

# Cat Litter Market Growing Steadily At 4.7% CAGR, Surging Towards \$13.7 Billion Valuation By 2035

*The clay segment was the dominating segment in the global cat litter market during the forecast period.*

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According to a new report published by Allied Market Research, titled, "[Cat Litter Market](#) by Product, Raw Material and Distribution Channel: Global Opportunity Analysis and Industry Forecast, 2021-2031". The report

provides a detailed analysis of the top investment pockets, top winning strategies, drivers & opportunities, market size & estimations, competitive landscape, and changing market trends. The global cat litter market size was valued at \$8 billion in 2023, and is projected to reach \$13.7 billion by 2035, growing at a CAGR of 4.7% from 2024 to 2035.



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By type, the clumping segment was the highest revenue contributor to the market in 2023.”

*Roshan Deshmukh*

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The growing number of cat owners around the world is likely to boost cat litter market growth. Most cat owners prefer not to let their cats out of the house for a variety of

reasons, including human animosity and inclement weather. These variables are expected to drive the product demand during the forecast period. Product sales are being boosted by the growing trend of pet humanization as well as rise of the pet population in the U.S. As a result, growing pet expenditure will drive market growth.

Rapid urbanization and globalization, coupled with an increase in disposable income, are pivotal in reshaping pet care habits worldwide, driving consumer demand for unique pet care products.

Pet owners globally are increasingly regarding their pets as integral family members, seeking high-quality care solutions. Consequently, there's a growing emphasis on stringent safety standards and product efficacy. The rise in spending by cat owners on care and luxury products for their feline companions is propelling the expansion of the global cat litter industry.

In response to the digital age, many brands are leveraging digital media to connect with clients, with companies like Laviosa, Tolsa Company, Boxiecat, and Dr. Elsey's Cat Products aiming to expand their reach through social media networks. The direct-to-consumer trend has also penetrated the cat litter business, prompting several brands, such as Boxiecat, to launch their own websites. These platforms offer an array of products, including cat litter deodorizers, jugs, and mats, directly to consumers. Such initiatives are anticipated to foster consumer trust and cultivate long-term brand loyalty.

The global cat litter market is segmented into product type, raw material, distribution channel, and region. By product type, the cat litter industry is classified into clumping and non-clumping. On the basis of raw material, it is fragmented into clay, silica, and others. Depending on distribution channel, it is categorized into hypermarkets/supermarkets, specialty pet stores, and online channels. Region wise, the market is studied across North America (U.S., Canada, and Mexico), Europe (Germany, UK, France, Italy, Spain, and rest of Europe), Asia-Pacific (China, India, Japan, Australia, and the rest of Asia Pacific), and LAMEA (Brazil, Argentina, South Africa, and the rest of LAMEA).

On the basis of product type, the clumping segment accounted for the highest share in 2020. This is attributed to the fact that clumping litter is a popular and convenient choice among pet owners. Many people say that it makes cleaning up a lot easier. In addition, clumping litter comes in a variety of fragrances, granule sizes, and textures. The litter soon attaches to the waste, cupping around to form a barrier. It prevents waste from spreading throughout the litter box, keeping the kitty box fresher for longer.

For more information, contact Allied Market Research at [info@alliedmarketresearch.com](mailto:info@alliedmarketresearch.com) or visit our website at <https://www.alliedmarketresearch.com/checkout-final/d784f39f21f9505824f8e5d64489dca2>

Depending on raw material, the clay segment garnered the largest share of the global cat litter market share in 2020, and is expected to dominate the market throughout the forecast period. This is attributed to the fact that clay absorbs ample amount of water in a short time span, keeping the litter box dry and clean.

By distribution channel, the hypermarkets/supermarkets segment accounted for the highest share in 2020, as customers benefit from the availability of a wide choice of products, product discounts, sales representative assistance, and speedy checkouts at hypermarkets/supermarkets. Thus, these advantages are predicted to promote shopping at hypermarket/supermarket growth during the cat litter market forecast.

By Region, Asia-Pacific registered the highest growth in 2020, followed by Europe and North America. China and the U.S. were the most prominent countries accounting for a sizeable share in the global market.

Key players in the cat litter market have relied on product launch as their key strategic move to stay relevant in the global market. The key players profiled in the report are Mars Inc., Nestle SA, Church & Dwight Co. Inc., The Clorox Company, Dr. Elsey's, Oil-Dri Corporation of America, Pestell Pet Products, ZOLUX SAS, Cat Litter Company, and Healthy Pet.

Global Market Insights (GMI) is a leading market research and consulting firm:

**Global Pet Population Growth:** The global pet population, particularly cats, continues to grow steadily. As more people choose to keep cats as pets, the demand for cat litter also increases, driving market growth.

**Urbanization Trends:** Urbanization trends, especially in densely populated areas, where outdoor space is limited, have led to more people opting for indoor cats. This trend has significantly boosted the demand for cat litter products.

**Pet as Family Members:** There's a growing trend toward treating pets as members of the family, leading pet owners to prioritize their comfort and well-being, including their litter box experience. This has resulted in higher demand for premium and innovative cat litter products that offer better odor control, clumping properties, and eco-friendliness.

**Eco-Friendly Litters:** With increasing awareness of environmental issues and health concerns related to traditional clay-based litters (e.g., silica dust), there's a rising demand for eco-friendly and natural alternatives such as biodegradable, recycled paper, wood-based, or plant-based litters.

**Product Innovation:** Manufacturers are continually innovating to differentiate their products in the market. This includes introducing new materials, such as silica gel crystals or natural fibers, incorporating odor control technologies, offering lightweight options for easier handling, and developing self-cleaning litter boxes.

**E-commerce Growth:** The rise of e-commerce platforms has made it easier for pet owners to access a wide range of cat litter products conveniently. Subscription-based services for litter delivery further enhance convenience for pet owners, driving online sales.

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