

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

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Abstracts

The global Household Plant-Based Flushable Cat Litter market size is predicted to grow from US\$ 733 million in 2025 to US\$ 1286 million in 2032; it is expected to grow at a CAGR of 8.6% from 2026 to 2032.

Household Plant-Based Flushable 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, Household Plant-Based Flushable Cat Litter is mainly plant-based, 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.

In 2025, global Household Plant-Based Flushable Cat Litter production reached approximately 744 K Ton, with an average global market price of around US\$ 1007 per Ton.

The upstream raw materials of Household Plant-Based Flushable 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.

Household Plant-Based Flushable Cat Litter is mainly used in Single-Cat Household Use and Multi-Cat Household Use. The direct end users are household cat owners.

The gross margin of Household Plant-Based Flushable Cat Litter varies significantly depending on raw material type, brand positioning, manufacturing scale, packaging format, sales channel, etc. In general, the gross margin of about 20%-50%.

Household Flushable Cat Litter is a convenience-oriented cat litter category based mainly on plant-based, fiber-based and water-dispersible materials. It targets cat owners 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 Household Flushable 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 Household Flushable Cat Litter, Tofu / Okara-Based Household Flushable Cat Litter, Cassava / Tapioca-Based Household Flushable Cat Litter, Wood Fiber-Based Household Flushable 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 Flushable Cat Litter is mainly used in Single-Cat Household Use and Multi-Cat Household Use. In single-cat households, consumers usually focus on daily cleaning convenience, odor control, low dust, low tracking, lightweight packaging and the convenience of small-batch toilet disposal. Product consumption is relatively stable, and users tend to prefer medium or small package formats that are easy to store, easy to scoop and suitable for routine household replenishment. In multi-cat households, litter consumption is faster and cleaning frequency is higher, so consumers place stronger emphasis on absorption speed, firm clumping, long-lasting odor control, dust control, reliable water breakdown and cost efficiency per use. As a result, multi-cat households are more likely to choose larger-pack, high-absorption, stronger-deodorization and more durable flushable cat litter products that can support frequent use. Overall, single-cat households represent the fundamental consumer base for household flushable cat litter, while multi-cat households drive demand for higher-performance, larger-volume and better-value

products.

The growth of the Household Flushable Cat Litter market is mainly driven by pet humanization, rising cat ownership in residential households, the expansion of urban apartment living, stronger consumer attention to low dust and indoor air quality, increasing demand for convenient waste disposal, higher acceptance of plant-based biodegradable materials, rapid development of online pet product channels and continuous brand-level improvement in odor control, clumping and water-dispersible performance. Compared with conventional bentonite and silica cat litter, household flushable cat litter can create differentiated value around easier disposal, lighter handling, lower dust, more natural ingredients and a cleaner household environment. As consumers pay more attention to pet health, home hygiene, odor management, waste reduction and sustainable consumption, Corn-Based Cat Litter, Tofu / Okara-Based Cat Litter, Wood Fiber-Based Cat Litter, Cassava-Based Cat Litter and other plant-based flushable cat litter products have further room to increase penetration in household use.

The Household Flushable Cat Litter market also faces several restraints, including differences in plumbing and wastewater treatment rules across regions, insufficient consumer understanding of the correct use boundary of 'flushable' products, potential clogging risk when excessive litter is flushed at once, price volatility of plant fiber and starch-based raw materials, moisture absorption and caking risk under humid storage conditions, and performance inconsistency in lower-end products such as weak clumping, unstable long-term odor control, higher dust and crumbling. In addition, flushable cat litter is usually priced higher than some conventional mineral-based cat litter, which creates barriers in consumer switching and usage education. Brand owners also need to balance water dispersibility, clumping strength, absorption and particle integrity; otherwise, products may face a performance conflict between being easy to flush but weak in clumping, or strong in clumping but less suitable for flushing, creating higher requirements for formulation development, quality control and compliant market communication.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Household Plant-Based Flushable 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 Household Plant-Based Flushable Cat Litter.

This report presents a comprehensive overview, market shares, and growth opportunities of Household Plant-Based Flushable 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:

Single-Cat Household Use

Multi-Cat Household 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 (?kocat)

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 Household Plant-Based Flushable Cat Litter market?

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

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

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

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

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview

- 2.1.1 Global Household Plant-Based Flushable Cat Litter Annual Sales 2021-2032
- 2.1.2 World Current & Future Analysis for Household Plant-Based Flushable Cat Litter by Geographic Region, 2021, 2025 & 2032
- 2.1.3 World Current & Future Analysis for Household Plant-Based Flushable Cat Litter by Country/Region, 2021, 2025 & 2032

2.2 Household Plant-Based Flushable Cat Litter Segment by Type

- 2.2.1 Corn-Based Flushable Cat Litter
- 2.2.2 Tofu / Okara-Based Flushable Cat Litter
- 2.2.3 Cassava / Tapioca-Based Flushable Cat Litter
- 2.2.4 Wood Fiber-Based Flushable Cat Litter
- 2.2.5 Others
- 2.2.6 Household Plant-Based Flushable Cat Litter Sales by Type
 - 2.2.6.1 Global Household Plant-Based Flushable Cat Litter Sales Market Share by Type (2021-2026)
 - 2.2.6.2 Global Household Plant-Based Flushable Cat Litter Revenue and Market Share by Type (2021-2026)
 - 2.2.6.3 Global Household Plant-Based Flushable Cat Litter Sale Price by Type (2021-2026)

2.3 Household Plant-Based Flushable Cat Litter Segment by Granule Size

- 2.3.1 Fine Granules
- 2.3.2 Medium Granules
- 2.3.3 Large Granules
- 2.3.4 Household Plant-Based Flushable Cat Litter Sales by Granule Size

2.3.4.1 Global Household Plant-Based Flushable Cat Litter Sales Market Share by Granule Size (2021-2026)

2.3.4.2 Global Household Plant-Based Flushable Cat Litter Revenue and Market Share by Granule Size (2021-2026)

2.3.4.3 Global Household Plant-Based Flushable Cat Litter Sale Price by Granule Size (2021-2026)

2.4 Household Plant-Based Flushable Cat Litter Segment by Sales Channel

2.4.1 Online Sales

2.4.2 Offline Sales

2.4.3 Household Plant-Based Flushable Cat Litter Sales by Sales Channel

2.4.3.1 Global Household Plant-Based Flushable Cat Litter Sales Market Share by Sales Channel (2021-2026)

2.4.3.2 Global Household Plant-Based Flushable Cat Litter Revenue and Market Share by Sales Channel (2021-2026)

2.4.3.3 Global Household Plant-Based Flushable Cat Litter Sale Price by Sales Channel (2021-2026)

2.5 Household Plant-Based Flushable Cat Litter Segment by Application

2.5.1 Single-Cat Household Use

2.5.2 Multi-Cat Household Use

2.5.3 Household Plant-Based Flushable Cat Litter Sales by Application

2.5.3.1 Global Household Plant-Based Flushable Cat Litter Sale Market Share by Application (2021-2026)

2.5.3.2 Global Household Plant-Based Flushable Cat Litter Revenue and Market Share by Application (2021-2026)

2.5.3.3 Global Household Plant-Based Flushable Cat Litter Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Household Plant-Based Flushable Cat Litter Breakdown Data by Company

3.1.1 Global Household Plant-Based Flushable Cat Litter Annual Sales by Company (2021-2026)

3.1.2 Global Household Plant-Based Flushable Cat Litter Sales Market Share by Company (2021-2026)

3.2 Global Household Plant-Based Flushable Cat Litter Annual Revenue by Company (2021-2026)

3.2.1 Global Household Plant-Based Flushable Cat Litter Revenue by Company (2021-2026)

3.2.2 Global Household Plant-Based Flushable Cat Litter Revenue Market Share by

Company (2021-2026)

3.3 Global Household Plant-Based Flushable Cat Litter Sale Price by Company

3.4 Key Manufacturers Household Plant-Based Flushable Cat Litter Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Household Plant-Based Flushable Cat Litter Product Location Distribution

3.4.2 Players Household Plant-Based Flushable Cat Litter Products Offered

3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.6 New Products and Potential Entrants

3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR HOUSEHOLD PLANT-BASED FLUSHABLE CAT LITTER BY GEOGRAPHIC REGION

4.1 World Historic Household Plant-Based Flushable Cat Litter Market Size by Geographic Region (2021-2026)

4.1.1 Global Household Plant-Based Flushable Cat Litter Annual Sales by Geographic Region (2021-2026)

4.1.2 Global Household Plant-Based Flushable Cat Litter Annual Revenue by Geographic Region (2021-2026)

4.2 World Historic Household Plant-Based Flushable Cat Litter Market Size by Country/Region (2021-2026)

4.2.1 Global Household Plant-Based Flushable Cat Litter Annual Sales by Country/Region (2021-2026)

4.2.2 Global Household Plant-Based Flushable Cat Litter Annual Revenue by Country/Region (2021-2026)

4.3 Americas Household Plant-Based Flushable Cat Litter Sales Growth

4.4 APAC Household Plant-Based Flushable Cat Litter Sales Growth

4.5 Europe Household Plant-Based Flushable Cat Litter Sales Growth

4.6 Middle East & Africa Household Plant-Based Flushable Cat Litter Sales Growth

5 AMERICAS

5.1 Americas Household Plant-Based Flushable Cat Litter Sales by Country

5.1.1 Americas Household Plant-Based Flushable Cat Litter Sales by Country (2021-2026)

5.1.2 Americas Household Plant-Based Flushable Cat Litter Revenue by Country

(2021-2026)

5.2 Americas Household Plant-Based Flushable Cat Litter Sales by Type (2021-2026)

5.3 Americas Household Plant-Based Flushable Cat Litter Sales by Application
(2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Household Plant-Based Flushable Cat Litter Sales by Region

6.1.1 APAC Household Plant-Based Flushable Cat Litter Sales by Region (2021-2026)

6.1.2 APAC Household Plant-Based Flushable Cat Litter Revenue by Region
(2021-2026)

6.2 APAC Household Plant-Based Flushable Cat Litter Sales by Type (2021-2026)

6.3 APAC Household Plant-Based Flushable Cat Litter Sales by Application
(2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe Household Plant-Based Flushable Cat Litter by Country

7.1.1 Europe Household Plant-Based Flushable Cat Litter Sales by Country
(2021-2026)

7.1.2 Europe Household Plant-Based Flushable Cat Litter Revenue by Country
(2021-2026)

7.2 Europe Household Plant-Based Flushable Cat Litter Sales by Type (2021-2026)

7.3 Europe Household Plant-Based Flushable Cat Litter Sales by Application
(2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Household Plant-Based Flushable Cat Litter by Country

8.1.1 Middle East & Africa Household Plant-Based Flushable Cat Litter Sales by Country (2021-2026)

8.1.2 Middle East & Africa Household Plant-Based Flushable Cat Litter Revenue by Country (2021-2026)

8.2 Middle East & Africa Household Plant-Based Flushable Cat Litter Sales by Type (2021-2026)

8.3 Middle East & Africa Household Plant-Based Flushable Cat Litter Sales by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Household Plant-Based Flushable Cat Litter

10.3 Manufacturing Process Analysis of Household Plant-Based Flushable Cat Litter

10.4 Industry Chain Structure of Household Plant-Based Flushable Cat Litter

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Household Plant-Based Flushable Cat Litter Distributors

11.3 Household Plant-Based Flushable Cat Litter Customer

12 WORLD FORECAST REVIEW FOR HOUSEHOLD PLANT-BASED FLUSHABLE CAT LITTER BY GEOGRAPHIC REGION

12.1 Global Household Plant-Based Flushable Cat Litter Market Size Forecast by Region

12.1.1 Global Household Plant-Based Flushable Cat Litter Forecast by Region (2027-2032)

12.1.2 Global Household Plant-Based Flushable Cat Litter Annual Revenue Forecast by Region (2027-2032)

12.2 Americas Forecast by Country (2027-2032)

12.3 APAC Forecast by Region (2027-2032)

12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global Household Plant-Based Flushable Cat Litter Forecast by Type (2027-2032)

12.7 Global Household Plant-Based Flushable Cat Litter Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 Kent Pet Group, Inc.

13.1.1 Kent Pet Group, Inc. Company Information

13.1.2 Kent Pet Group, Inc. Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

13.1.3 Kent Pet Group, Inc. Household Plant-Based Flushable Cat Litter Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 Kent Pet Group, Inc. Main Business Overview

13.1.5 Kent Pet Group, Inc. Latest Developments

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

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

13.2.2 JRS (J. Rettenmaier & Söhne GmbH + Co KG) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

13.2.3 JRS (J. Rettenmaier & Söhne GmbH + Co KG) Household Plant-Based Flushable Cat Litter Sales, Revenue, Price and Gross Margin (2021-2026)

13.2.4 JRS (J. Rettenmaier & Söhne GmbH + Co KG) Main Business Overview

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

13.3 Healthy Pet (Kocacat)

- 13.3.1 Healthy Pet (?kocat) Company Information
- 13.3.2 Healthy Pet (?kocat) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications
- 13.3.3 Healthy Pet (?kocat) Household Plant-Based Flushable Cat Litter Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.3.4 Healthy Pet (?kocat) Main Business Overview
- 13.3.5 Healthy Pet (?kocat) Latest Developments
- 13.4 Petfive Brands LLC
- 13.4.1 Petfive Brands LLC Company Information
- 13.4.2 Petfive Brands LLC Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications
- 13.4.3 Petfive Brands LLC Household Plant-Based Flushable Cat Litter Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.4.4 Petfive Brands LLC Main Business Overview
- 13.4.5 Petfive Brands LLC Latest Developments
- 13.5 Rolf C. Hagen Inc. (Catit)
- 13.5.1 Rolf C. Hagen Inc. (Catit) Company Information
- 13.5.2 Rolf C. Hagen Inc. (Catit) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications
- 13.5.3 Rolf C. Hagen Inc. (Catit) Household Plant-Based Flushable Cat Litter Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.5.4 Rolf C. Hagen Inc. (Catit) Main Business Overview
- 13.5.5 Rolf C. Hagen Inc. (Catit) Latest Developments
- 13.6 IRIS OHYAMA Inc. (IRIS)
- 13.6.1 IRIS OHYAMA Inc. (IRIS) Company Information
- 13.6.2 IRIS OHYAMA Inc. (IRIS) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications
- 13.6.3 IRIS OHYAMA Inc. (IRIS) Household Plant-Based Flushable Cat Litter Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.6.4 IRIS OHYAMA Inc. (IRIS) Main Business Overview
- 13.6.5 IRIS OHYAMA Inc. (IRIS) Latest Developments
- 13.7 Hitachi Kakou Co., Ltd. (FineCat)
- 13.7.1 Hitachi Kakou Co., Ltd. (FineCat) Company Information
- 13.7.2 Hitachi Kakou Co., Ltd. (FineCat) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications
- 13.7.3 Hitachi Kakou Co., Ltd. (FineCat) Household Plant-Based Flushable Cat Litter Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.7.4 Hitachi Kakou Co., Ltd. (FineCat) Main Business Overview
- 13.7.5 Hitachi Kakou Co., Ltd. (FineCat) Latest Developments

13.8 Pegtech Co., Ltd. (Tofucas)

13.8.1 Pegtech Co., Ltd. (Tofucas) Company Information

13.8.2 Pegtech Co., Ltd. (Tofucas) Household Plant-Based Flushable Cat Litter

Product Portfolios and Specifications

13.8.3 Pegtech Co., Ltd. (Tofucas) Household Plant-Based Flushable Cat Litter Sales, Revenue, Price and Gross Margin (2021-2026)

13.8.4 Pegtech Co., Ltd. (Tofucas) Main Business Overview

13.8.5 Pegtech Co., Ltd. (Tofucas) Latest Developments

13.9 KOCHO Co., Ltd. (NeoSuna / Neo Loo Life)

13.9.1 KOCHO Co., Ltd. (NeoSuna / Neo Loo Life) Company Information

13.9.2 KOCHO Co., Ltd. (NeoSuna / Neo Loo Life) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

13.9.3 KOCHO Co., Ltd. (NeoSuna / Neo Loo Life) Household Plant-Based Flushable Cat Litter Sales, Revenue, Price and Gross Margin (2021-2026)

13.9.4 KOCHO Co., Ltd. (NeoSuna / Neo Loo Life) Main Business Overview

13.9.5 KOCHO Co., Ltd. (NeoSuna / Neo Loo Life) Latest Developments

13.10 Eco-Shell, LP (Naturally Fresh)

13.10.1 Eco-Shell, LP (Naturally Fresh) Company Information

13.10.2 Eco-Shell, LP (Naturally Fresh) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

13.10.3 Eco-Shell, LP (Naturally Fresh) Household Plant-Based Flushable Cat Litter Sales, Revenue, Price and Gross Margin (2021-2026)

13.10.4 Eco-Shell, LP (Naturally Fresh) Main Business Overview

13.10.5 Eco-Shell, LP (Naturally Fresh) Latest Developments

13.11 Qingdao Huanda Biotechnology Co., Ltd.

13.11.1 Qingdao Huanda Biotechnology Co., Ltd. Company Information

13.11.2 Qingdao Huanda Biotechnology Co., Ltd. Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

13.11.3 Qingdao Huanda Biotechnology Co., Ltd. Household Plant-Based Flushable Cat Litter Sales, Revenue, Price and Gross Margin (2021-2026)

13.11.4 Qingdao Huanda Biotechnology Co., Ltd. Main Business Overview

13.11.5 Qingdao Huanda Biotechnology Co., Ltd. Latest Developments

13.12 pidan

13.12.1 pidan Company Information

13.12.2 pidan Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

13.12.3 pidan Household Plant-Based Flushable Cat Litter Sales, Revenue, Price and Gross Margin (2021-2026)

13.12.4 pidan Main Business Overview

- 13.12.5 pidan Latest Developments
- 13.13 Pet Care Systems (sWheat Scoop)
 - 13.13.1 Pet Care Systems (sWheat Scoop) Company Information
 - 13.13.2 Pet Care Systems (sWheat Scoop) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications
 - 13.13.3 Pet Care Systems (sWheat Scoop) Household Plant-Based Flushable Cat Litter Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.13.4 Pet Care Systems (sWheat Scoop) Main Business Overview
 - 13.13.5 Pet Care Systems (sWheat Scoop) Latest Developments
- 13.14 Rufus & Coco Pty Ltd (Wee Kitty / Eco Plant)
 - 13.14.1 Rufus & Coco Pty Ltd (Wee Kitty / Eco Plant) Company Information
 - 13.14.2 Rufus & Coco Pty Ltd (Wee Kitty / Eco Plant) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications
 - 13.14.3 Rufus & Coco Pty Ltd (Wee Kitty / Eco Plant) Household Plant-Based Flushable Cat Litter Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.14.4 Rufus & Coco Pty Ltd (Wee Kitty / Eco Plant) Main Business Overview
 - 13.14.5 Rufus & Coco Pty Ltd (Wee Kitty / Eco Plant) Latest Developments
- 13.15 Tuft & Paw Inc. (Really Great Cat Litter)
 - 13.15.1 Tuft & Paw Inc. (Really Great Cat Litter) Company Information
 - 13.15.2 Tuft & Paw Inc. (Really Great Cat Litter) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications
 - 13.15.3 Tuft & Paw Inc. (Really Great Cat Litter) Household Plant-Based Flushable Cat Litter Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.15.4 Tuft & Paw Inc. (Really Great Cat Litter) Main Business Overview
 - 13.15.5 Tuft & Paw Inc. (Really Great Cat Litter) Latest Developments
- 13.16 Yantai Lanbao Pet Products Co., Ltd.
 - 13.16.1 Yantai Lanbao Pet Products Co., Ltd. Company Information
 - 13.16.2 Yantai Lanbao Pet Products Co., Ltd. Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications
 - 13.16.3 Yantai Lanbao Pet Products Co., Ltd. Household Plant-Based Flushable Cat Litter Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.16.4 Yantai Lanbao Pet Products Co., Ltd. Main Business Overview
 - 13.16.5 Yantai Lanbao Pet Products Co., Ltd. Latest Developments
- 13.17 Qingdao V-Plus Holding Co., Ltd.
 - 13.17.1 Qingdao V-Plus Holding Co., Ltd. Company Information
 - 13.17.2 Qingdao V-Plus Holding Co., Ltd. Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications
 - 13.17.3 Qingdao V-Plus Holding Co., Ltd. Household Plant-Based Flushable Cat Litter Sales, Revenue, Price and Gross Margin (2021-2026)

- 13.17.4 Qingdao V-Plus Holding Co., Ltd. Main Business Overview
- 13.17.5 Qingdao V-Plus Holding Co., Ltd. Latest Developments
- 13.18 Haisen Huachong
 - 13.18.1 Haisen Huachong Company Information
 - 13.18.2 Haisen Huachong Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications
 - 13.18.3 Haisen Huachong Household Plant-Based Flushable Cat Litter Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.18.4 Haisen Huachong Main Business Overview
 - 13.18.5 Haisen Huachong Latest Developments
- 13.19 Kit Cat International Pte Ltd (Kit Cat Soya Clump)
 - 13.19.1 Kit Cat International Pte Ltd (Kit Cat Soya Clump) Company Information
 - 13.19.2 Kit Cat International Pte Ltd (Kit Cat Soya Clump) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications
 - 13.19.3 Kit Cat International Pte Ltd (Kit Cat Soya Clump) Household Plant-Based Flushable Cat Litter Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.19.4 Kit Cat International Pte Ltd (Kit Cat Soya Clump) Main Business Overview
 - 13.19.5 Kit Cat International Pte Ltd (Kit Cat Soya Clump) Latest Developments
- 13.20 Pettex Limited (Naturecat)
 - 13.20.1 Pettex Limited (Naturecat) Company Information
 - 13.20.2 Pettex Limited (Naturecat) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications
 - 13.20.3 Pettex Limited (Naturecat) Household Plant-Based Flushable Cat Litter Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.20.4 Pettex Limited (Naturecat) Main Business Overview
 - 13.20.5 Pettex Limited (Naturecat) Latest Developments
- 13.21 Shandong Sincerus Group Co., Ltd.
 - 13.21.1 Shandong Sincerus Group Co., Ltd. Company Information
 - 13.21.2 Shandong Sincerus Group Co., Ltd. Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications
 - 13.21.3 Shandong Sincerus Group Co., Ltd. Household Plant-Based Flushable Cat Litter Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.21.4 Shandong Sincerus Group Co., Ltd. Main Business Overview
 - 13.21.5 Shandong Sincerus Group Co., Ltd. Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

- Table 1. Household Plant-Based Flushable Cat Litter Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Table 2. Household Plant-Based Flushable Cat Litter Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)
- Table 3. Major Players of Corn-Based Flushable Cat Litter
- Table 4. Major Players of Tofu / Okara-Based Flushable Cat Litter
- Table 5. Major Players of Cassava / Tapioca-Based Flushable Cat Litter
- Table 6. Major Players of Wood Fiber-Based Flushable Cat Litter
- Table 7. Major Players of Others
- Table 8. Global Household Plant-Based Flushable Cat Litter Sales by Type (2021-2026) & (Kilotons)
- Table 9. Global Household Plant-Based Flushable Cat Litter Sales Market Share by Type (2021-2026)
- Table 10. Global Household Plant-Based Flushable Cat Litter Revenue by Type (2021-2026) & (\$ million)
- Table 11. Global Household Plant-Based Flushable Cat Litter Revenue Market Share by Type (2021-2026)
- Table 12. Global Household Plant-Based Flushable Cat Litter Sale Price by Type (2021-2026) & (US\$/Ton)
- Table 13. Major Players of Fine Granules
- Table 14. Major Players of Medium Granules
- Table 15. Major Players of Large Granules
- Table 16. Global Household Plant-Based Flushable Cat Litter Sales by Granule Size (2021-2026) & (Kilotons)
- Table 17. Global Household Plant-Based Flushable Cat Litter Sales Market Share by Granule Size (2021-2026)
- Table 18. Global Household Plant-Based Flushable Cat Litter Revenue by Granule Size (2021-2026) & (\$ million)
- Table 19. Global Household Plant-Based Flushable Cat Litter Revenue Market Share by Granule Size (2021-2026)
- Table 20. Global Household Plant-Based Flushable Cat Litter Sale Price by Granule Size (2021-2026) & (US\$/Ton)
- Table 21. Major Players of Online Sales
- Table 22. Major Players of Offline Sales
- Table 23. Global Household Plant-Based Flushable Cat Litter Sales by Sales Channel

(2021-2026) & (Kilotons)

Table 24. Global Household Plant-Based Flushable Cat Litter Sales Market Share by Sales Channel (2021-2026)

Table 25. Global Household Plant-Based Flushable Cat Litter Revenue by Sales Channel (2021-2026) & (\$ million)

Table 26. Global Household Plant-Based Flushable Cat Litter Revenue Market Share by Sales Channel (2021-2026)

Table 27. Global Household Plant-Based Flushable Cat Litter Sale Price by Sales Channel (2021-2026) & (US\$/Ton)

Table 28. Global Household Plant-Based Flushable Cat Litter Sale by Application (2021-2026) & (Kilotons)

Table 29. Global Household Plant-Based Flushable Cat Litter Sale Market Share by Application (2021-2026)

Table 30. Global Household Plant-Based Flushable Cat Litter Revenue by Application (2021-2026) & (\$ million)

Table 31. Global Household Plant-Based Flushable Cat Litter Revenue Market Share by Application (2021-2026)

Table 32. Global Household Plant-Based Flushable Cat Litter Sale Price by Application (2021-2026) & (US\$/Ton)

Table 33. Global Household Plant-Based Flushable Cat Litter Sales by Company (2021-2026) & (Kilotons)

Table 34. Global Household Plant-Based Flushable Cat Litter Sales Market Share by Company (2021-2026)

Table 35. Global Household Plant-Based Flushable Cat Litter Revenue by Company (2021-2026) & (\$ millions)

Table 36. Global Household Plant-Based Flushable Cat Litter Revenue Market Share by Company (2021-2026)

Table 37. Global Household Plant-Based Flushable Cat Litter Sale Price by Company (2021-2026) & (US\$/Ton)

Table 38. Key Manufacturers Household Plant-Based Flushable Cat Litter Producing Area Distribution and Sales Area

Table 39. Players Household Plant-Based Flushable Cat Litter Products Offered

Table 40. Household Plant-Based Flushable Cat Litter Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 41. New Products and Potential Entrants

Table 42. Market M&A Activity & Strategy

Table 43. Global Household Plant-Based Flushable Cat Litter Sales by Geographic Region (2021-2026) & (Kilotons)

Table 44. Global Household Plant-Based Flushable Cat Litter Sales Market Share

Geographic Region (2021-2026)

Table 45. Global Household Plant-Based Flushable Cat Litter Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 46. Global Household Plant-Based Flushable Cat Litter Revenue Market Share by Geographic Region (2021-2026)

Table 47. Global Household Plant-Based Flushable Cat Litter Sales by Country/Region (2021-2026) & (Kilotons)

Table 48. Global Household Plant-Based Flushable Cat Litter Sales Market Share by Country/Region (2021-2026)

Table 49. Global Household Plant-Based Flushable Cat Litter Revenue by Country/Region (2021-2026) & (\$ millions)

Table 50. Global Household Plant-Based Flushable Cat Litter Revenue Market Share by Country/Region (2021-2026)

Table 51. Americas Household Plant-Based Flushable Cat Litter Sales by Country (2021-2026) & (Kilotons)

Table 52. Americas Household Plant-Based Flushable Cat Litter Sales Market Share by Country (2021-2026)

Table 53. Americas Household Plant-Based Flushable Cat Litter Revenue by Country (2021-2026) & (\$ millions)

Table 54. Americas Household Plant-Based Flushable Cat Litter Sales by Type (2021-2026) & (Kilotons)

Table 55. Americas Household Plant-Based Flushable Cat Litter Sales by Application (2021-2026) & (Kilotons)

Table 56. APAC Household Plant-Based Flushable Cat Litter Sales by Region (2021-2026) & (Kilotons)

Table 57. APAC Household Plant-Based Flushable Cat Litter Sales Market Share by Region (2021-2026)

Table 58. APAC Household Plant-Based Flushable Cat Litter Revenue by Region (2021-2026) & (\$ millions)

Table 59. APAC Household Plant-Based Flushable Cat Litter Sales by Type (2021-2026) & (Kilotons)

Table 60. APAC Household Plant-Based Flushable Cat Litter Sales by Application (2021-2026) & (Kilotons)

Table 61. Europe Household Plant-Based Flushable Cat Litter Sales by Country (2021-2026) & (Kilotons)

Table 62. Europe Household Plant-Based Flushable Cat Litter Revenue by Country (2021-2026) & (\$ millions)

Table 63. Europe Household Plant-Based Flushable Cat Litter Sales by Type (2021-2026) & (Kilotons)

Table 64. Europe Household Plant-Based Flushable Cat Litter Sales by Application (2021-2026) & (Kilotons)

Table 65. Middle East & Africa Household Plant-Based Flushable Cat Litter Sales by Country (2021-2026) & (Kilotons)

Table 66. Middle East & Africa Household Plant-Based Flushable Cat Litter Revenue Market Share by Country (2021-2026)

Table 67. Middle East & Africa Household Plant-Based Flushable Cat Litter Sales by Type (2021-2026) & (Kilotons)

Table 68. Middle East & Africa Household Plant-Based Flushable Cat Litter Sales by Application (2021-2026) & (Kilotons)

Table 69. Key Market Drivers & Growth Opportunities of Household Plant-Based Flushable Cat Litter

Table 70. Key Market Challenges & Risks of Household Plant-Based Flushable Cat Litter

Table 71. Key Industry Trends of Household Plant-Based Flushable Cat Litter

Table 72. Household Plant-Based Flushable Cat Litter Raw Material

Table 73. Key Suppliers of Raw Materials

Table 74. Household Plant-Based Flushable Cat Litter Distributors List

Table 75. Household Plant-Based Flushable Cat Litter Customer List

Table 76. Global Household Plant-Based Flushable Cat Litter Sales Forecast by Region (2027-2032) & (Kilotons)

Table 77. Global Household Plant-Based Flushable Cat Litter Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 78. Americas Household Plant-Based Flushable Cat Litter Sales Forecast by Country (2027-2032) & (Kilotons)

Table 79. Americas Household Plant-Based Flushable Cat Litter Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 80. APAC Household Plant-Based Flushable Cat Litter Sales Forecast by Region (2027-2032) & (Kilotons)

Table 81. APAC Household Plant-Based Flushable Cat Litter Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 82. Europe Household Plant-Based Flushable Cat Litter Sales Forecast by Country (2027-2032) & (Kilotons)

Table 83. Europe Household Plant-Based Flushable Cat Litter Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 84. Middle East & Africa Household Plant-Based Flushable Cat Litter Sales Forecast by Country (2027-2032) & (Kilotons)

Table 85. Middle East & Africa Household Plant-Based Flushable Cat Litter Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 86. Global Household Plant-Based Flushable Cat Litter Sales Forecast by Type (2027-2032) & (Kilotons)

Table 87. Global Household Plant-Based Flushable Cat Litter Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 88. Global Household Plant-Based Flushable Cat Litter Sales Forecast by Application (2027-2032) & (Kilotons)

Table 89. Global Household Plant-Based Flushable Cat Litter Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 90. Kent Pet Group, Inc. Basic Information, Household Plant-Based Flushable Cat Litter Manufacturing Base, Sales Area and Its Competitors

Table 91. Kent Pet Group, Inc. Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

Table 92. Kent Pet Group, Inc. Household Plant-Based Flushable Cat Litter Sales (Kilotons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 93. Kent Pet Group, Inc. Main Business

Table 94. Kent Pet Group, Inc. Latest Developments

Table 95. JRS (J. Rettenmaier & Söhne GmbH + Co KG) Basic Information, Household Plant-Based Flushable Cat Litter Manufacturing Base, Sales Area and Its Competitors

Table 96. JRS (J. Rettenmaier & Söhne GmbH + Co KG) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

Table 97. JRS (J. Rettenmaier & Söhne GmbH + Co KG) Household Plant-Based Flushable Cat Litter Sales (Kilotons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 98. JRS (J. Rettenmaier & Söhne GmbH + Co KG) Main Business

Table 99. JRS (J. Rettenmaier & Söhne GmbH + Co KG) Latest Developments

Table 100. Healthy Pet (Tucacat) Basic Information, Household Plant-Based Flushable Cat Litter Manufacturing Base, Sales Area and Its Competitors

Table 101. Healthy Pet (Tucacat) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

Table 102. Healthy Pet (Tucacat) Household Plant-Based Flushable Cat Litter Sales (Kilotons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 103. Healthy Pet (Tucacat) Main Business

Table 104. Healthy Pet (Tucacat) Latest Developments

Table 105. Petfive Brands LLC Basic Information, Household Plant-Based Flushable Cat Litter Manufacturing Base, Sales Area and Its Competitors

Table 106. Petfive Brands LLC Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

Table 107. Petfive Brands LLC Household Plant-Based Flushable Cat Litter Sales (Kilotons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 108. Petfive Brands LLC Main Business

Table 109. Petfive Brands LLC Latest Developments

Table 110. Rolf C. Hagen Inc. (Catit) Basic Information, Household Plant-Based Flushable Cat Litter Manufacturing Base, Sales Area and Its Competitors

Table 111. Rolf C. Hagen Inc. (Catit) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

Table 112. Rolf C. Hagen Inc. (Catit) Household Plant-Based Flushable Cat Litter Sales (Kilotons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 113. Rolf C. Hagen Inc. (Catit) Main Business

Table 114. Rolf C. Hagen Inc. (Catit) Latest Developments

Table 115. IRIS OHYAMA Inc. (IRIS) Basic Information, Household Plant-Based Flushable Cat Litter Manufacturing Base, Sales Area and Its Competitors

Table 116. IRIS OHYAMA Inc. (IRIS) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

Table 117. IRIS OHYAMA Inc. (IRIS) Household Plant-Based Flushable Cat Litter Sales (Kilotons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 118. IRIS OHYAMA Inc. (IRIS) Main Business

Table 119. IRIS OHYAMA Inc. (IRIS) Latest Developments

Table 120. Hitachi Kakou Co., Ltd. (FineCat) Basic Information, Household Plant-Based Flushable Cat Litter Manufacturing Base, Sales Area and Its Competitors

Table 121. Hitachi Kakou Co., Ltd. (FineCat) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

Table 122. Hitachi Kakou Co., Ltd. (FineCat) Household Plant-Based Flushable Cat Litter Sales (Kilotons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 123. Hitachi Kakou Co., Ltd. (FineCat) Main Business

Table 124. Hitachi Kakou Co., Ltd. (FineCat) Latest Developments

Table 125. Pegtech Co., Ltd. (Tofucas) Basic Information, Household Plant-Based Flushable Cat Litter Manufacturing Base, Sales Area and Its Competitors

Table 126. Pegtech Co., Ltd. (Tofucas) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

Table 127. Pegtech Co., Ltd. (Tofucas) Household Plant-Based Flushable Cat Litter Sales (Kilotons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 128. Pegtech Co., Ltd. (Tofucas) Main Business

Table 129. Pegtech Co., Ltd. (Tofucas) Latest Developments

Table 130. KOCHO Co., Ltd. (NeoSuna / Neo Loo Life) Basic Information, Household Plant-Based Flushable Cat Litter Manufacturing Base, Sales Area and Its Competitors

Table 131. KOCHO Co., Ltd. (NeoSuna / Neo Loo Life) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

Table 132. KOCHO Co., Ltd. (NeoSuna / Neo Loo Life) Household Plant-Based Flushable Cat Litter Sales (Kilotons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 133. KOCHO Co., Ltd. (NeoSuna / Neo Loo Life) Main Business

Table 134. KOCHO Co., Ltd. (NeoSuna / Neo Loo Life) Latest Developments

Table 135. Eco-Shell, LP (Naturally Fresh) Basic Information, Household Plant-Based Flushable Cat Litter Manufacturing Base, Sales Area and Its Competitors

Table 136. Eco-Shell, LP (Naturally Fresh) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

Table 137. Eco-Shell, LP (Naturally Fresh) Household Plant-Based Flushable Cat Litter Sales (Kilotons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 138. Eco-Shell, LP (Naturally Fresh) Main Business

Table 139. Eco-Shell, LP (Naturally Fresh) Latest Developments

Table 140. Qingdao Huanda Biotechnology Co., Ltd. Basic Information, Household Plant-Based Flushable Cat Litter Manufacturing Base, Sales Area and Its Competitors

Table 141. Qingdao Huanda Biotechnology Co., Ltd. Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

Table 142. Qingdao Huanda Biotechnology Co., Ltd. Household Plant-Based Flushable Cat Litter Sales (Kilotons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 143. Qingdao Huanda Biotechnology Co., Ltd. Main Business

Table 144. Qingdao Huanda Biotechnology Co., Ltd. Latest Developments

Table 145. pidan Basic Information, Household Plant-Based Flushable Cat Litter Manufacturing Base, Sales Area and Its Competitors

Table 146. pidan Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

Table 147. pidan Household Plant-Based Flushable Cat Litter Sales (Kilotons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 148. pidan Main Business

Table 149. pidan Latest Developments

Table 150. Pet Care Systems (sWheat Scoop) Basic Information, Household Plant-Based Flushable Cat Litter Manufacturing Base, Sales Area and Its Competitors

Table 151. Pet Care Systems (sWheat Scoop) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

Table 152. Pet Care Systems (sWheat Scoop) Household Plant-Based Flushable Cat Litter Sales (Kilotons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 153. Pet Care Systems (sWheat Scoop) Main Business

Table 154. Pet Care Systems (sWheat Scoop) Latest Developments

Table 155. Rufus & Coco Pty Ltd (Wee Kitty / Eco Plant) Basic Information, Household Plant-Based Flushable Cat Litter Manufacturing Base, Sales Area and Its Competitors

Table 156. Rufus & Coco Pty Ltd (Wee Kitty / Eco Plant) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

Table 157. Rufus & Coco Pty Ltd (Wee Kitty / Eco Plant) Household Plant-Based Flushable Cat Litter Sales (Kilotons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 158. Rufus & Coco Pty Ltd (Wee Kitty / Eco Plant) Main Business

Table 159. Rufus & Coco Pty Ltd (Wee Kitty / Eco Plant) Latest Developments

Table 160. Tuft & Paw Inc. (Really Great Cat Litter) Basic Information, Household Plant-Based Flushable Cat Litter Manufacturing Base, Sales Area and Its Competitors

Table 161. Tuft & Paw Inc. (Really Great Cat Litter) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

Table 162. Tuft & Paw Inc. (Really Great Cat Litter) Household Plant-Based Flushable Cat Litter Sales (Kilotons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 163. Tuft & Paw Inc. (Really Great Cat Litter) Main Business

Table 164. Tuft & Paw Inc. (Really Great Cat Litter) Latest Developments

Table 165. Yantai Lanbao Pet Products Co., Ltd. Basic Information, Household Plant-Based Flushable Cat Litter Manufacturing Base, Sales Area and Its Competitors

Table 166. Yantai Lanbao Pet Products Co., Ltd. Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

Table 167. Yantai Lanbao Pet Products Co., Ltd. Household Plant-Based Flushable Cat Litter Sales (Kilotons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 168. Yantai Lanbao Pet Products Co., Ltd. Main Business

Table 169. Yantai Lanbao Pet Products Co., Ltd. Latest Developments

Table 170. Qingdao V-Plus Holding Co., Ltd. Basic Information, Household Plant-Based Flushable Cat Litter Manufacturing Base, Sales Area and Its Competitors

Table 171. Qingdao V-Plus Holding Co., Ltd. Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

Table 172. Qingdao V-Plus Holding Co., Ltd. Household Plant-Based Flushable Cat Litter Sales (Kilotons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 173. Qingdao V-Plus Holding Co., Ltd. Main Business

Table 174. Qingdao V-Plus Holding Co., Ltd. Latest Developments

Table 175. Haisen Huachong Basic Information, Household Plant-Based Flushable Cat Litter Manufacturing Base, Sales Area and Its Competitors

Table 176. Haisen Huachong Household Plant-Based Flushable Cat Litter Product

Portfolios and Specifications

Table 177. Haisen Huachong Household Plant-Based Flushable Cat Litter Sales (Kilotons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 178. Haisen Huachong Main Business

Table 179. Haisen Huachong Latest Developments

Table 180. Kit Cat International Pte Ltd (Kit Cat Soya Clump) Basic Information, Household Plant-Based Flushable Cat Litter Manufacturing Base, Sales Area and Its Competitors

Table 181. Kit Cat International Pte Ltd (Kit Cat Soya Clump) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

Table 182. Kit Cat International Pte Ltd (Kit Cat Soya Clump) Household Plant-Based Flushable Cat Litter Sales (Kilotons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 183. Kit Cat International Pte Ltd (Kit Cat Soya Clump) Main Business

Table 184. Kit Cat International Pte Ltd (Kit Cat Soya Clump) Latest Developments

Table 185. Pettex Limited (Naturecat) Basic Information, Household Plant-Based Flushable Cat Litter Manufacturing Base, Sales Area and Its Competitors

Table 186. Pettex Limited (Naturecat) Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

Table 187. Pettex Limited (Naturecat) Household Plant-Based Flushable Cat Litter Sales (Kilotons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 188. Pettex Limited (Naturecat) Main Business

Table 189. Pettex Limited (Naturecat) Latest Developments

Table 190. Shandong Sincerus Group Co., Ltd. Basic Information, Household Plant-Based Flushable Cat Litter Manufacturing Base, Sales Area and Its Competitors

Table 191. Shandong Sincerus Group Co., Ltd. Household Plant-Based Flushable Cat Litter Product Portfolios and Specifications

Table 192. Shandong Sincerus Group Co., Ltd. Household Plant-Based Flushable Cat Litter Sales (Kilotons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 193. Shandong Sincerus Group Co., Ltd. Main Business

Table 194. Shandong Sincerus Group Co., Ltd. Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Household Plant-Based Flushable Cat Litter
- Figure 2. Household Plant-Based Flushable Cat Litter Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Household Plant-Based Flushable Cat Litter Sales Growth Rate 2021-2032 (Kilotons)
- Figure 7. Global Household Plant-Based Flushable Cat Litter Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Household Plant-Based Flushable Cat Litter Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Household Plant-Based Flushable Cat Litter Sales Market Share by Country/Region (2025)
- Figure 10. Household Plant-Based Flushable Cat Litter Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Corn-Based Flushable Cat Litter
- Figure 12. Product Picture of Tofu / Okara-Based Flushable Cat Litter
- Figure 13. Product Picture of Cassava / Tapioca-Based Flushable Cat Litter
- Figure 14. Product Picture of Wood Fiber-Based Flushable Cat Litter
- Figure 15. Product Picture of Others
- Figure 16. Global Household Plant-Based Flushable Cat Litter Sales Market Share by Type in 2026
- Figure 17. Global Household Plant-Based Flushable Cat Litter Revenue Market Share by Type (2021-2026)
- Figure 18. Product Picture of Fine Granules
- Figure 19. Product Picture of Medium Granules
- Figure 20. Product Picture of Large Granules
- Figure 21. Global Household Plant-Based Flushable Cat Litter Sales Market Share by Granule Size in 2026
- Figure 22. Global Household Plant-Based Flushable Cat Litter Revenue Market Share by Granule Size (2021-2026)
- Figure 23. Product Picture of Online Sales
- Figure 24. Product Picture of Offline Sales
- Figure 25. Global Household Plant-Based Flushable Cat Litter Sales Market Share by Sales Channel in 2026

Figure 26. Global Household Plant-Based Flushable Cat Litter Revenue Market Share by Sales Channel (2021-2026)

Figure 27. Household Plant-Based Flushable Cat Litter Consumed in Single-Cat Household Use

Figure 28. Global Household Plant-Based Flushable Cat Litter Market: Single-Cat Household Use (2021-2026) & (Kilotons)

Figure 29. Household Plant-Based Flushable Cat Litter Consumed in Multi-Cat Household Use

Figure 30. Global Household Plant-Based Flushable Cat Litter Market: Multi-Cat Household Use (2021-2026) & (Kilotons)

Figure 31. Global Household Plant-Based Flushable Cat Litter Sale Market Share by Application (2025)

Figure 32. Global Household Plant-Based Flushable Cat Litter Revenue Market Share by Application in 2025

Figure 33. Household Plant-Based Flushable Cat Litter Sales by Company in 2025 (Kilotons)

Figure 34. Global Household Plant-Based Flushable Cat Litter Sales Market Share by Company in 2025

Figure 35. Household Plant-Based Flushable Cat Litter Revenue by Company in 2025 (\$ millions)

Figure 36. Global Household Plant-Based Flushable Cat Litter Revenue Market Share by Company in 2025

Figure 37. Global Household Plant-Based Flushable Cat Litter Sales Market Share by Geographic Region (2021-2026)

Figure 38. Global Household Plant-Based Flushable Cat Litter Revenue Market Share by Geographic Region in 2025

Figure 39. Americas Household Plant-Based Flushable Cat Litter Sales 2021-2026 (Kilotons)

Figure 40. Americas Household Plant-Based Flushable Cat Litter Revenue 2021-2026 (\$ millions)

Figure 41. APAC Household Plant-Based Flushable Cat Litter Sales 2021-2026 (Kilotons)

Figure 42. APAC Household Plant-Based Flushable Cat Litter Revenue 2021-2026 (\$ millions)

Figure 43. Europe Household Plant-Based Flushable Cat Litter Sales 2021-2026 (Kilotons)

Figure 44. Europe Household Plant-Based Flushable Cat Litter Revenue 2021-2026 (\$ millions)

Figure 45. Middle East & Africa Household Plant-Based Flushable Cat Litter Sales

2021-2026 (Kilotons)

Figure 46. Middle East & Africa Household Plant-Based Flushable Cat Litter Revenue 2021-2026 (\$ millions)

Figure 47. Americas Household Plant-Based Flushable Cat Litter Sales Market Share by Country in 2025

Figure 48. Americas Household Plant-Based Flushable Cat Litter Revenue Market Share by Country (2021-2026)

Figure 49. Americas Household Plant-Based Flushable Cat Litter Sales Market Share by Type (2021-2026)

Figure 50. Americas Household Plant-Based Flushable Cat Litter Sales Market Share by Application (2021-2026)

Figure 51. United States Household Plant-Based Flushable Cat Litter Revenue Growth 2021-2026 (\$ millions)

Figure 52. Canada Household Plant-Based Flushable Cat Litter Revenue Growth 2021-2026 (\$ millions)

Figure 53. Mexico Household Plant-Based Flushable Cat Litter Revenue Growth 2021-2026 (\$ millions)

Figure 54. Brazil Household Plant-Based Flushable Cat Litter Revenue Growth 2021-2026 (\$ millions)

Figure 55. APAC Household Plant-Based Flushable Cat Litter Sales Market Share by Region in 2025

Figure 56. APAC Household Plant-Based Flushable Cat Litter Revenue Market Share by Region (2021-2026)

Figure 57. APAC Household Plant-Based Flushable Cat Litter Sales Market Share by Type (2021-2026)

Figure 58. APAC Household Plant-Based Flushable Cat Litter Sales Market Share by Application (2021-2026)

Figure 59. China Household Plant-Based Flushable Cat Litter Revenue Growth 2021-2026 (\$ millions)

Figure 60. Japan Household Plant-Based Flushable Cat Litter Revenue Growth 2021-2026 (\$ millions)

Figure 61. South Korea Household Plant-Based Flushable Cat Litter Revenue Growth 2021-2026 (\$ millions)

Figure 62. Southeast Asia Household Plant-Based Flushable Cat Litter Revenue Growth 2021-2026 (\$ millions)

Figure 63. India Household Plant-Based Flushable Cat Litter Revenue Growth 2021-2026 (\$ millions)

Figure 64. Australia Household Plant-Based Flushable Cat Litter Revenue Growth 2021-2026 (\$ millions)

Figure 65. China Taiwan Household Plant-Based Flushable Cat Litter Revenue Growth 2021-2026 (\$ millions)

Figure 66. Europe Household Plant-Based Flushable Cat Litter Sales Market Share by Country in 2025

Figure 67. Europe Household Plant-Based Flushable Cat Litter Revenue Market Share by Country (2021-2026)

Figure 68. Europe Household Plant-Based Flushable Cat Litter Sales Market Share by Type (2021-2026)

Figure 69. Europe Household Plant-Based Flushable Cat Litter Sales Market Share by Application (2021-2026)

Figure 70. Germany Household Plant-Based Flushable Cat Litter Revenue Growth 2021-2026 (\$ millions)

Figure 71. France Household Plant-Based Flushable Cat Litter Revenue Growth 2021-2026 (\$ millions)

Figure 72. UK Household Plant-Based Flushable Cat Litter Revenue Growth 2021-2026 (\$ millions)

Figure 73. Italy Household Plant-Based Flushable Cat Litter Revenue Growth 2021-2026 (\$ millions)

Figure 74. Russia Household Plant-Based Flushable Cat Litter Revenue Growth 2021-2026 (\$ millions)

Figure 75. Middle East & Africa Household Plant-Based Flushable Cat Litter Sales Market Share by Country (2021-2026)

Figure 76. Middle East & Africa Household Plant-Based Flushable Cat Litter Sales Market Share by Type (2021-2026)

Figure 77. Middle East & Africa Household Plant-Based Flushable Cat Litter Sales Market Share by Application (2021-2026)

Figure 78. Egypt Household Plant-Based Flushable Cat Litter Revenue Growth 2021-2026 (\$ millions)

Figure 79. South Africa Household Plant-Based Flushable Cat Litter Revenue Growth 2021-2026 (\$ millions)

Figure 80. Israel Household Plant-Based Flushable Cat Litter Revenue Growth 2021-2026 (\$ millions)

Figure 81. Turkey Household Plant-Based Flushable Cat Litter Revenue Growth 2021-2026 (\$ millions)

Figure 82. GCC Countries Household Plant-Based Flushable Cat Litter Revenue Growth 2021-2026 (\$ millions)

Figure 83. Manufacturing Cost Structure Analysis of Household Plant-Based Flushable Cat Litter in 2026

Figure 84. Manufacturing Process Analysis of Household Plant-Based Flushable Cat

Litter

Figure 85. Industry Chain Structure of Household Plant-Based Flushable Cat Litter

Figure 86. Channels of Distribution

Figure 87. Global Household Plant-Based Flushable Cat Litter Sales Market Forecast by Region (2027-2032)

Figure 88. Global Household Plant-Based Flushable Cat Litter Revenue Market Share Forecast by Region (2027-2032)

Figure 89. Global Household Plant-Based Flushable Cat Litter Sales Market Share Forecast by Type (2027-2032)

Figure 90. Global Household Plant-Based Flushable Cat Litter Revenue Market Share Forecast by Type (2027-2032)

Figure 91. Global Household Plant-Based Flushable Cat Litter Sales Market Share Forecast by Application (2027-2032)

Figure 92. Global Household Plant-Based Flushable Cat Litter Revenue Market Share Forecast by Application (2027-2032)

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