

pidan

About

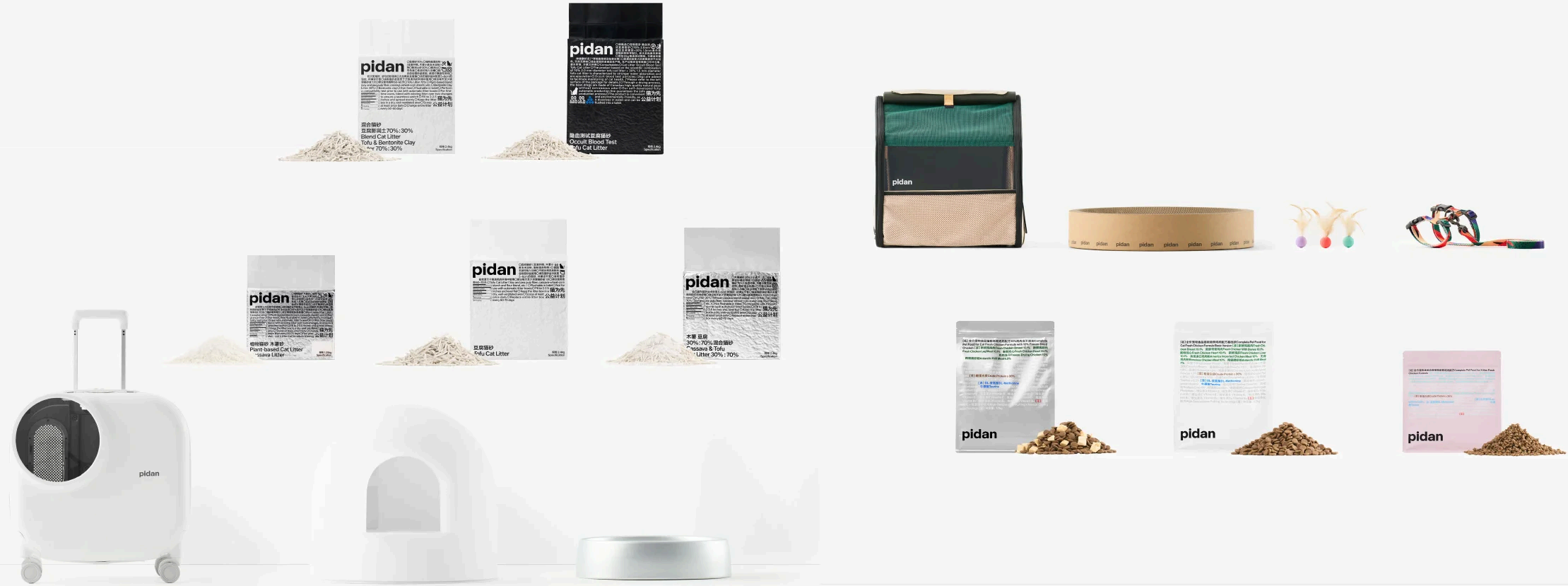
Life with cats transforms us for the better. That's why we dedicate ourselves to observing, understanding, and truly connecting with them.

pidan, in its entirety, is born from the trust and choice of nearly 10 million people who share their lives with cats. To speak plainly, without cats, pidan simply wouldn't exist. We pledge to reinvest every possible profit back into creating better products for cats, improving their living conditions, and spreading awareness of the incredible gifts they bring to our lives.

Humans need cats because they transform the sadness of solitude into the beauty of tranquility.

Product

30 million+ bags of cat litter sold annually. Available in more than 20 countries and regions, including the United States, Australia, France, and Japan.



Cat Litter



Plant-Based Pellet Cat Litter Tofu Litter
Strong Odor Control, Low Dust

PD1611M1 | 2.4 kg



Plant-based Cat Litter Cassava Litter
Firm Clumping, Low Dust

PD1659M1 | 2.4 kg PD1667S1 | 1.25 kg



Plant-Based Blend Cat Litter Cassava & Tofu 30%:70%
Firm Clumping, Strong Odor Control

PD1665M1 | 2.4 kg PD1647LXF | 4.3 kg



Cat Litter Occult Blood Test Tofu Cat Litter
Urine Health Monitoring

PD1607M1 | 2.4 kg



Plant-based Cat Litter Coffee Litter
Recycled Coffee Grounds, Eco-Friendly, Odor Control

PD1616M1 | 2.4 kg



Tofu & Bentonite Clay Cat Litter 70%:30%
Reliable Performance, Great Value

PD1605M1 | 2.4 kg



Cassava & Bentonite Clay Cat Litter 40%:60%
Fast Clumping, Water Lock & Efficiency

PD1663M1 | 2.4 kg



Natural Sodium Bentonite Cat Litter- Rounded Granule
Fast Clumping, Water Lock & Efficiency

PD1669S1 | 2.4 kg

Cat Supplies



Pet Nest - Karesansui Model
Natural Cooling

PD2020G1



Cat Litter Box Igloo Type
Serenity in the Snow

PD1001W1



Wheeled Pet Carrier for Cat
Ventilation Typel
Built-in Fan, Silent Wheels

PD2601W1



Pet Toy Cat Teaser Lure Style
Restore Cat's Lost Hunting Joy

PD3005B1



Pet Food Storage Vacuum and Weighing Type
Automatic Vacuum with One Button,
Keep pet food fresh

PD2802W1



Expandable Pet Hut Backpack
Expand or Fold, Carry Your Way

PD2652M1



Pet Leash for Cats
Escape-Resistant H-Shaped
Harness

PD2950A2



Pet Toy Cat Scratcher Round Type
Premium Materials, Sleek Design

PD3320R1



Pet Toy Bouncy Balls
Durable & Safe, Endless Fun

PD3206M3

Cat Food



Complete Pet Food for Cat Fresh Chicken Formula with 10% Freeze-Dried Chicken
Infused with 10% freeze-dried meat – nutritious and crunchy

PD9110X1



Complete Pet Food for Cat Chicken Meal Formula
Premium Chicken Meal, Compliant with AAFCO Recommended Standards

PD9115X1



Complete Pet Food for Cat 100% Freeze-Dried Fresh Chicken Formula
100% Freeze-Dried Cat Food, 76% Fresh Chicken Breast

PD9160X1



Complete Pet Food for Kitten Fresh Chicken Formula
Formulated for Kittens – Gentle and Nutritious

PD9130X1



Complete Pet Food for Cat Fresh Chicken Formula Basic Version
Single Chicken Protein Source, Low-Allergen Formula, Easy to Digest

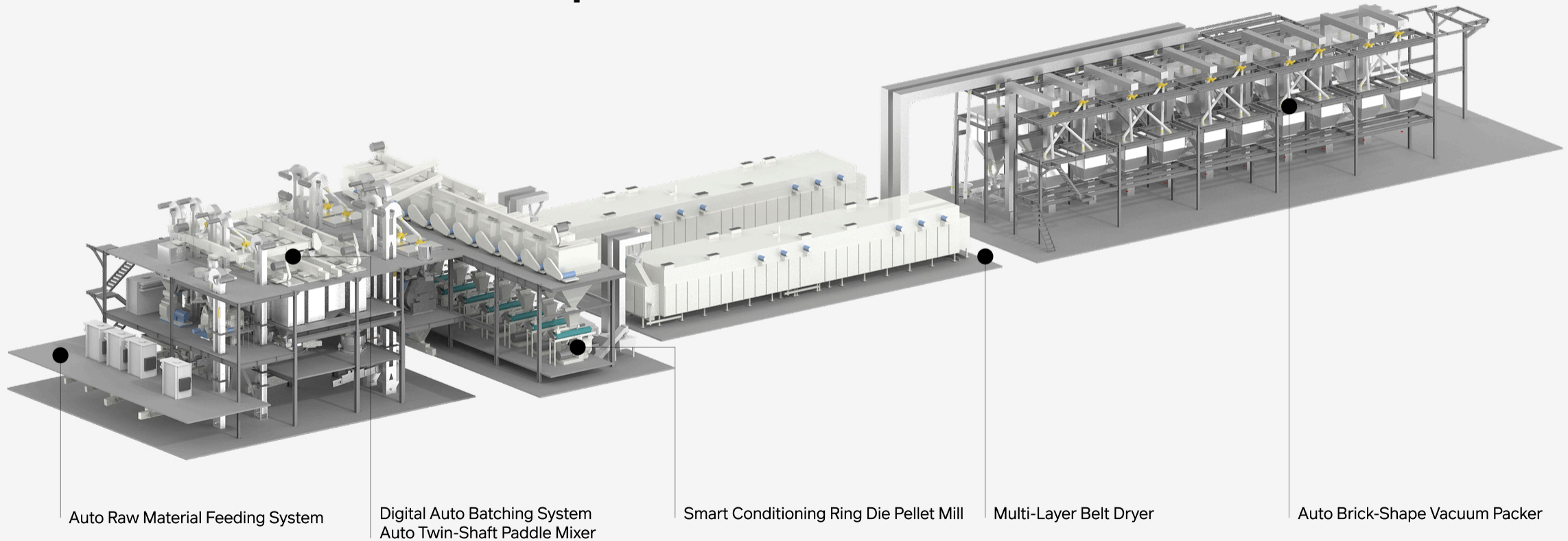
PD9120X1



Complete Pet Food Baked for Cat Fresh Chicken Formula
Slow Baking Technology without Meat Powder, 85% Fresh Chicken

PD9140X1

7 Fully Automated Industry 4.0 Production Lines in Development



Advanced Smart Manufacturing

Long-Standing Supply Chain Partners: Trusted manufacturing partners include Famsun (since 1967) and Bühler (since 1860), providing industry-leading technology and expertise.

High-Efficiency Mixing Equipment from Famsun, top-tier intelligent feed-equipment manufacturer, delivers consistent quality and uniform blending. Precision Pelletizing Equipment uses patented ring-die pelleting technology from Switzerland's Bühler, food-and-feed-processing leader, for accurate pelletizing and stable formulation. Food-Grade Drying Equipment, also from Famsun, enables efficient dehydration for crisp, clean finished products.

Welfare

pidan's public Welfare go beyond its long-term TNR program for stray cats run by pidan Care. pidan also independently launches and collaborates with various organizations, brands, and creators on projects that benefit cats. Through different approaches and in different settings, it provides practical support for cats while expressing the meaning cats hold for people.



Feral Cats TNR Initiative

pidan Care

Over 4,100 stray cats have been supported.



Pet-Friendly Welfare Project

Soft Street Plan

1,000+ stores joining for pet-friendly experiences.



pidan × Mercedes Benz V-Class MPV

Cat Travel Car Seat Carrier

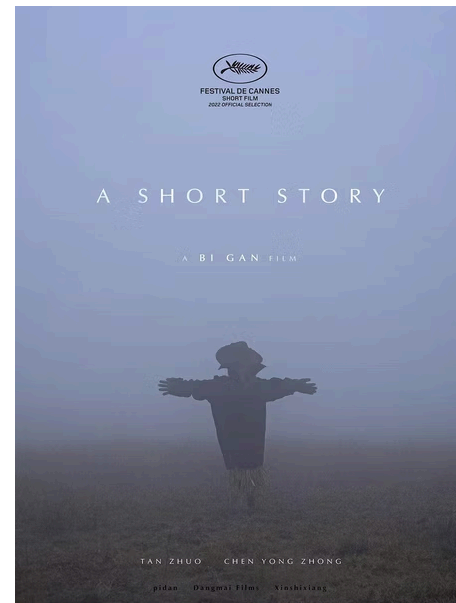
Inspired by child car seats to keep cats safe on every ride.



pidan × CROQUIS

Cat Functional Vest

Start from the perspective of Cats First, and explore Cat Functional Vest to practically help cats.



Brand Short Film

A Short Story

Directed by Bi Gan, In Competition for the Short Film Palme d'Or, Cannes 75.

pidan Care

pidan creates products for cats, while pidan Care is dedicated to supporting them. pidan Care hopes not only to improve the lives of cats living in human homes, but also to do more for cats navigating life within our communities.

Sterilization

Launched in 2023, the “Neuter, Feed, Love” TNR initiative promotes responsible stray-cat management. To date, the program has supported the spay and neuter of more than 4,100 feral cats across 13 districts, 69 subdistricts, and 279 neighborhoods in Shanghai.

Tools

pidan Care also developed humane TNR trapping tools to make the process safer and less stressful for cats. Since entering mass production in June 2025, the tools have been donated to 80 university cat societies and animal welfare organizations.

Donations

In July 2021, pidan Care provided a dedicated donation of RMB 500,000 to support the rescue and relocation of animals affected by the “7·20 Henan Floods”. In December 2025, pidan Care donated HKD 300,000 to the “SPCA Hong Kong” to support animal rescue and post-disaster relief efforts following the Tai Po fire in Hong Kong.

Channel

Global Sales Network

pidan’s distribution channels now cover 21 countries and regions worldwide. Wholly-owned subsidiaries with independent operations are established in China, the United States and Japan.

Europe	The United Kingdom	COCOCAT LIMITED	
	Russia	LIMITED LIABILITY COMPANY “JAYAN”	
	Germany	OSCAR & SPARK LIMITED	
	France	MAISON JOO	
	Benelux	PAWNECT B.V.	
	Iberian Peninsula	AX GLOBAL COMPANION SL	
	Denmark	KAAPAW APS	
North America	United States of America	PIDAN INC.	Wholly Owned Subsidiary
	Canada	TEDDYBOB ENTERPRISES INC.	
South America	Brazil	PETSUPERMARKET COMÉRCIO DE PRODUTOS PARA ANIMAIS LTDA.	
Oceania	Australia	PETGO PTY LTD	
	New Zealand	PAWS WHOLESALE LIMITED	
Asia	Japan	PIDAN JP Co., Ltd.	Wholly Owned Subsidiary
	Republic of Korea	PEPE INC.	
	Vietnam	LIDYE VIETNAM INTERNATIONAL TRADING CO., LTD	
	Malaysia	GAIN GROUND SDN BHD	
	Singapore	GAIN GROUND PTE. LTD.	
Other	Turkey	Ozlem Yavuz	
	The Middle East	Shanghai Qinyongheng Management Consulting Co.,Ltd.	

Channel City Partners

China	Beijing	Beijing Gelinwode Information Technology Service Co., Ltd.
	Shenzhen	Shenzhen Dole Innovation Technology Co. Ltd.
	Hangzhou	Hangzhou Xishan Pet Products Co., Ltd.
	Chengdu	Sichuan Pibaobao Technology Co., Ltd
	Wuhan	Wuhan Lehan Xinchong Trading Co., Ltd.
	Jinan	Yirong Century Supply Chain Management Co., Ltd.
	Changsha	Leiyang Meipojia Pet Products Co., Ltd.
	Wuxi	Wuxi Chongjiajia E-commerce Co., Ltd.
	Changzhou	Changzhou Aisha Pet Products Technology Co., Ltd.

Channel Purchase Channels

Global purchase channels are continuously being updated.

