PRODUCT REPORT

Sodium Bentonite Cat Litter

HS Code 2508.10 | Export market guide: Pakistan to Canada | October 2026

Key facts at a glance

Indicator	Value	Source
Canada's imports of bentonite (HS 250810), 2025	USD 59.6 million (−21.6% vs 2024)	Trade Data Online
Canada's imports from Pakistan	None recorded in any year from 2016 to 2025	Trade Data Online
Largest suppliers to Canada (2025)	United States 63.8%, Greece 33.5%	Trade Data Online
Pakistan's world exports, FY2025-26 (PCT 2508.1000)	USD 227,525 (464,162 kg) to 5 countries, mainly Saudi Arabia and Egypt; no exports to Canada	TIPP
Canadian import duty	Free (MFN) for bentonite and for clays used for animal litter, so Pakistan competes on equal duty terms	CBSA Customs Tariff 2026
Key product rules	CFIA soil-freedom rules (confirm with CFIA); bilingual consumer labels; antibacterial claims may need pesticide registration	CFIA; Competition Bureau; Health Canada
Quebec labelling (Bill 96)	All product text in French; Quebec clears 28.0% of bentonite imports	Charter of the French Language / OQLF
Canadian importers	33 importers account for 80% of bentonite imports; most are industrial users. Litter importers include Wyo-Ben Pet Canada and Intersand (250810), and Oil-Dri Canada, Normerica and Pet Valu (250840) (CID, 2024)	Canadian Importers Database

Trade values from Trade Data Online and TIPP are in US dollars. Canadian Importers Database data and retail prices are in Canadian dollars. Pakistan's data follows its fiscal year (July–June); Canada's data follows the calendar year.

1. Introduction

HS 2508.10 covers bentonite, a clay mineral that swells and absorbs water. Sodium bentonite forms hard clumps when wet, which is why it is the main raw material for "clumping" cat litter. The same mineral is used in much larger volumes for oil and gas drilling muds, foundry sand, iron ore pelletizing, waterproofing liners (geosynthetic clay liners) and animal feed. In Canada's 2026 Customs Tariff the code is tariff item 2508.10.00.00. Pakistan reports exports under PCT 2508.1000.

Classification of cat litter. Canada's tariff has a separate statistical line, 2508.40.00.91, for "other clays... of a kind used for animal litter". In general, bentonite, including bentonite packed as cat litter, falls under 2508.10, while litter made from other clays (such as attapulgite or montmorillonite clays not classed as bentonite) falls under 2508.40. Litter with added fragrance, deodorants or other additives may be classified elsewhere. Exporters should confirm the code with the importer or a customs broker, or obtain an advance ruling from CBSA.

In Canada, cat litter is sold by pet specialty chains (Pet Valu, PetSmart, Global Pet Foods), grocery, mass and warehouse retailers, and online. Clumping clay litters are made in North America by a few large manufacturers, some of which bring in bentonite or finished litter for packing in Canada.

References

[1] CBSA, Customs Tariff 2026, Chapter 25, tariff items 2508.10.00 and 2508.40.00: https://www.cbsa-asfc.gc.ca/trade-commerce/tariff-tarif/2026/html/00/ch25-eng.html

[2] CBSA, Memorandum D11-11-3, Advance rulings for tariff classification: https://www.cbsa-asfc.gc.ca/publications/dm-md/d11/d11-11-3-eng.html

[3] Canadian Importers Database, HS 250810, major Canadian importers (2024): https://ised-isde.canada.ca/app/ixb/cid-bdic/productReport.html?hsCode=250810&lang=eng

2. Pakistan's Exports (Production)

The Trade Information Portal of Pakistan (TIPP) reports bentonite exports under PCT 2508.1000. The table shows Pakistan's exports to the world by fiscal year (July–June). TIPP records no exports of bentonite to Canada in any year.

Pakistan's exports of bentonite to the world (PCT 2508.1000)

Fiscal year	Value (USD)	Quantity (kg)	Unit value (USD/kg)	Destinations
FY2021-22	88,029	407,198	0.22	5
FY2022-23	265,091	908,044	0.29	8
FY2023-24	259,649	732,536	0.35	7
FY2024-25	209,277	685,155	0.31	7
FY2025-26	227,525	464,162	0.49	5
FY2026-27 (Jul–Sep)	45,801	177,775	0.26	5

FY2026-27 covers July–September 2026 only. In FY2025-26 the destinations were Saudi Arabia (USD 139,787), Egypt (49,500), the United Arab Emirates (25,747), Oman (10,900) and Afghanistan (1,590). The only shipment to North America in five years was USD 7,941 to the United States in FY2024-25.

Pakistan also exports "other clays" under PCT 2508.4000 (USD 445,926 in FY2025-26, mainly to Saudi Arabia, Oman and the UAE). The only shipment to Canada under any 2508 code since FY2021-22 was USD 18,692 (96,122 kg) of 2508.4000 in FY2021-22.

> **Insight:** Pakistan's bentonite exports are small, about USD 0.2–0.3 million a year, and go mainly to the Gulf and Egypt as an industrial mineral at an average of about USD 0.49 per kg. Pakistan has no recorded exports of bentonite or finished cat litter to Canada.

References

[1] Trade Information Portal of Pakistan (TIPP), Export Trade Data dashboard, PCT 2508.1000, filtered by fiscal year (FY2021-22 to FY2026-27), all countries, values in USD and quantities in kg; data accessed 7 October 2026: https://tipp.gov.pk/index.php?r=site/display&id=305

3. Canada's Imports (Consumption)

Canada's imports of bentonite (HS 250810), USD thousand

From	2020	2022	2023	2024	2025	Change 2024–25
Total imports	**65,974**	**77,716**	**80,959**	**76,084**	**59,617**	**−21.6%**
United States	47,042	55,434	62,140	53,960	38,006	−29.6%
Greece	17,192	19,367	16,316	20,378	19,990	−1.9%
China	648	1,135	1,413	785	517	−34.1%
Bulgaria	0	0	0	18	333	+1763.9%
India	261	734	195	186	267	+43.5%
Italy (incl. Vatican City State)	162	270	239	272	162	−40.5%

From	2020	2022	2023	2024	2025	Change 2024–25
Poland	19	98	26	33	68	+104.6%
Egypt	43	27	123	88	56	−36.8%

Suppliers are listed in order of their 2025 imports, with Egypt (one of Pakistan's main bentonite customers) added for comparison. 2025 values are the sum of the 12 monthly values in Trade Data Online, because the annual 2025 column had not yet been filled in when the data was accessed. Pakistan does not appear among suppliers in any year from 2016 to 2025. Year to date: total imports in January–August 2026 were USD 42.1 million, +15.0% on January–August 2025 (USD 36.6 million).

Related code: other clays, including animal-litter clay (HS 250840), USD thousand

From	2016	2020	2022	2023	2024	2025
Total imports	**18,408**	**21,661**	**25,298**	**30,179**	**31,884**	**48,816**
United States	17,648	19,843	22,926	28,494	29,469	45,779
China	129	709	1,525	917	1,335	1,517
Pakistan	–	0.9	–	0.4	0.1	–

HS 250840 covers all "other clays" (for example ball clays, fire clays and clays for animal litter); Trade Data Online has no breakdown for the animal-litter line 2508.40.00.91. 2025 values are the sum of monthly data. Imports under 250840 rose 53% in 2025 while bentonite (250810) fell 22%; part of this may reflect litter being declared under a different code, but the data does not show this. Imports from Pakistan were USD 67 in September 2024 and nil in every month since. Pakistan is not listed among the source countries in the Canadian Importers Database for 250840. Its 44 major importers (80% of CAD 40.9 million in 2024) include cat litter and pet companies such as Oil-Dri Canada (Laval, QC), Normerica (Mississauga, ON), Manchester Pet Supplies (Brantford, ON), Pet Valu Canada (Markham, ON) and Boxiecat (non-resident).

Where demand is: imports by province, USD

Province	2022	2023	2024	Share 2024
Ontario	27,363,515	33,655,356	32,312,082	42.5%
Quebec	25,311,127	18,088,227	21,269,310	28.0%
Alberta	10,088,502	10,263,209	9,494,207	12.5%
Manitoba	9,238,390	9,851,721	6,285,119	8.3%
Saskatchewan	2,758,891	4,510,899	4,069,462	5.3%
British Columbia	2,534,244	4,109,837	2,147,037	2.8%
New Brunswick	311,772	383,288	382,402	0.5%

Ontario clears 42.5% of bentonite imports, Quebec 28.0% and Alberta 12.5%. Wyo-Ben Pet Canada (Burlington) is in Ontario and Intersand (Boucherville) in Quebec; Alberta and Saskatchewan demand comes mainly from oil and gas drilling. Provincial figures show the province of clearance, not necessarily where the product is used.

> **Insight:** Canada imports about USD 60–80 million of bentonite a year, almost all from the United States (US sodium bentonite is mined mainly in Wyoming) and Greece. Only part of this goes into cat litter; the rest is used by industry. Pakistan has never supplied Canada.

References

[1] Trade Data Online (ISED / Statistics Canada), Canadian imports, HS 250810, all countries (detailed), complete years, USD; accessed 7 October 2026: https://ised-isde.canada.ca/app/ixb/tdo/runRpt.html?grouped=GROUPED&searchType=KS_CS&areaCodes=&naArea=9999&countryList=DET&toFromCountry=CDN&reportType=TI&timePeriod=10%7CComplete+Years&currency=US&productType=HS6&hSelectedCodes=%7C250810&lang=eng

[2] Trade Data Online, HS 250810, monthly trends September 2024 – August 2026 (used to total calendar 2025 and January–August 2026): https://ised-isde.canada.ca/app/ixb/tdo/runRpt.html?

grouped=GROUPED&searchType=KS_CS&areaCodes=&naArea=9999&countryList=DET&toFromCountry=CDN&reportType=TI&timePeriod=24%7CMonthly+Trends&currency=US&productType=HS6&hSelectedCodes=%7C250810&lang=eng

[3] Trade Data Online, HS 250810, imports by province, complete years: https://ised-isde.canada.ca/app/ixb/tdo/runRpt.html?grouped=GROUPED&searchType=KS_CS&areaCodes=&naArea=9998&countryList=ALL&toFromCountry=CDN&reportType=TI&timePeriod=5%7CComplete+Years&currency=US&productType=HS6&hSelectedCodes=%7C250810&lang=eng

[4] Trade Data Online, HS 250840, all countries, complete years: https://ised-isde.canada.ca/app/ixb/tdo/runRpt.html?grouped=GROUPED&searchType=KS_CS&areaCodes=&naArea=9999&countryList=DET&toFromCountry=CDN&reportType=TI&timePeriod=10%7CComplete+Years&currency=US&productType=HS6&hSelectedCodes=%7C250840&lang=eng

4. Import Market Analysis

Supplier shares of Canada's imports of bentonite (%)

Supplier	2020	2022	2023	2024	2025
United States	71.3%	71.3%	76.8%	70.9%	63.8%
Greece	26.1%	24.9%	20.2%	26.8%	33.5%
China	1.0%	1.5%	1.7%	1.0%	0.9%
Bulgaria	0.0%	0.0%	0.0%	0.0%	0.6%
India	0.4%	0.9%	0.2%	0.2%	0.4%
Italy (incl. Vatican City State)	0.2%	0.3%	0.3%	0.4%	0.3%

- **The United States (63.8%)** dominates. Bentonite moves by rail and truck from mines in Wyoming and neighbouring states, duty-free under CUSMA, at low freight cost.
- **Greece (33.5%)** is the main overseas supplier, shipping bulk bentonite by sea, mostly to eastern Canada.
- **China, Italy, India, Mexico and Egypt** supply small amounts. Egypt, one of Pakistan's own bentonite customers, sold Canada USD 88,043 in 2024.
- **Market concentration:** the top three supplying countries held 98.2% of imports in 2025. On the buyer side, 33 importers account for 80% of imports and the top three hold 42% (CID, 2024). Most of these are drilling, foundry, mining and geosynthetic companies; cat litter makers include Wyo-Ben Pet Canada and Intersand, and the CID list for other clays (250840) includes Oil-Dri Canada, Normerica and Pet Valu.

> **Insight:** The bentonite market in Canada is a bulk, low-value, freight-sensitive trade dominated by nearby US mines. A Pakistani supplier would compete only where quality (high swelling, strong clumping, low dust) or price after ocean freight beats US and Greek supply, which is most likely for packed, ready-to-sell cat litter rather than bulk bentonite.

References

[1] Trade Data Online, HS 250810 (shares calculated from import values): https://ised-isde.canada.ca/app/ixb/tdo/runRpt.html?grouped=GROUPED&searchType=KS_CS&areaCodes=&naArea=9999&countryList=DET&toFromCountry=CDN&reportType=TI&timePeriod=10%7CComplete+Years&currency=US&productType=HS6&hSelectedCodes=%7C250810&lang=eng

[2] Canadian Importers Database, HS 250810, major importers and market concentration (2024): https://ised-isde.canada.ca/app/ixb/cid-bdic/productReport.html?hsCode=250810&lang=eng

[3] Canadian Importers Database, HS 250810, major importers by country of origin: https://ised-isde.canada.ca/app/ixb/cid-bdic/exportingCountries.html?hsCode=250810

5. Quality, Packaging and Labelling Requirements

This section uses official government sources only (Government of Canada, Government of Québec and Government of Pakistan).

5.1 Quality requirements

Requirement	What it means for Pakistani exporters	Authority / legal basis
Soil and soil-related matter (CFIA)	CFIA Directive D-95-26 controls imports of soil and soil-related matter to keep out plant pests. Its exemption list covers some processed minerals (including "tile clay") only for industrial, cosmetic, therapeutic or environmental clean-up uses, when free from soil; it does not mention bentonite or cat litter. The importer should check CFIA's Automated Import Reference System (AIRS) or ask CFIA whether a permit or phytosanitary certificate is needed before the first shipment.	Plant Protection Act; CFIA Directive D-95-26
Product safety	Cat litter sold to consumers is a consumer product. It is prohibited to manufacture, import, advertise or sell a consumer product that is a danger to human health or safety. Importers must keep records of suppliers and buyers and report serious incidents to Health Canada within two days.	Canada Consumer Product Safety Act (CCPSA), ss. 7–8, 13–14
Antibacterial or germ-killing claims	Products that claim to kill germs or protect users may be pest control products that must be registered with Health Canada's Pest Management Regulatory Agency and show the registration number. A preservative used only to protect the product itself is usually exempt. Cat litter is not mentioned in the guidance, so litter with antibacterial claims should be checked with PMRA.	Pest Control Products Act; Health Canada treated articles Q&A
Fit for purpose	There is no Canadian government quality standard for cat litter. Buyers specify clumping strength, absorbency, dust level, moisture and grain size, and test samples before ordering (buyer practice, not a regulation).	Commercial requirement

5.2 Packaging requirements

- There is no packaging standard specific to cat litter. Retail litter is sold in bags, boxes and jugs, commonly 4–18 kg; bulk bentonite is shipped in 1-tonne bulk bags or 25 kg bags on pallets.
- Packaging must keep the product dry; moisture pick-up during a long sea voyage can cause caking. Pallets and wood packaging must meet ISPM 15 (heat treated and stamped), and any soil contamination on bags or pallets can lead to refusal by CFIA.
- Each bag or carton should carry the item number and lot number, so the importer can meet the CCPSA traceability and recall requirements.

5.3 Labelling requirements

Label element	Requirement
Product identity (pre-packaged)	The common or generic name of the product (for example "Clumping cat litter / Litière agglomérante pour chats"), in English and French, on the principal display panel.
Net quantity (pre-packaged)	In metric units, in English and French (for example "8 kg"), on the principal display panel.
Dealer name and address (pre-packaged)	The name and principal place of business of the Canadian dealer (importer) or of the manufacturer, in English or French.
Country of origin	Clay, cat litter and pet products are not listed in Schedule I of the marking regulations, so "Made in Pakistan" marking is not mandatory at import. If the product is labelled with an origin, it must be true.
Claims	Claims such as "99% dust-free", "unscented", "natural" or "odour control" are voluntary but must not be false or misleading; the importer will ask for evidence. Antibacterial claims may need pesticide registration (Section 5.1).

Bulk bentonite imported for packing in Canada is labelled after import by the packer; only the shipping documents and bags need to identify the product. The importer is responsible for compliance, so the exporter should agree label content with the buyer before production.

5.4 Quebec: French-language rules (Charter of the French Language, as amended by Bill 96)

Quebec clears 28.0% of Canada's bentonite imports, and Intersand, a cat litter manufacturer that imports bentonite, is based in Boucherville. On top of the federal bilingual rules, products sold in Quebec must follow the Charter of the French Language. Bill 96 (Act respecting French, the official and common language of Québec, S.Q. 2022, c. 14) amended the Charter, and new product-labelling rules under the Regulation respecting the language of commerce and business took effect on 1 June 2025.

Rule	What it means for cat litter	Legal basis
Everything on the product must be in French	Every inscription on the bag or box and in documents supplied with it must be in French, including claims such as "clumping", "unscented", "low dust" or "multi-cat".	Charter s. 51
French must not be less prominent	Another language may appear, but it must not be given greater prominence than the French or be available on more favourable terms. The OQLF explains this as meaning the other language must not be more visible than the French.	Charter s. 51 (amended 2022, c. 14, s. 42); OQLF guidance
Trademarks: descriptive words must be in French (in force 1 June 2025)	A registered trademark may stay in another language only if no French version is registered. Generic or descriptive words inside the trademark (for example "Ultra Clump" or "Fresh Scent") must also appear in French on the package.	Charter s. 51.1; Regulation C-11, r. 9, s. 7.1
Transition period (until 1 June 2027)	Products with trademarks whose descriptive words are not in French may still be sold until 1 June 2027 if they were made before 1 June 2025 and no French version of the trademark had been filed by 26 June 2024.	OQLF, Marques de commerce sur les produits
Exceptions useful to exporters	Inscriptions may be only in another language on containers used in international transport, and on products for incorporation or processing that are not sold at retail in Quebec, such as bulk bentonite for packing.	Regulation C-11, r. 9, ss. 3(2), 3(4)
Enforcement	The Office québécois de la langue française (OQLF) handles complaints and works with businesses to bring products into compliance. The Charter provides penal fines, doubled for a second offence and tripled for later offences.	Charter ss. 205–207

> **Insight:** Print one fully bilingual bag for all of Canada, with French at least as prominent as English and every descriptive word translated (for example "Clumping / Agglomérante", "Unscented / Non parfumée", "Low dust / Faible en poussière"). Bulk bentonite for packing in Canada does not need French labels.

References

[1] Canadian Food Inspection Agency, D-95-26: Phytosanitary requirements for soil and soil-related matter: https://inspection.canada.ca/en/plant-health/invasive-pests-and-plants/directives/imports/95-26

[2] Canadian Food Inspection Agency, Automated Import Reference System (AIRS): https://inspection.canada.ca/en/importing-food-plants-animals/plant-and-plant-product-imports/airs

[3] Canadian Food Inspection Agency, D-98-08: Entry requirements for wood packaging material into Canada (ISPM 15): https://inspection.canada.ca/en/plant-health/invasive-pests-and-plants/directives/forest-products/98-08

[4] Health Canada, Meeting Canada Consumer Product Safety Act requirements: https://www.canada.ca/en/health-canada/services/consumer-product-safety/legislation-guidelines/acts-regulations/canada-consumer-product-safety-act.html

[5] Canada Consumer Product Safety Act (S.C. 2010, c. 21): https://laws-lois.justice.gc.ca/eng/acts/C-1.68/index.html

[6] Health Canada, Treated articles: questions and answers (Pest Control Products Act): https://www.canada.ca/en/health-canada/services/consumer-product-safety/reports-publications/pesticides-pest-management/fact-sheets-other-resources/treated-articles/questions-and-answers.html

[7] Determination of Country of Origin for the Purpose of Marking Goods (Non-CUSMA Countries) Regulations (SOR/94-16), Schedule I: https://laws.justice.gc.ca/eng/regulations/SOR-94-16/page-2.html

[8] Competition Bureau Canada, What must be on the label (prepackaged non-food consumer products): https://competition-bureau.canada.ca/en/labelling/prepackaged-non-food-consumer-products/what-must-be-label

[9] Competition Bureau Canada, Guide to the Consumer Packaging and Labelling Act and Regulations: https://competition-bureau.canada.ca/en/guide-consumer-packaging-and-labelling-act-and-regulations

[10] Government of Québec (LégisQuébec), Charter of the French Language, C-11, ss. 51, 51.1, 205–207: https://www.legisquebec.gouv.qc.ca/en/document/cs/c-11

[11] Government of Québec (LégisQuébec), Regulation respecting the language of commerce and business, C-11, r. 9, ss. 3, 7.1: https://www.legisquebec.gouv.qc.ca/en/document/cr/C-11,%20r.%209

[12] Office québécois de la langue française, Marques de commerce sur les produits: https://www.oqlf.gouv.qc.ca/francisation/entreprises/marque-commerce-produits.html

[13] Office québécois de la langue française, Bill 96 legislative changes: https://www.oqlf.gouv.qc.ca/charte/changementslegislatifs/

6. Technical and Safety Standards

This section uses official government sources only (Government of Canada, Government of Québec and Government of Pakistan).

Aspect	Requirement	Authority / reference
Plant health (soil)	Mineral products must be free of soil and plant pests; the importer should confirm with CFIA (AIRS) whether bentonite or clay litter needs a permit or certificate.	CFIA Directive D-95-26
Consumer product safety	General prohibition on products that are a danger to health or safety; traceability records and incident reporting.	CCPSA, ss. 7–8, 13–14
Pesticide claims	Antibacterial or germ-killing claims may make the product a pest control product requiring registration.	Pest Control Products Act; Health Canada
Labelling	Bilingual product identity and net quantity, and dealer name and address on pre-packaged litter.	Consumer Packaging and Labelling Act; Competition Bureau
Origin marking	Not mandatory for clay or cat litter.	SOR/94-16, Schedule I
Forced labour	Goods made wholly or partly with forced labour are prohibited from entering Canada.	Customs Tariff item 9897.00.00; CBSA D9-1-6
Export clearance in Pakistan	The Goods Declaration and export documents are filed electronically through Pakistan Single Window (PSW).	Pakistan Single Window
Customs accounting	The importer needs a CBSA business number and import-export account and uses the CARM Client Portal to account for imports and pay GST/HST (duty is free).	CBSA

References

[1] Canadian Food Inspection Agency, D-95-26: Phytosanitary requirements for soil and soil-related matter: https://inspection.canada.ca/en/plant-health/invasive-pests-and-plants/directives/imports/95-26

[2] Canada Consumer Product Safety Act (S.C. 2010, c. 21): https://laws-lois.justice.gc.ca/eng/acts/C-1.68/index.html

[3] Health Canada, Treated articles: questions and answers: https://www.canada.ca/en/health-canada/services/consumer-product-safety/reports-publications/pesticides-pest-management/fact-sheets-other-resources/treated-articles/questions-and-answers.html

[4] Competition Bureau Canada, Guide to the Consumer Packaging and Labelling Act and Regulations: https://competition-bureau.canada.ca/en/guide-consumer-packaging-and-labelling-act-and-regulations

[5] CBSA, Memorandum D11-3-1, Marking of Imported Goods: https://www.cbsa-asfc.gc.ca/publications/dm-md/d11/d11-3-1-eng.html

[6] CBSA, Memorandum D9-1-6, Goods manufactured or produced by prison or forced labour: https://www.cbsa-asfc.gc.ca/publications/dm-md/d9/d9-1-6-eng.html

[7] Pakistan Single Window (PSW): https://www.psw.gov.pk/

[8] CBSA, CARM: Assess and pay duties and taxes on imported commercial goods: https://www.cbsa-asfc.gc.ca/services/carm-gcra/menu-eng.html

7. Import Tariff

Tariff item	Description	MFN	GPT (Pakistan)	Duty-free access
2508.10.00.00	Bentonite	Free	Free	All countries
2508.40.00.91	Other clays, of a kind used for animal litter	Free	Free	All countries

Bentonite and clays for animal litter enter Canada duty-free from all countries, so the General Preferential Tariff gives Pakistan no advantage, and no proof of origin is needed for duty purposes. GST/HST is payable at import. Litter with additives classified outside Chapter 25 may attract duty, so classification should be confirmed before quoting.

> **Insight:** With no tariff difference, the landed price is decided by the mine or factory price and freight. For a heavy, low-value product, ocean freight from Karachi is the deciding cost.

References

[1] CBSA, Customs Tariff 2026, Chapter 25, tariff items 2508.10.00 and 2508.40.00: https://www.cbsa-asfc.gc.ca/trade-commerce/tariff-tarif/2026/html/00/ch25-eng.html

[2] CBSA, Memorandum D11-11-3, Advance rulings for tariff classification: https://www.cbsa-asfc.gc.ca/publications/dm-md/d11/d11-11-3-eng.html

[3] CBSA, Import commercial goods into Canada: https://www.cbsa-asfc.gc.ca/import/?D=A

8. Non-Tariff Barriers

- **Freight cost:** bentonite is heavy and cheap, so sea freight from Karachi is likely to be a large part of the landed cost (inferred from Pakistan's export value of about USD 0.49 per kg), while US bentonite reaches Canadian plants by rail and truck. This is likely the main reason Pakistan does not supply Canada.
- **Plant-health clearance:** the CFIA soil directive does not clearly exempt bentonite or cat litter, so the first shipment needs a CFIA check; soil on bags or pallets can lead to refusal.
- **Product performance:** buyers test clumping, absorbency and dust, and established North American brands set a high standard.
- **Labelling and claims:** bilingual labels and evidence for claims are required; antibacterial claims may need pesticide registration.
- **Quebec French-language rules (Bill 96):** all product text sold in Quebec must be in French. Quebec cleared 28.0% of Canada's bentonite imports in 2024.
- **Forced-labour due diligence:** Canada prohibits imports of goods made with forced labour, and large Canadian companies must report each year on steps taken to prevent forced and child labour in their supply chains.

References

[1] Canadian Food Inspection Agency, D-95-26: https://inspection.canada.ca/en/plant-health/invasive-pests-and-plants/directives/imports/95-26

[2] Health Canada, Treated articles: questions and answers: https://www.canada.ca/en/health-canada/services/consumer-product-safety/reports-publications/pesticides-pest-management/fact-sheets-other-resources/treated-articles/questions-and-answers.html

[3] Competition Bureau Canada, What must be on the label: https://competition-bureau.canada.ca/en/labelling/prepackaged-non-food-consumer-products/what-must-be-label

[4] Office québécois de la langue française, Marques de commerce sur les produits: https://www.oqlf.gouv.qc.ca/francisation/entreprises/marque-commerce-produits.html

[5] CBSA, Memorandum D9-1-6: https://www.cbsa-asfc.gc.ca/publications/dm-md/d9/d9-1-6-eng.html

[6] Public Safety Canada, Fighting Against Forced Labour and Child Labour in Supply Chains Act: guidance for entities: https://www.publicsafety.gc.ca/cnt/cntrng-crm/frcd-lbr-cndn-spply-chns/prpr-rprt-en.aspx

9. Distribution Channels

Bentonite and cat litter reach Canadian users through the channels below. The company examples are from the Canadian Importers Database list of major importers of HS 250810 (2024), except where noted.

Channel	Role	Examples
Cat litter manufacturers and packers	Import bentonite or finished litter and pack under their own brands and private labels	Bentonite (250810): Wyo-Ben Pet Canada (Burlington, ON); Le Groupe Intersand Canada (Boucherville, QC). Other clays (250840): Oil-Dri Canada (Laval, QC); Normerica (Mississauga, ON); Manchester Pet Supplies (Brantford, ON)
Pet specialty retail	Sell branded and private-label litter to consumers	Pet Valu (Markham, ON; on the CID list for 250840), PetSmart, Global Pet Foods
Grocery, mass and online retail	High-volume litter sales	Walmart, Costco, Canadian Tire, grocery chains, Amazon.ca (not on the CID bentonite list)
Industrial users and distributors	Drilling muds, foundry sand, waterproofing liners, mining and agriculture	Bri-Chem Supply (Acheson, AB); CETCO Canada (Pointe-Claire, QC); Minéraux Mart (Saint-Joseph-de-Sorel, QC); Canadian Pipe & Pump Supply (Toronto, ON)

For a Pakistani exporter, the realistic routes are: (1) cat litter manufacturers that might buy bentonite of a suitable grade, if the delivered price can compete with US supply; (2) private-label packed litter for pet retailers or importers, where packing in Pakistan adds value to each container; and (3) industrial distributors for specific bentonite grades.

References

[1] Canadian Importers Database, HS 250810, major Canadian importers (2024): https://ised-isde.canada.ca/app/ixb/cid-bdic/productReport.html?hsCode=250810&lang=eng

[2] Canadian Importers Database, HS 250840, major Canadian importers (2024): https://ised-isde.canada.ca/app/ixb/cid-bdic/productReport.html?hsCode=250840&lang=eng

10. Pricing

Level	Product / basis	Price	Source
Retail (store brand)	Fresh Start Multi-Cat Clumping Cat Litter, scented, 15 kg (Canadian Tire exclusive)	CAD 13.99 (0.93/kg)	canadiantire.ca
Retail (branded)	Arm & Hammer Multi-Cat Strength Clumping Cat Litter, 18 kg	CAD 23.99 (1.33/kg)	canadiantire.ca
Retail (house brand)	ExquisiCat Premium Clumping Multi-Cat Clay, unscented, 18.1 kg (PetSmart)	CAD 21.99 (1.21/kg)	petsmart.ca
Retail (100% bentonite)	Dr. Elsey's Precious Cat Ultra Clumping Multi-Cat, unscented, 18.1 kg	CAD 31.99 (1.76/kg)	petsmart.ca
Retail (premium bentonite)	Boxiecat Scent Free Clumping Clay, 12.7 kg	CAD 49.99 (3.94/kg)	petsmart.ca
Retail (lightweight)	Purina Tidy Cats Lightweight Clumping, 7.7 kg	CAD 29.99 (3.89/kg)	canadiantire.ca
Export (FOB Pakistan), all markets	Average value per kg of Pakistan's bentonite exports (PCT 2508.1000),	USD 0.49 per kg	TIPP

Level	Product / basis	Price	Source
	FY2025-26		

Retail prices were checked on 7 October 2026 on the retailers' own product pages, at regular (non-sale) prices before tax; online prices depend on the selected store. Most 15–18 kg clumping clay litters sell for about CAD 1.20–1.80 per kg, store brands for under CAD 1 per kg, and premium or lightweight litters for about CAD 3.50–3.95 per kg. The export unit value is for bulk industrial bentonite, not packed litter. A Canadian importer adds ocean and inland freight, brokerage, GST/HST, packing (for bulk) and the retailer's margin.

References

[1] Canadian Tire, Fresh Start Multi-Cat Clumping Cat Litter, 15 kg: https://www.canadiantire.ca/en/pdp/fresh-start-multi-cat-clumping-cat-litter-scented-15-kg-0426735p.html

[2] Canadian Tire, Arm & Hammer Multi-Cat Strength Clumping Cat Litter, 18 kg: https://www.canadiantire.ca/en/pdp/arm-hammertm-multi-cat-strength-clumping-cat-litter-odour-control-18-kg-1421896p.html

[3] Canadian Tire, Purina Tidy Cats Lightweight Clumping Cat Litter, 7.7 kg: https://www.canadiantire.ca/en/pdp/purina-tidy-cats-lightweight-clumping-cat-litter-with-glade-clear-springstm-7-7-kg-2425542p.html

[4] PetSmart Canada, ExquisiCat Premium Clumping Multi-Cat Clay Cat Litter: https://www.petsmart.ca/cat/litter-and-waste-disposal/litter/exquisicat-litter-premium-clumping-multi-cat-clay-cat-litter---unscented-low-dust-67739.html

[5] PetSmart Canada, Dr. Elsey's Precious Cat Ultra Clumping Multi-Cat Clay Cat Litter: https://www.petsmart.ca/cat/litter-and-waste-disposal/litter/dr-elseys-precious-cat-ultra-clumping-multi-cat-clay-cat-litter---unscented-low-tracking-13490.html

[6] PetSmart Canada, Boxiecat Scent Free Clumping Clay Cat Litter: https://www.petsmart.ca/cat/litter-and-waste-disposal/litter/boxiecat-scent-free-clumping-clay-cat-litter-96081.html

[7] TIPP, Export Trade Data, PCT 2508.1000 (values and quantities used to calculate unit values): https://tipp.gov.pk/index.php?r=site/display&id=305

11. Reasons for Pakistan's Low/High Share

Why Pakistan has no share

- Distance and freight: for a heavy, low-value mineral, nearby US mines have a large cost advantage.
- Small export base: Pakistan exports only about 500–900 tonnes of bentonite a year, mainly to the Gulf and Egypt.
- No tariff advantage: duty is free for all suppliers.
- Established brands: North American clumping litters set the quality standard and dominate retail shelves.

Possible openings

- Packed, private-label litter: value per container is higher than for bulk bentonite, which reduces the weight of freight in the price.
- Diversification: some Canadian buyers already import from overseas (Greece, Egypt, India, China), showing that sea-freighted bentonite can compete for some grades.

References

[1] Trade Data Online, HS 250810 (Canadian imports by country): https://ised-isde.canada.ca/app/ixb/tdo/runRpt.html?grouped=GROUPED&searchType=KS_CS&areaCodes=&naArea=9999&countryList=DET&toFromCountry=CDN&reportType=TI&timePeriod=10%7CComplete+Years&currency=US&productType=HS6&hSelectedCodes=%7C250810&lang=eng

[2] TIPP, Export Trade Data, PCT 2508.1000: https://tipp.gov.pk/index.php?r=site/display&id=305

[3] CBSA, Customs Tariff 2026, Chapter 25: https://www.cbsa-asfc.gc.ca/trade-commerce/tariff-tarif/2026/html/00/ch25-eng.html

12. Recommendations

- **Test the grade first.** Have samples tested for swelling, clumping strength, absorbency and dust, and compare them with the specifications of Canadian litter makers before quoting.
- **Work out the landed cost.** Get container freight quotes from Karachi to Montréal, Toronto (via Montréal or Halifax) and Vancouver, and compare the landed price per tonne with US bentonite.
- **Offer packed private-label litter.** Approach pet product importers and retailers with bilingual, ready-to-sell bags, which carry more value per container than bulk bentonite.
- **Clear CFIA requirements before the first shipment.** Ask the importer to confirm with CFIA whether a permit or certificate is needed, and ship soil-free, on ISPM 15 pallets.
- **Avoid unregistered antibacterial claims.** Use simple claims such as "clumping", "low dust" and "unscented" unless the product is registered for antimicrobial claims.

Trade shows

Show	Dates	Location	Focus
Pets Canada Industry Show (West)	16–17 May 2027	Big 4 Roadhouse, Calgary, AB	Pet industry trade show for retailers, distributors and manufacturers
Pets Canada Industry Show (Quebec)	19–20 September 2027	Centrexpo Promutuel Assurance, Drummondville, QC	Pet industry trade show for the Quebec market
Pets Canada Industry Show (Toronto)	6–7 October 2027	International Centre, Hall 2, Mississauga, ON	Canada's largest pet industry trade show
Global Pet Expo	24–26 March 2027	Orange County Convention Center, Orlando, USA	The main North American pet products trade show, attended by Canadian buyers

References

[1] Pets Canada, Pet industry calendar (official website): https://www.petscanada.org/pet-industry-calendar

[2] Global Pet Expo (official website): https://globalpetexpo.org/

[3] Canadian Food Inspection Agency, D-95-26: https://inspection.canada.ca/en/plant-health/invasive-pests-and-plants/directives/imports/95-26

13. Pakistani Exporters

Canadian buyers looking for Pakistani suppliers of bentonite can use these official sources:

- TDAP list of exporters of salt, sulphur, earths and stone (HS 25): about 777 entries, most of them in Karachi. None of the listed company names refers to bentonite or cat litter, so buyers should ask TDAP for bentonite suppliers.
- Pakistan Exporters Directory (TDAP), search by HS code 2508. When checked on 7 October 2026 the search returned no companies for this code.

TIPP data shows that Pakistani exporters shipped bentonite to 5 countries in FY2025-26, so a small base of active exporters exists.

References

[1] TDAP, Exporters of Pakistan sector: Salt, sulphur, earths and stone (HS 25): https://tdap.gov.pk/wp-content/uploads/2022/02/Chapter-25-Salt-sulphur-earths-and-stone.pdf

[2] Pakistan Exporters Directory (TDAP), search by HS code 2508: https://pakistanexportersdirectory.gov.pk/searchbyhscode?product_code=2508

[3] TDAP, Pakistan Exporters Directory information page: https://tdap.gov.pk/pakistan-exporters-directory/

[4] TIPP, Export Trade Data, PCT 2508.1000, FY2025-26 (destinations): https://tipp.gov.pk/index.php?r=site/display&id=305

14. List of Canadian Importers

The table below lists Canadian importers of bentonite (HS 250810) and of other clays including animal-litter clay (HS 250840) that are relevant to cat litter, followed by other major bentonite importers. The complete list of importers can be obtained from the Canadian Importers Database at **https://ised-isde.canada.ca/app/ixb/cid-bdic/productReport.html?hsCode=250810&lang=eng**.

Company	City, Province	Postal code	Phone	Website
LE GROUPE INTERSAND CANADA INC. (cat litter maker; 250810)	Boucherville, Quebec	J4B 1V6	450-839-3385 †	intersand.com
OIL-DRI CANADA ULC (cat litter and absorbents; 250840)	Laval, Quebec	H7S 1H3	450-663-5750	oildri.ca
NORMERICA INC. (bentonite cat litter, now part of Minerals Technologies; 250840)	Mississauga, Ontario	L5G 4S1	416-626-0556 †	mineralstech.com/pet-care
PET VALU CANADA INC. (pet retailer; 250840)	Markham, Ontario	L3R 0A1	905-513-8774	petvalu.ca
PESTELL GROUP INC (cat litter and pet bedding; not on CID list)	New Hamburg, Ontario	N3A 2H1	519-662-2683	pestellpet.com
MINERAUX MART INC. (foundry minerals)	Saint-Joseph-de-Sorel, Quebec	J3R 1B9	450-782-2233 †	mineraux mart.com
CANADIAN PIPE & PUMP SUPPLY (water-well drilling)	Toronto, Ontario	M9W 1L4	416-244-6476 †	canpipe.com
HOLE PRODUCTS CORPORATION (drilling supplies)	Mississauga, Ontario	L5T 2C4	647-241-6971 *	holeproducts.com
BRI-CHEM SUPPLY LTD (oilfield drilling fluids)	Acheson, Alberta	T7X 6B1	780-962-9490 †	brichem.com

*Contact details and websites checked on 7 October 2026. * Phone number taken from the company website (no matching YellowPages.ca listing). † YellowPages.ca lists the company at a different address from the CID (Normerica: 600-703 Evans Avenue, Etobicoke, M9C 5E9, which may be out of date; Intersand: plant at 196 Petite Ligne, Saint-Alexis-de-Montcalm, J0K 1T0, head office phone 1-877-242-7263 on its website; Minéraux Mart: 206 Rang Nord, Sainte-Victoire-de-Sorel, J0G 1T0; Canadian Pipe & Pump: 65 Enterprise Road, Etobicoke, M9W 1C4; Bri-Chem: 53016 Highway 60, Spruce Grove), so confirm before contacting. Pestell Group is not on the CID list for 250810; it is included as a Canadian maker of clay cat litter (branded and private label). Companies marked 250840 are on the CID list for other clays, which includes clays for animal litter. Pet Valu also lists 905-946-1200 at the same address. Not shown because a phone number and working website could not both be confirmed: Wyo-Ben Pet Canada (a bentonite cat litter operation in the Toronto area; its websites list only US phone numbers), CETCO Canada, Teddybob Enterprises and Manchester Pet Supplies (Brantford; website could not be loaded). Most other importers on the CID list are oil and gas, mining, foundry and agricultural companies.*

References

[1] Canadian Importers Database, HS 250810, major Canadian importers (all countries, 2024): https://ised-isde.canada.ca/app/ixb/cid-bdic/productReport.html?hsCode=250810&lang=eng

[2] YellowPages.ca business search (phone numbers and websites), accessed 7 October 2026: https://www.yellowpages.ca/

[3] Canadian Importers Database, HS 250840, major Canadian importers (all countries, 2024): https://ised-isde.canada.ca/app/ixb/cid-bdic/productReport.html?hsCode=250840&lang=eng

[4] Oil-Dri Canada, company website: https://www.oildri.ca/

[5] Minerals Technologies, Pet care (Normerica): https://www.mineralstech.com/pet-care

[6] Pet Valu Canada, company website: https://www.petvalu.ca/

[7] Intersand, company website (cat litter products and head office): https://www.intersand.com/

[8] Pestell Pet Products, company website: https://www.pestellpet.com/

[9] Hole Products, company website (address and phone): https://www.holeproducts.com/

**The TIC Wing may be contacted for additional guidance.*