

Cat Litter Market Anticipated to Exceed \$13.7 Billion by 2035, Expanding a 4.7% CAGR From 2023-2035

The global cat litter market size was valued at \$8 billion in 2023, is projected to reach \$13.7 billion by 2035, growing at a CAGR of 4.7% from 2024 to 2035.

WILMINGTON, NEW CASTLE, DE, UNITED STATES, August 12, 2025 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Cat Litter Market](#) Size, Share, Competitive Landscape and Trend Analysis Report, by Product Type, by Raw Material, by Distribution Channel : Global Opportunity Analysis and Industry Forecast, 2024-2035." The

report offers a detailed analysis of the top winning strategies, evolving market trends, market size and estimations, value chain, key investment pockets, drivers & opportunities, competitive landscape and regional landscape. The report is a useful source of information for new entrants, shareholders, frontrunners and shareholders in introducing necessary strategies for the future

and taking essential steps to significantly strengthen and heighten their position in the market.



North America was the highest revenue contributor in 2023."

Roshan Deshmukh

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Cat Litter

Solutions for Managing Cleanliness in Multi-Cat Households



Clumping
Forms solid clumps for easy scooping



Non-Clumping
Absorbs moisture without forming clumps



Silica Gel
Highly absorbent crystals with odor control



Natural
Made from materials like wood, corn, or paper

Cat Litter Market, 1

Rise in tendency to treat pets as valued members of the family is a significant driver of the demand for the cat litter market. As more households consider their pets as companions and integral parts of their daily lives, there is an increase in desire to provide them with the best possible care and comfort. This shift in perception elevates the importance of maintaining a clean and hygienic environment for pets, including the provision of suitable litter solutions. Pet owners are increasingly willing to invest in premium cat litter products that offer superior

performance in odor control, clumping ability, and environmental friendliness to ensure the well-being and comfort of their beloved cat companions.

Moreover, as pets become more compassionate, owners become more conscious of their health and cleanliness, which increases the need for cat litter products. Pet owners prioritize the cleanliness and sanitation of their living spaces to create a safe and healthy environment for both pets and humans. As a result, there is a growing preference for cat litter market trends with various options that effectively manage waste and minimize health risks linked with pet waste exposure, such as odor and bacteria. Thus, all these drives the growth of the cat litter industry.

By raw material, the market is classified into clay, silica, and others. By distribution channel, the market is divided into hypermarkets/supermarkets, specialty pet stores and online channels. Region-wise, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (France, Germany, the UK, Italy, Spain, Russia, and the rest of Europe), Asia-Pacific (China, Japan, India, Australia, South Korea and the rest of Asia-Pacific), and Latin America (Brazil, Argentina, Colombia and rest of Latin America) Middle East of Africa (South Africa, Saudi Arabia, UAE and rest of MEA).

By type, the clumping segment dominated the global cat litter market in 2023 and is anticipated to maintain its dominance during the forecast period. Clumping litter solidifies upon contact with moisture, enclosing liquid waste for effortless removal while keeping the remaining litter tidy and dry. This characteristic decreases the need for frequent litter box changes, saving time and energy for pet caregivers. Clumping litter excels in odor management compared to non-clumping alternatives by efficiently trapping and containing odors within the formed clumps. Furthermore, this increased odor control is especially attractive to pet owners aiming for a cleaner and more hygienic environment, benefiting both themselves and their pets.

By raw material, the clay segment dominated the global cat litter market in 2023 and is anticipated to maintain its dominance during the forecast period. Clay litter exhibits outstanding absorbency, efficiently absorbing moisture, and forming sturdy clumps for effortless waste removal, thereby streamlining litter box upkeep for pet owners. Moreover, its widespread availability and affordability compared to alternative litter materials make it accessible to a diverse consumer base, appealing particularly to budget-conscious pet caregivers seeking economical waste management solutions.

By distribution channel, the hypermarkets/supermarkets segment dominated the global cat litter market share in 2023 and is anticipated to maintain its dominance during the forecast period.

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Hypermarkets and supermarkets provide pet owners with a convenient one-stop shopping destination, offering a wide array of cat litter products in addition to other essential pet care items. These retail outlets typically carry diverse selections of cat litter brands, formulations, and package sizes, accommodating various consumer preferences and budget limitations. This comprehensive product assortment enables pet owners to easily compare options and select the most appropriate litter for their cat companions, all within a single convenient location.

Region wise, North America is anticipated to dominate the market with the largest share, as per cat litter market analysis and forecast period. North America emerges as the leading region in the cat litter market for various reasons. It boasts a substantial population of pet owners, particularly cat enthusiasts, who prioritize maintaining the health and cleanliness of their pets. This large and dedicated consumer base generates substantial demand for cat litter products. Furthermore, North America benefits from a mature and well-established pet care industry, comprising reputable manufacturers and retailers that offer a diverse range of cat litter options tailored to meet the varied preferences of consumers.

Players operating in the global cat litter market have adopted various developmental strategies to expand their corporate training market share, increase profitability, and remain competitive in the market. Key players profiled in this report include 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.

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- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the cat litter market statistics from 2023 to 2035 to identify the prevailing cat litter market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the cat litter market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global cat litter industry trends, key players, market segments, application areas, and market growth strategies.

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- Mergers and acquisitions should be well-planned by identifying the best manufacturer.
- Sort new clients or possible partners into the demographic you're looking for.
- Suitable for providing dependable and high-quality data and analysis to assist your internal and external presentations.
- Develop tactical initiatives by gaining a better grasp of the areas in which huge corporations can intervene.
- To increase and grow business potential and reach, develop and plan licencing and licencing strategies by finding possible partners with the most appealing projects.
- Recognize newcomers with potentially strong product portfolios and devise effective counter-strategies to acquire a competitive edge.
- To develop effective R&D strategies, gather information, analysis, and strategic insight from competitors.

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