

Global Flushable Plant-Based Cat Litter Market Growth 2026-2032

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Abstracts

The global Flushable Plant-Based Cat Litter market size is predicted to grow from US\$ 763 million in 2025 to US\$ 1338 million in 2032; it is expected to grow at a CAGR of 8.6% from 2026 to 2032.

Flushable Plant-Based 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, Flushable Plant-Based Cat Litter is mainly 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, smart litter box users, pet boarding facilities and pet-care environments where convenience, cleaner handling, lower dust exposure and sustainability-oriented purchasing are important decision factors.

In 2025, global Flushable Plant-Based Cat Litter production reached approximately 776 K Ton, with an average global market price of around US\$ 1006 per Ton.

The upstream raw materials of Flushable 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 Flushable 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 Flushable 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%.

Flushable Plant-Based Cat Litter is a convenience-oriented cat litter category based mainly on plant-based, fiber-based and water-dispersible materials. It targets cat owners and commercial pet-care users 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 Flushable Plant-Based 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 Flushable Plant-Based Cat Litter, Tofu / Okara-Based Flushable Plant-Based Cat Litter, Cassava / Tapioca-Based Flushable Plant-Based Cat Litter, Wood Fiber-Based Flushable Plant-Based 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 Use is the core application for Flushable Plant-Based Cat Litter, serving ordinary cat-owning households, multi-cat families, apartment residents, urban small-space homes and users of automatic litter boxes. Household users mainly value low dust, low tracking, fast clumping, easy scooping, odor control, cat acceptance and daily cleaning convenience. Flushable Plant-Based Cat Litter helps reduce the need for waste bags, lowers the handling burden associated with heavy mineral litter, and shortens the cleaning process, making it attractive for high-frequency pet-care routines. Commercial Use mainly covers pet stores, boarding facilities, veterinary clinics, animal shelters and professional cat-care environments. These settings have higher litter consumption, more frequent cleaning and stronger odor-

control pressure, so they require stable clumping, cost-efficient bulk purchasing, long-lasting odor control, low-dust safety and efficient waste handling. Compared with household use, commercial use places more emphasis on total operating cost and cleaning efficiency, which means Flushable Plant-Based Cat Litter must balance convenience with cost control.

Market Driving Factors for Flushable Plant-Based Cat Litter include the rising number of cat-owning households, increasing urban apartment pet ownership, stronger consumer demand for low-dust and low-odor litter, growing preference for plant-based and environmentally responsible products, replacement demand caused by the heavy weight and inconvenient disposal of traditional mineral litter, premiumization of smart litter boxes and pet-care products, new product education through cross-border e-commerce and DTC brands, and higher awareness of pet health and home hygiene. As consumers shift from simply choosing a functional litter to selecting products that are cleaner, lighter, easier to handle and more sustainable, Flushable Plant-Based Cat Litter is expected to gain further penetration in the mid-to-premium cat litter segment. This is especially relevant among younger pet owners, urban professionals, multi-cat households and users who clean litter boxes frequently, as they are more willing to pay for convenient disposal, natural materials, lighter packaging and a better indoor cleaning experience.

Market Restraints for Flushable Plant-Based Cat Litter include uncertainty over compatibility with local wastewater systems, inconsistent rules across countries and regions regarding toilet disposal of pet waste, potential clogging risks in low-flow toilets and older plumbing systems, technical difficulty in balancing water dispersibility with strong clumping, price volatility of plant-based raw materials, higher moisture-control requirements during transport and storage, generally higher retail prices than conventional bentonite litter, the need to educate consumers about safe flushing practices, and the necessity of evaluating mixed-material products on a SKU-by-SKU basis. For tofu / okara-based, cassava / tapioca-based and wood fiber-based products, the addition of high proportions of mineral particles, strong binders or non-dispersible additives may make the product unsuitable for toilet disposal. Therefore, future competition in this market will not depend only on the 'flushable' claim, but also on whether suppliers can establish a credible balance among official disposal instructions, product performance, pipe safety, low-dust experience, raw material stability and compliant marketing.

LP Information, Inc. (LPI) ' newest research report, the 'Flushable Plant-Based Cat Litter Industry Forecast' looks at past sales and reviews total world Flushable Plant-

Based Cat Litter sales in 2025, providing a comprehensive analysis by region and market sector of projected Flushable Plant-Based Cat Litter sales for 2026 through 2032. With Flushable Plant-Based Cat Litter sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Flushable Plant-Based Cat Litter industry.

This Insight Report provides a comprehensive analysis of the global Flushable Plant-Based Cat Litter 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 Flushable Plant-Based Cat Litter portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Flushable Plant-Based Cat Litter market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Flushable Plant-Based Cat Litter and breaks down the forecast by Type, by Application, 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 Flushable Plant-Based Cat Litter.

This report presents a comprehensive overview, market shares, and growth opportunities of Flushable Plant-Based Cat Litter market by product type, application, key manufacturers and key regions and countries.

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

Segmentation by Granule Size:

Fine Granules

Medium Granules

Large Granules

Segmentation by Sales Channel:

Online Sales

Offline Sales

Segmentation by Application:

Household Use

Commercial Use

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.

Kent Pet Group, Inc.

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

Healthy Pet (Tököcat)

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 Addressed in this Report

What is the 10-year outlook for the global Flushable Plant-Based Cat Litter market?

What factors are driving Flushable Plant-Based Cat Litter market growth, globally and by region?

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

How do Flushable Plant-Based Cat Litter market opportunities vary by end market size?

How does Flushable Plant-Based Cat Litter break out by Type, by Application?

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