

Cat Litter Products Market Size, Share & Trends Analysis Report By Product Type (Clumping, Conventional), By Raw Material (Clay, Silica), By Distribution Channel (Retail & Supermarkets, Online), By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Cat Litter Products Market Growth & Trends

The global cat litter products market size is expected to reach USD 16.6 billion by 2030, expanding at a CAGR of 4.8% during the forecast period, according to a new report by Grand View Research, Inc. The growing number of cat owners around the globe is likely to boost the market growth. Most cat owners prefer not to let their cats outside of the house owing to human hostility and adverse weather conditions. These factors are expected to drive the product demand over the forecast period.

Consumer preference for a one-stop shopping experience is driving greater product sales in the retail and supermarket channels. However, due to the increasing use of smartphones across the country, the online platform category is expected to grow at the fastest rate from 2022 to 2030. In 2021, the retail and supermarkets segment held a market share of 76.3%. During the projection period, this segment is expected to develop at a steady CAGR. According to the Packaged Facts poll, supermarkets like Walmart are the most popular places for cat owners to buy cat litter products.

Consumers are more likely to opt for lower-priced non-discretionary pet products, such as pet food and cat litter products. Companies are facing adverse effects; for instance, several companies are meeting the increasing consumer demand but are facing

distribution and inventory issues down the supply chain. The demand for traditional litter products is driven by a high preference for complete odor removal that is associated with cat urine and feces.

According to Boxscoop Designs Inc., the yearly expenditure for cat litter, such as corn, grass, and walnut, for one large cat is USD 90, USD 87, and USD 75 respectively for Boxscoop cat litter, and is USD 147 for clay litter. This is estimated to drive the growth of the conventional segment over the forecast period. Clumping cat litter product is primarily made of sodium bentonite. Multiple product varieties including biodegradable-based premium ultra-clumping, clay-based premium ultra-clumping, and clay-based standard clumping are available in the market.

Silica cat litter is made of silica gel crystals and is commonly used as a preservative for over-moisture and vulnerable products such as packaged foods and pharmaceuticals. Silica raw materials usually generate less waste than other raw materials. Companies are focused on expanding and establishing new manufacturing units to compete with their rivals. For instance, in February 2019, Nestlé Purina announced the expansion of its Bloomfield factory in Southeast Missouri, where Tidy Cats brand cat litter is made. Companies are also investing in mergers and acquisitions to strengthen their market position.

Cat Litter Products Market Report Highlights

Clumping product type was valued at USD 8.23 billion in 2021 and is expected to reach USD 12.85 billion by 2030. Clumping cat litter products has been gaining consumer attention as cat urine and feces can be removed easily without having to empty the box

Conventional product type is anticipated to register a CAGR of 4.0% during the forecast period. The rising customer preference for completely eradicating the odor associated with cat urine and feces is driving the demand for traditional litter products

The Asia Pacific region is expected to witness substantial growth over the forecast period with a revenue-based CAGR of 6.7% from 2022 to 2030. Increasing pet ownership in the region, coupled with growing spending on their healthcare, food, and litter products, is expected to have a positive impact on the market over the forecast period

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