

# Global Plant-based Litter Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Plant-based Litter market size is expected to reach \$ 1256 million by 2032, rising at a market growth of 6.2% CAGR during the forecast period (2026-2032).

Plant-based litter refers to pet litter products (primarily for cats) made from renewable, biodegradable plant materials such as corn, wheat, wood, pea husks, soybean/tofu, grasses or other agricultural byproducts; these litters are designed to absorb moisture and control odors while minimizing environmental impact compared with traditional clay/silica litters.

Plant-based litter production uses mechanical and thermal processes to convert raw agricultural biomass into absorbent, biodegradable cat litter: biomass (corn, wheat, wood fiber, pea husk, soy pulp) is cleaned and dried, milled to specific granule sizes, and mixed with natural binders for clumping performance; odor-control agents derived from plant extracts or activated charcoal may be integrated, followed by heat-controlled extrusion/pelletizing for uniform granules and low dust output; advanced quality control ensures moisture adsorption and clumping consistency; finished litter is then packed in recyclable bags, with emphasis on minimizing dust and carbon footprint through energy-efficient production lines.

Across the plant-based litter market, manufacturers from incumbents to startups are expanding capacity or launching new sustainability-focused initiatives: major pet care firms are investing in biodegradable litter R&D partnerships to improve absorbency/odor control and launch new plant-derived products; regional manufacturers are building or acquiring facilities to scale natural litter production in North America and Europe; some retail chains are collaborating with eco-brands to introduce exclusive plant-based lines; in APAC and Latin America, planned expansions target increased pet adoption and e-commerce penetration; overall investment emphasizes automated manufacturing, green supply chains, and eco-certified product launches to capture demand for environmentally responsible pet care.

2025 Global Market sales Volume is 2.0 million tons, the Average Global Market Price is approximately USD 404 per ton, and the Market Average Gross Profit Margin is 30%.

The plant-based litter market is an emergent and fast-growing subset of the broader cat litter industry driven by rising pet ownership, sustainability concerns and environmentally conscious consumers willing to pay a premium for biodegradable products. As awareness of landfill impacts and pet health grows, natural materials like corn, wheat, wood fibers and pea husks are increasingly chosen over traditional clay or silica options.

Market growth is reinforced by strong demand in North America and Europe, where eco-friendly and health-oriented pet care products are mainstream, and expanding adoption across Asia Pacific as urban lifestyles embrace pets and disposable income increases. The biodegradable segment, including plant-based litter, is outpacing traditional litter growth with projected CAGRs in high single digits. Manufacturers are innovating clumping technologies and odor control to narrow performance gaps with clay while enhancing sustainability credentials. E-commerce and subscription channels are key distribution growth vectors, offering convenience and repeat purchases.

Competitive dynamics involve both large global pet care players extending natural litter lines and smaller specialist brands focusing solely on plant-based formulas. Regional preferences vary, with North America leading in per capita consumption and APAC showing rapid adoption growth. Opportunities include premiumization, product differentiation through advanced plant-derived additives, and expansion into veterinary/commercial applications. Risks include higher production costs, price sensitivity in emerging markets, and competition from hybrid or alternative biodegradable materials. Sustainability regulations and consumer pressures will further drive innovation but may also challenge manufacturers to balance performance with eco-credentials. Overall, plant-based litter is poised for strong growth as part of the transition toward greener pet care solutions.

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

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

### **Highlights and key features of the study**

Global Plant-based Litter total production and demand, 2021-2032, (Kilotons)

Global Plant-based Litter total production value, 2021-2032, (USD Million)

Global Plant-based Litter production by region & country, production, value, CAGR,

2021-2032, (USD Million) & (Kilotons), (based on production site)

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

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

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

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

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

This report profiles key players in the global Plant-based 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 Nature's Calling, Almo Nature S.p.A, Healthy Pet, World's Best Cat Litter?, Feline Pine, BPV Environmental, JRS Petcare GmbH & Co. KG, Super Benek, Boxiecat, Intersand, 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 Plant-based 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 Plant-based Litter Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Plant-based Litter Market, Segmentation by Type:

Recycled Paper

Corn and Wheat

Others

#### Global Plant-based Litter Market, Segmentation by Form:

Clumping Plant-Based Litter

Pellet Form

Grain/Flaked Form

Powdered/Crumb Form

#### Global Plant-based Litter Market, Segmentation by Distribution Channel:

Online Sales

Offline Sales

#### Global Plant-based Litter Market, Segmentation by Application:

Individual Pet Owners

Pet Care Businesses

Others

### **Companies Profiled:**

Nature's Calling

Almo Nature S.p.A

Healthy Pet

World's Best Cat Litter?

Feline Pine

BPV Environmental

JRS Petcare GmbH & Co. KG

Super Benek

Boxiecat

Intersand

Catit

Kit Cat 2nd Chance

### **Key Questions Answered:**

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

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