

Global Cat Grass-Based Hairball Control Tablets and Solid Supplements Market Growth 2026-2032

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Abstracts

The global Cat Grass-Based Hairball Control Tablets and Solid Supplements market size is predicted to grow from US\$ 57.23 million in 2025 to US\$ 103 million in 2032; it is expected to grow at a CAGR of 8.6% from 2026 to 2032.

Cat grass-based hairball control tablets and solid supplements are solid-format feline wellness products designed for daily hairball passage, digestive support and indoor grass-chewing needs. Typical formulations use wheatgrass, barley grass, oat grass, rye grass, psyllium husk, plant-derived dietary fiber, brewer's yeast, prebiotics, probiotics, freeze-dried meat powder or fish oil, and are manufactured as compressed tablets, freeze-dried pellets, soft chews, granules or grass-rich treats. The category is positioned around plant fiber and cereal-grass nutrition, offering indoor cats, long-haired cats and shedding-season cats a convenient routine supplement for hairball management, gut motility support and natural grass-craving satisfaction.

Cat grass tablets are best understood as a niche, cross-category segment between feline functional treats, pet nutritional supplements and routine hairball-care products. The category does not have a globally unified statistical code or regulatory name. In China, the market is commonly described as 'cat grass tablets,' 'hairball tablets' or 'freeze-dried cat grass tablets,' while Western and Japanese markets more often use terms such as grass bits, cat grass treats, cat grass snacks and hairball support chews. The practical boundary of the category is not the exact wording on the label, but whether the product uses cat grass, wheatgrass, barley grass, psyllium or plant fiber as a core functional proposition and is sold in a solid format for cats. This makes the category narrower than the broader hairball-care market and different from fresh cat grass kits, hairball pastes and hairball-formula dry food.

Demand is driven by indoor cat ownership, long-haired cat grooming needs, seasonal shedding, convenience-oriented feeding and pet owners' preference for natural fiber-based daily care. China is likely to remain the largest strict cat grass tablet market because e-commerce merchandising, compressed-tablet formats and OEM capacity are more developed. In North America and Europe, the same consumer need is often met by fresh cat grass, grow kits, soft chews or general hairball-support products, which limits the penetration of strict tablets but still supports adjacent solid grass-based products. The main substitution risks come from hairball paste, digestive probiotics, hairball dry food and fresh cat grass kits.

From a policy perspective, China, the United States and the European Union all regulate these products under pet feed, specialty pet food, or animal feed labeling and safety frameworks. Core regulatory requirements focus on ingredient compliance, non-misleading labeling, production quality control, and avoiding drug-like efficacy claims. AAFCO continues to update labeling rules for pet food and specialty pet food, while the EU animal feed framework emphasizes safety, traceability and high-standard production. China's Administrative Measures for Pet Feed also set requirements for production, inspection, labeling and import registration. This policy direction favors manufacturers with filing capabilities, quality testing systems, formulation R&D and stable supply chains, while low-cost white-label products and products with exaggerated functional claims will face higher compliance risks.

LP Information, Inc. (LPI)'s newest research report, the "Cat Grass-Based Hairball Control Tablets and Solid Supplements Industry Forecast" looks at past sales and reviews total world Cat Grass-Based Hairball Control Tablets and Solid Supplements sales in 2025, providing a comprehensive analysis by region and market sector of projected Cat Grass-Based Hairball Control Tablets and Solid Supplements sales for 2026 through 2032. With Cat Grass-Based Hairball Control Tablets and Solid Supplements sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Cat Grass-Based Hairball Control Tablets and Solid Supplements industry.

This Insight Report provides a comprehensive analysis of the global Cat Grass-Based Hairball Control Tablets and Solid Supplements landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Cat Grass-Based Hairball Control Tablets and Solid Supplements portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an

accelerating global Cat Grass-Based Hairball Control Tablets and Solid Supplements market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Cat Grass-Based Hairball Control Tablets and Solid Supplements and breaks down the forecast by Type, by Sale Channel, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Cat Grass-Based Hairball Control Tablets and Solid Supplements.

This report presents a comprehensive overview, market shares, and growth opportunities of Cat Grass-Based Hairball Control Tablets and Solid Supplements market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Compressed Tablets

Grass Bits

Other

Segmentation by Functional Positioning:

Hairball-oriented Products

Digestive Care-oriented Products

Palatability-oriented Products

Natural Fiber-oriented Products

Comprehensive Wellness Products

Segmentation by Target Cat Group:

Adult Cats

Senior Cats

General Cats

Other

Segmentation by Sale Channel:

Offline Sales

Online Sales

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Gambol Pet Group Co., Ltd.

Compana Pet Brands LLC

H. von Gimborn GmbH

Bell Rock Growers, Inc.

HAKUMATA

AIM Create Co., Ltd.

Key Questions Addressed in this Report

What is the 10-year outlook for the global Cat Grass-Based Hairball Control Tablets and Solid Supplements market?

What factors are driving Cat Grass-Based Hairball Control Tablets and Solid Supplements market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Cat Grass-Based Hairball Control Tablets and Solid Supplements market opportunities vary by end market size?

How does Cat Grass-Based Hairball Control Tablets and Solid Supplements break out by Type, by Sale Channel?

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