

United Kingdom Cat Litter - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The United Kingdom Cat Litter Market size is estimated at USD 278.36 million in 2025, and is expected to reach USD 376.04 million by 2030, at a CAGR of 6.2% during the forecast period (2025-2030).

Key Highlights

- The UK cat litter market is a booming and rapidly growing industry that caters to the needs of cat owners and their companions. With pet ownership increasing, introducing innovative solutions to the market and the growing e-commerce trend are significant drivers of the market.
- The cat owner population in the United Kingdom is on the rise, catalyzing growth in the cat litter industry. Technological advancements and enhancements are driving this expansion. In April 2022, the Pet Food Manufacturers' Association (PFMA) reported that UK households adopted over 12 million cats as pets, further fueling the demand for cat litter. Notably, 28% of UK households had at least one cat in the same month. Additionally, the increasing spending by cat owners on pet care products is expected to increase demand for cat litter. Cats have become beloved family members, and cat owners want their pets to be healthy, happy, and clean.
- Clay litter is the most popular product type for cat owners, as it has been used for a long time and is readily available. Considering the advantages of clay-based cat litter products, many cat care companies are introducing new and innovative products. For instance, in 2022, Pettex launched a new Naturecat tofu cat litter developed for fast absorption, super clumping, and low tracking. It is claimed to be soft on paws and light to handle.
- Across the United Kingdom, cat litter has become one of the fastest-growing pet grooming categories online. Pet care e-shops have a strong potential for growth and may well emerge as the second-largest distribution channel after physical retail stores. The increasing pet care concerns among pet owners and the easy availability and delivery of the products encourage customers to choose an e-commerce platform. Online retail stores such as petsathome.com offer cat litter from various brands across the

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country.

United Kingdom Cat Litter Market Trends

Non-clumping Cat Litter Dominates the Market

The growth in the population of pet cats and the increase in the number of multi-cat households are the factors driving the demand for non-clumping cat litter. For instance, according to the United Kingdom Cat Organisation, the cat population in 2021 was 10.8 million, which increased to 11.0 million in 2022. In addition, introducing efficient products is making it easier to care for cats. 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. About one-third of the households in developed countries own a pet. This concept of pet humanization led to increased health consciousness and generated a demand for pet products, such as non-clumping cat litter.

Non-clumping cat litter has become very popular among many cat owners. It 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. In the United Kingdom, the market for non-clumping cat litter is growing fast, and it is the preferred type of cat litter. People prefer non-clumping litter because it is often less expensive than clumping litter, while others like it because their cats like it. The desire to own a cat is increasing as cat care becomes easier with the introduction of efficient products. This scenario will drive demand for non-clumping cat litter during the forecast period.

The Internet Sales Segment Holds a Significant Share by Distribution Channels

Internet shopping is more prevalent in the United Kingdom than in any other major country. According to the International Trade Administration, over USD 3 billion is spent weekly in the UK internet retail sector; consumer e-commerce now accounts for over 36% of the total retail market in the United Kingdom (up from 20% in 2019). The COVID-19 pandemic has only added to this boost. The increase in internet sales is also significant in the pet products segment. The COVID-19 pandemic is responsible for the rapid surge in online shopping for pet products. With pet owners becoming more concerned about their pet's health and hygiene and the ease of buying products through e-commerce sites, cat owners are inclined toward online shopping. This growth in online shopping of pet care products, including cat litter products, shows consumers' rapid shift toward internet sales.

The surge in online shopping's popularity is reshaping the e-commerce landscape. Online platforms empower manufacturers to broaden their customer base, improve communication, monitor finances, and boost brand awareness cost-effectively. This digital shift has opened avenues for the cat litter market's growth and attracted a sizable online shopping audience. For instance, in 2022, petsathome.com was the leading online retailer in the UK's cat litter e-commerce industry, generating a net revenue of USD 1,426.2 million from 1,236.8 million in 2021.

Reducing the use of packaging is a new trend in online shopping for pet care products, such as cat litter. For instance, in November 2020, Nestle Purina launched its 'Tidy Cats LightWeight Free & Clean' cat litter, available on shopping websites, and aims to eliminate waste using reusable and refillable packaging. As per the company's official statement, this partnership is part of Nestle's broader set of actions to reduce single-use packaging.

United Kingdom Cat Litter Industry Overview

The UK cat litter market is fragmented, with major players being Mars Inc., Nestle SA, Church & Dwight Co. Inc., and UK Best Cat

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Litter Ltd. 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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