

Global Plant-based Litter Market Growth 2026-2032

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Abstracts

The global Plant-based Litter market size is predicted to grow from US\$ 791 million in 2025 to US\$ 1220 million in 2032; it is expected to grow at a CAGR of 6.6% from 2026 to 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.

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

millions of the world Plant-based Litter industry.

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

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

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

Segmentation by Type:

Recycled Paper

Corn and Wheat

Others

Segmentation by Form:

Clumping Plant-Based Litter

Pellet Form

Grain/Flaked Form

Powdered/Crumb Form

Segmentation by Distribution Channel:

Online Sales

Offline Sales

Segmentation by Application:

Individual Pet Owners

Pet Care Businesses

Others

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.

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 Addressed in this Report

What is the 10-year outlook for the global Plant-based Litter market?

What factors are driving Plant-based Litter market growth, globally and by region?

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

How do Plant-based Litter market opportunities vary by end market size?

How does Plant-based Litter break out by Type, by Application?

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