

Cat Litter - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 121 pages | Mordor Intelligence

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Report description:

The Cat Litter Market size is estimated at USD 5.03 billion in 2024, and is expected to reach USD 6.53 billion by 2029, growing at a CAGR of 5.40% during the forecast period (2024-2029).

Key Highlights

- The cat litter market is driven by the increasing adoption of pets across the world. The recent rise in pet humanization, wherein pets are treated with increased care and hygiene, is proving to be a major driver for the market. Additionally, the increasing expenditure by cat owners on pet care products is another factor that is likely to result in the growing demand for cat litter.
- Along with this, pet ownership has recently become a trend with the rising urbanization across the world. The rising incomes and increased exposure of the younger generation to western culture have influenced pet ownership the developed countries. Russia holds the third position on cat ownership in the world after the United States and China. For instance, according to FEDIAF (The European Pet Food Industry), the cat owning individuals in Russia is 28%
- Recently, cats have become beloved family members. Pet owners want their pets to be healthy, happy, and clean. The demand for corresponding care products is growing rapidly worldwide. The growing demand for innovative products by cat owners is likely to offer lucrative opportunities to the players operating in the market studied. Overall, the users are looking for a product that performs and meets their top priorities of effective odor control, quick clumping, and easy-to-clean properties, along with a long shelf-life. The cat litter by Catsan is one of the most trusted options available in Indian market.
- Furthermore, the key players in the market are launching tailor-made products. With the increased pet owner preference toward cat litter products, companies are investing in this segment. For instance, in June 2021, Nestle Purina invested USD 128 million for the expansion of the size and capacity of its cat litter production plant in King William County, Virginia, to respond to the increased consumer demand.

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Cat Litter Market Trends

Increasing Pet Humanization

The shift from pet 'ownership' to pet 'parenting' has been a crucial trend in the market studied, particularly in developed countries. About one-third of the households in developed countries own a pet. According to a survey by the American Pet Products Association, there was a significant rise in cat population in the United States, from 73 million in 2000 to about 220 million in 2021. This concept of pet humanization led to an increase in health consciousness and generated a demand for pet products, such as cat litter. Along with this, 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 (like cat litter), ensuring their pets' health and sanitation.

According to the Brazilian Association of the Industry of Pet Products (Abinpet), there were around 27.1 million cats in Brazil in 2021 which increased from 25.6 million in 2020. This growth in the population of pet cats and the increase in the number of multi-cat households are the factors driving the demand for cat litter. In addition, it is becoming easier to take care of cats with the introduction of efficient products in the market. Therefore, self-cleaning cat litter helps to maintain the cat's hygiene, despite the time constraints of the cat's owner. Thus, the increasing number of pets and pet owners worldwide 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.

North America dominates the market

North America is the largest market for cat litter. This region is a fascinating and lucrative market for cat litter, as demand continues to rise. Cats are the most popular companion animal in this region. The increased importance of pets in American families and better marketing via large-scale outlets and specialized stores are driving this growth. In addition to this, owing to the high demand by pet owners, for innovative products to maintain the hygiene of their cats is also driving the market growth.

Along with this, due to the increasing number of cat owners in the region, the region continues to be the leading market. Countries such as the United States and Canada are the major markets in the region. According to the American Pet Products Association's survey for 2021-2022, 45.3 million households. Approximately USD 1,000 is spent annually for the well-being of pet cats. Moreover, in Canada, many companies are marketing their cat litter product intensively. For instance, "Canada Litter" claims its product has a high absorption rate and good clumping. The company markets its product, saying it makes it easy to scoop from the cat's tray without leaving a mess of broken clumps or hardened sand stuck to the side of the tray.

Furthermore, continuous product developments and expansions in the cat litter market are bolstering the growth of the market. For instance, in October 2022, Clorox Company's opened a new cat litter manufacturing plant in Martinsburg, West Virginia. The plant will produce Fresh Step and Scoop Away cat litter products. The increased number of e-commerce stores offering various pet care products, including cat litter. For instance, according to Amazon.com, the online retail of pet care products in Mexico was recorded at USD 0.48 million in 2020, rising by 14.3% from the previous year.

Cat Litter Industry Overview

The cat litter market is fragmented with the major players occupying minimal share in the market studied, and others accounting for major share. The top players in the market are Mars Inc., Nestle SA, Church & Dwight Co Inc., Oil-Dri Corporation of America, and The Clorox Company. Manufacturers are focusing on strategies such as mergers and acquisitions to increase their market shares.

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

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