoSuna / Neo Loo Life) Household Plant-Based

Flushable Cat Litter Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. KOCHO Co., Ltd. (NeoSuna / Neo Loo Life) Recent Developments/Updates

Table 128. KOCHO Co., Ltd. (NeoSuna / Neo Loo Life) Competitive Strengths & Weaknesses

Table 129. Eco-Shell, LP (Naturally Fresh) Basic Information, Manufacturing Base and Competitors

Table 130. Eco-Shell, LP (Naturally Fresh) Major Business

Table 131. Eco-Shell, LP (Naturally Fresh) Household Plant-Based Flushable Cat Litter Product and Services

Table 132. Eco-Shell, LP (Naturally Fresh) Household Plant-Based Flushable Cat Litter Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 133. Eco-Shell, LP (Naturally Fresh) Recent Developments/Updates

Table 134. Eco-Shell, LP (Naturally Fresh) Competitive Strengths & Weaknesses

Table 135. Qingdao Huanda Biotechnology Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 136. Qingdao Huanda Biotechnology Co., Ltd. Major Business

Table 137. Qingdao Huanda Biotechnology Co., Ltd. Household Plant-Based Flushable Cat Litter Product and Services

Table 138. Qingdao Huanda Biotechnology Co., Ltd. Household Plant-Based Flushable Cat Litter Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 139. Qingdao Huanda Biotechnology Co., Ltd. Recent Developments/Updates

Table 140. Qingdao Huanda Biotechnology Co., Ltd. Competitive Strengths & Weaknesses

Table 141. pidan Basic Information, Manufacturing Base and Competitors

Table 142. pidan Major Business

Table 143. pidan Household Plant-Based Flushable Cat Litter Product and Services

Table 144. pidan Household Plant-Based Flushable Cat Litter Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 145. pidan Recent Developments/Updates

Table 146. pidan Competitive Strengths & Weaknesses

Table 147. Pet Care Systems (sWheat Scoop) Basic Information, Manufacturing Base and Competitors

Table 148. Pet Care Systems (sWheat Scoop) Major Business

Table 149. Pet Care Systems (sWheat Scoop) Household Plant-Based Flushable Cat Litter Product and Services

Table 150. Pet Care Systems (sWheat Scoop) Household Plant-Based Flushable Cat Litter Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 151. Pet Care Systems (sWheat Scoop) Recent Developments/Updates

Table 152. Pet Care Systems (sWheat Scoop) Competitive Strengths & Weaknesses

Table 153. Rufus & Coco Pty Ltd (Wee Kitty / Eco Plant) Basic Information, Manufacturing Base and Competitors

Table 154. Rufus & Coco Pty Ltd (Wee Kitty / Eco Plant) Major Business

Table 155. Rufus & Coco Pty Ltd (Wee Kitty / Eco Plant) Household Plant-Based Flushable Cat Litter Product and Services

Table 156. Rufus & Coco Pty Ltd (Wee Kitty / Eco Plant) Household Plant-Based Flushable Cat Litter Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 157. Rufus & Coco Pty Ltd (Wee Kitty / Eco Plant) Recent Developments/Updates

Table 158. Rufus & Coco Pty Ltd (Wee Kitty / Eco Plant) Competitive Strengths & Weaknesses

Table 159. Tuft & Paw Inc. (Really Great Cat Litter) Basic Information, Manufacturing Base and Competitors

Table 160. Tuft & Paw Inc. (Really Great Cat Litter) Major Business

Table 161. Tuft & Paw Inc. (Really Great Cat Litter) Household Plant-Based Flushable Cat Litter Product and Services

Table 162. Tuft & Paw Inc. (Really Great Cat Litter) Household Plant-Based Flushable Cat Litter Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 163. Tuft & Paw Inc. (Really Great Cat Litter) Recent Developments/Updates

Table 164. Tuft & Paw Inc. (Really Great Cat Litter) Competitive Strengths & Weaknesses

Table 165. Yantai Lanbao Pet Products Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 166. Yantai Lanbao Pet Products Co., Ltd. Major Business

Table 167. Yantai Lanbao Pet Products Co., Ltd. Household Plant-Based Flushable Cat Litter Product and Services

Table 168. Yantai Lanbao Pet Products Co., Ltd. Household Plant-Based Flushable Cat Litter Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 169. Yantai Lanbao Pet Products Co., Ltd. Recent Developments/Updates

Table 170. Yantai Lanbao Pet Products Co., Ltd. Competitive Strengths & Weaknesses

Table 171. Qingdao V-Plus Holding Co., Ltd. Basic Information, Manufacturing Base

and Competitors

Table 172. Qingdao V-Plus Holding Co., Ltd. Major Business

Table 173. Qingdao V-Plus Holding Co., Ltd. Household Plant-Based Flushable Cat Litter Product and Services

Table 174. Qingdao V-Plus Holding Co., Ltd. Household Plant-Based Flushable Cat Litter Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 175. Qingdao V-Plus Holding Co., Ltd. Recent Developments/Updates

Table 176. Qingdao V-Plus Holding Co., Ltd. Competitive Strengths & Weaknesses

Table 177. Haisen Huachong Basic Information, Manufacturing Base and Competitors

Table 178. Haisen Huachong Major Business

Table 179. Haisen Huachong Household Plant-Based Flushable Cat Litter Product and Services

Table 180. Haisen Huachong Household Plant-Based Flushable Cat Litter Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 181. Haisen Huachong Recent Developments/Updates

Table 182. Haisen Huachong Competitive Strengths & Weaknesses

Table 183. Kit Cat International Pte Ltd (Kit Cat Soya Clump) Basic Information, Manufacturing Base and Competitors

Table 184. Kit Cat International Pte Ltd (Kit Cat Soya Clump) Major Business

Table 185. Kit Cat International Pte Ltd (Kit Cat Soya Clump) Household Plant-Based Flushable Cat Litter Product and Services

Table 186. Kit Cat International Pte Ltd (Kit Cat Soya Clump) Household Plant-Based Flushable Cat Litter Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 187. Kit Cat International Pte Ltd (Kit Cat Soya Clump) Recent Developments/Updates

Table 188. Kit Cat International Pte Ltd (Kit Cat Soya Clump) Competitive Strengths & Weaknesses

Table 189. Pettex Limited (Naturecat) Basic Information, Manufacturing Base and Competitors

Table 190. Pettex Limited (Naturecat) Major Business

Table 191. Pettex Limited (Naturecat) Household Plant-Based Flushable Cat Litter Product and Services

Table 192. Pettex Limited (Naturecat) Household Plant-Based Flushable Cat Litter Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 193. Pettex Limited (Naturecat) Recent Developments/Updates

- Table 194. Pettex Limited (Naturecat) Competitive Strengths & Weaknesses
- Table 195. Shandong Sincerus Group Co., Ltd. Basic Information, Manufacturing Base and Competitors
- Table 196. Shandong Sincerus Group Co., Ltd. Major Business
- Table 197. Shandong Sincerus Group Co., Ltd. Household Plant-Based Flushable Cat Litter Product and Services
- Table 198. Shandong Sincerus Group Co., Ltd. Household Plant-Based Flushable Cat Litter Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 199. Shandong Sincerus Group Co., Ltd. Recent Developments/Updates
- Table 200. Shandong Sincerus Group Co., Ltd. Competitive Strengths & Weaknesses
- Table 201. Global Key Players of Household Plant-Based Flushable Cat Litter Upstream (Raw Materials)
- Table 202. Global Household Plant-Based Flushable Cat Litter Typical Customers
- Table 203. Household Plant-Based Flushable Cat Litter Typical Distributors

## List Of Figures

### LIST OF FIGURES

Figure 1. Household Plant-Based Flushable Cat Litter Picture

Figure 2. World Household Plant-Based Flushable Cat Litter Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Household Plant-Based Flushable Cat Litter Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Household Plant-Based Flushable Cat Litter Production (2021-2032) & (Kilotons)

Figure 5. World Household Plant-Based Flushable Cat Litter Average Price (2021-2032) & (US\$/Ton)

Figure 6. World Household Plant-Based Flushable Cat Litter Production Value Market Share by Region (2021-2032)

Figure 7. World Household Plant-Based Flushable Cat Litter Production Market Share by Region (2021-2032)

Figure 8. North America Household Plant-Based Flushable Cat Litter Production (2021-2032) & (Kilotons)

Figure 9. Europe Household Plant-Based Flushable Cat Litter Production (2021-2032) & (Kilotons)

Figure 10. China Household Plant-Based Flushable Cat Litter Production (2021-2032) & (Kilotons)

Figure 11. Japan Household Plant-Based Flushable Cat Litter Production (2021-2032) & (Kilotons)

Figure 12. Household Plant-Based Flushable Cat Litter Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Household Plant-Based Flushable Cat Litter Consumption (2021-2032) & (Kilotons)

Figure 15. World Household Plant-Based Flushable Cat Litter Consumption Market Share by Region (2021-2032)

Figure 16. United States Household Plant-Based Flushable Cat Litter Consumption (2021-2032) & (Kilotons)

Figure 17. China Household Plant-Based Flushable Cat Litter Consumption (2021-2032) & (Kilotons)

Figure 18. Europe Household Plant-Based Flushable Cat Litter Consumption (2021-2032) & (Kilotons)

Figure 19. Japan Household Plant-Based Flushable Cat Litter Consumption (2021-2032) & (Kilotons)

Figure 20. South Korea Household Plant-Based Flushable Cat Litter Consumption (2021-2032) & (Kilotons)

Figure 21. ASEAN Household Plant-Based Flushable Cat Litter Consumption (2021-2032) & (Kilotons)

Figure 22. India Household Plant-Based Flushable Cat Litter Consumption (2021-2032) & (Kilotons)

Figure 23. Producer Shipments of Household Plant-Based Flushable Cat Litter by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Household Plant-Based Flushable Cat Litter Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Household Plant-Based Flushable Cat Litter Markets in 2025

Figure 26. United States VS China: Household Plant-Based Flushable Cat Litter Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Household Plant-Based Flushable Cat Litter Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Household Plant-Based Flushable Cat Litter Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Household Plant-Based Flushable Cat Litter Production Market Share 2025

Figure 30. China Based Manufacturers Household Plant-Based Flushable Cat Litter Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Household Plant-Based Flushable Cat Litter Production Market Share 2025

Figure 32. World Household Plant-Based Flushable Cat Litter Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Household Plant-Based Flushable Cat Litter Production Value Market Share by Type in 2025

Figure 34. Corn-Based Flushable Cat Litter

Figure 35. Tofu / Okara-Based Flushable Cat Litter

Figure 36. Cassava / Tapioca-Based Flushable Cat Litter

Figure 37. Wood Fiber-Based Flushable Cat Litter

Figure 38. Others

Figure 39. World Household Plant-Based Flushable Cat Litter Production Market Share by Type (2021-2032)

Figure 40. World Household Plant-Based Flushable Cat Litter Production Value Market Share by Type (2021-2032)

Figure 41. World Household Plant-Based Flushable Cat Litter Average Price by Type (2021-2032) & (US\$/Ton)

Figure 42. World Household Plant-Based Flushable Cat Litter Production Value by Granule Size, (USD Million), 2021 & 2025 & 2032

Figure 43. World Household Plant-Based Flushable Cat Litter Production Value Market Share by Granule Size in 2025

Figure 44. Fine Granules

Figure 45. Medium Granules

Figure 46. Large Granules

Figure 47. World Household Plant-Based Flushable Cat Litter Production Market Share by Granule Size (2021-2032)

Figure 48. World Household Plant-Based Flushable Cat Litter Production Value Market Share by Granule Size (2021-2032)

Figure 49. World Household Plant-Based Flushable Cat Litter Average Price by Granule Size (2021-2032) & (US\$/Ton)

Figure 50. World Household Plant-Based Flushable Cat Litter Production Value by Sales Channel, (USD Million), 2021 & 2025 & 2032

Figure 51. World Household Plant-Based Flushable Cat Litter Production Value Market Share by Sales Channel in 2025

Figure 52. Online Sales

Figure 53. Offline Sales

Figure 54. World Household Plant-Based Flushable Cat Litter Production Market Share by Sales Channel (2021-2032)

Figure 55. World Household Plant-Based Flushable Cat Litter Production Value Market Share by Sales Channel (2021-2032)

Figure 56. World Household Plant-Based Flushable Cat Litter Average Price by Sales Channel (2021-2032) & (US\$/Ton)

Figure 57. World Household Plant-Based Flushable Cat Litter Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 58. World Household Plant-Based Flushable Cat Litter Production Value Market Share by Application in 2025

Figure 59. Single-Cat Household Use

Figure 60. Multi-Cat Household Use

Figure 61. World Household Plant-Based Flushable Cat Litter Production Market Share by Application (2021-2032)

Figure 62. World Household Plant-Based Flushable Cat Litter Production Value Market Share by Application (2021-2032)

Figure 63. World Household Plant-Based Flushable Cat Litter Average Price by Application (2021-2032) & (US\$/Ton)

Figure 64. Household Plant-Based Flushable Cat Litter Industry Chain

Figure 65. Household Plant-Based Flushable Cat Litter Procurement Model

Figure 66. Household Plant-Based Flushable Cat Litter Sales Model

Figure 67. Household Plant-Based Flushable Cat Litter Sales Channels, Direct Sales, and Distribution

Figure 68. Methodology

Figure 69. Research Process and Data Source

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