

Global Natural 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 Natural Plant-Based Cat Litter market size was valued at US\$ 1564 million in 2025 and is forecast to a readjusted size of US\$ 2822 million by 2032 with a CAGR of 8.6% during review period.

Natural 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, Natural 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 Natural Plant-Based Cat Litter production reached approximately 1703 K Ton, with an average global market price of around US\$ 893 per Ton.

The upstream raw materials of Natural 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 Natural 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 Natural 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%.

Natural Plant-Based Cat Litter is becoming an increasingly important segment of the global cat litter market as pet owners place greater emphasis on environmental protection, household hygiene, pet safety and convenient waste disposal. Compared with traditional mineral-based cat litter, Natural Plant-Based Cat Litter is mainly made from renewable plant-derived materials and is typically lighter, lower in dust, more biodegradable and more aligned with the consumption trend toward sustainable pet care. By product 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, covering the major material routes currently used in the Natural Plant-Based Cat Litter industry.

From the perspective of product types, Corn-Based Cat Litter is generally positioned as a natural, biodegradable and relatively premium product, with good absorbency, clumping performance and odor-control capability. Tofu / Okara-Based Cat Litter is one of the most representative plant-based litter types in Asian markets, especially in China, and is usually valued for its low dust, light weight, clumping performance and flushability. Wood Fiber-Based Cat Litter is made from wood fiber, sawdust, pulp fiber or forestry by-products, and is widely recognized for its natural odor absorption, relatively low dust level and sustainable raw material source. Cassava-Based Cat Litter uses cassava starch, cassava fiber or tapioca-derived materials as the core substrate, and is often positioned as a soft-texture, fast-absorbing and strong-clumping product. Others include wheat-based, grass-based, paper-based, pea husk-based, bamboo fiber-based, walnut shell-based and mixed plant-fiber cat litter products, which provide additional differentiation opportunities for brands targeting niche consumer needs.

In terms of application, Natural Plant-Based Cat Litter is mainly used in Household Use and Commercial Use. Household Use represents the core demand scenario, as individual pet owners and multi-cat households purchase cat litter for daily urine absorption, feces coverage, odor control and indoor hygiene management. In

household scenarios, consumers are increasingly concerned about dust level, tracking, clumping strength, odor control, flushability, biodegradability and overall convenience. Commercial Use mainly includes pet stores, pet boarding facilities, catteries, veterinary clinics, pet hospitals, animal shelters and other professional pet-care environments. These customers usually pay more attention to stable supply, cost efficiency, high absorption, easy cleaning, low odor and suitability for high-frequency use.

The growth of the Natural Plant-Based Cat Litter market is driven by rising pet ownership, increasing pet humanization, stronger consumer awareness of environmental protection, growing demand for low-dust and lightweight cat litter, expansion of e-commerce and direct-to-consumer pet product channels, wider adoption of biodegradable and renewable materials, and continuous product innovation in clumping, odor control and flushability. In addition, the growth of urban apartment living and multi-cat households has increased demand for cleaner, more convenient and better-performing litter products. As consumers become more willing to pay for safer and more sustainable pet hygiene products, Natural Plant-Based Cat Litter is expected to gain further market acceptance across both developed and emerging pet care markets.

However, the market also faces several restraints. Natural Plant-Based Cat Litter is often more expensive than traditional bentonite or mineral-based cat litter, which may limit adoption among price-sensitive consumers. Raw material prices for corn, soybean residue, cassava, wood fiber and paper fiber may fluctuate due to agricultural supply, weather conditions and logistics costs. Some plant-based litter products may face challenges in clumping strength, moisture resistance, storage stability, mold control and odor performance compared with established mineral-based products. Flushability claims may also be restricted by local sewage systems and municipal regulations, creating uncertainty in consumer use. In addition, intense competition from mature bentonite cat litter, silica gel cat litter and low-cost private-label products may put pressure on margins and brand differentiation.

Overall, Natural Plant-Based Cat Litter has strong growth potential as consumers increasingly seek eco-friendly, low-dust, lightweight and convenient pet hygiene solutions. Corn-Based Cat Litter, Tofu / Okara-Based Cat Litter, Wood Fiber-Based Cat Litter, Cassava-Based Cat Litter and Others represent the major product routes in this market, while Household Use and Commercial Use form the core application structure. In the future, companies with stable raw material supply, strong formulation capabilities, reliable quality control, effective odor-control technology and differentiated brand positioning are expected to gain a stronger competitive position in the global Natural

Plant-Based Cat Litter market.

This report is a detailed and comprehensive analysis for global Natural 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 Natural Plant-Based Cat Litter market size and forecasts, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2021-2032

Global Natural 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 Natural 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 Natural 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 Natural 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 Natural 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

Natural 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

Household Use

Commercial 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.

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.

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 Natural Plant-Based Cat Litter product scope, market overview,

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market estimation caveats and base year.

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

Chapter 3, the Natural 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 Natural 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 Natural 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 Natural Plant-Based Cat Litter.

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

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