

## **United Kingdom Cat Litter Market - Growth, Trends, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

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### **Report description:**

#### Key Highlights

The United Kingdom cat litter market is projected to register a CAGR of 6.2% during the forecast period.

This growth reflects the increasing adoption of pets across Europe. The recent boost in pet humanization, wherein pets are treated with increased care and hygiene, is proving to be a significant driver for the market. Additionally, the increasing spending by cat owners on pet care products will likely result in a growing demand for cat litter. Cats have become beloved family members, and cat owners want their pets to be healthy, happy, and clean.

Considering the advantages of clay-based cat litter products, many cat care companies are introducing new and innovative products. For instance, in April 2021, Omlet, one of the leading companies for pet accessory manufacturing in the United Kingdom, launched a product called No. 4 Clay Cat Litter. This product contains highly absorbent bentonite clay balls with active carbon particles for extreme odor control.

The growing demand for innovative products by cat owners is likely to offer lucrative opportunities to the players operating in the market studied. Overall, consumers are looking for products that meet their top priorities of effective odor control, quick clumping, and easy-clean properties and provide a long shelf-life. The key players in the market are launching tailor-made products. This is anticipated to boost the overall market during the forecast period.

#### UK Cat Litter Market Trends

#### Increasing Pet Humanization

The growth in the population of pet cats and the increase in the number of multi-cat households are driving the demand for cat litter. It is also becoming easier to take care of cats by introducing efficient products. Therefore, self-cleaning cat litter helps to maintain the cat's hygiene, despite the time constraints of the cat's owner. The shift from pet 'ownership' to pet 'parenting' has been a crucial trend in the market studied, particularly in the developed countries in the region. About one-third of the households

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in developed countries own a pet. This concept of pet humanization increased health consciousness and generated a demand for pet products, such as cat litter.

Pet humanization results from rising income, changing demographic patterns, and consumer preferences. Although many households in the United Kingdom own cats, they are slowly becoming one of the most preferred choices amongst the emerging middle-class population, as cats are less demanding in terms of care requirements. Therefore, they make more convenient pets for those with tighter schedules and budgets. Moreover, the cat population in the region has grown over the years, demanding more cat products. The growing human-animal bond augments the consumers' willingness to spend more money on their pets. This is a clear indicator of people's inclination toward buying more products (such as cat litter) that ensure their pets' health and sanitation.

Thus, the increasing number of pet owners in Europe and the increased per capita income facilitated pet humanization. This factor is expected to drive the market for sanitation products, like cat litter, among health-conscious pet owners.

### Non-clumping Cat Litter Dominates the Market

The non-clumping cat litter sticks to cat paws quite easily and gets tracked around the house. It needs to be replaced often because of its limited ability to absorb liquid and suppress odor. The market for non-clumping cat litter is growing fast in the United Kingdom since it is the most preferred type. People prefer non-clumping litter because it is often less expensive than clumping litter, while others prefer it because their cats prefer it.

Among the product types, paper is one of the popular forms of natural litter used over the years as companies create it from recycled materials. It is ideal for cats that have undergone surgery as the pellets may not contaminate stitches. Pellets produce virtually no dust, which is helpful for cats suffering from eye, respiratory, or urinary tract infections. The desire to own a cat is increasing as cat care is becoming easier with the introduction of efficient products in the market. This scenario is anticipated to drive demand for cat litter products during the forecast period.

### UK Cat Litter Market Competitor Analysis

The United Kingdom cat litter market is fragmented, with major players being Mars Inc., Nestle SA, Church & Dwight Co. Inc., UK Best Cat Litter Ltd, and many others. These players have extended their product portfolio and broadened their business to maintain their position in the market. Broadening product portfolios is a major strategy adopted by these companies in the United Kingdom.

### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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