

# **Global Cannabis-infused Edibles Market Size study, by Product (Baked Products, Chocolates & Bars, Drinks, Gum & Sprays, Sugar Candies), by Raw Material (Hemp CBD Oil, Marijuana CBD Oil), by Source (Inorganic, Organic), by Distribution Channel (Offline Mode, Online Mode) and Regional Forecasts 2022-2032**

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## **Abstracts**

Global Cannabis-infused Edibles Market is valued at approximately USD 5.13 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 11.64% over the forecast period 2024-2032. Cannabis-infused edibles are food products infused with cannabinoids, the active compounds found in the cannabis plant. These edibles come in various forms, including baked goods, chocolates, gummies, beverages, cooking oils, and more. The infusion process often involves incorporating cannabis extracts such as cannabidiol (CBD), tetrahydrocannabinol (THC), or a combination of both. The increased legalization of cannabis for medical and recreational use, coupled with growing awareness of the health benefits associated with cannabis, has significantly increased the demand for cannabis-infused edible products. Additionally, the rising millennial population demanding cannabis-infused edibles has further expanded the market scope. However, establishing consistent dosing and potency standards remains challenging, which restrict market growth. Nonetheless, the development of new forms of edibles catering to dietary restrictions and preferences, such as vegan or gluten-free options, presents opportunistic growth. Partnerships with established food and beverage companies could also provide new avenues for market penetration and expansion.

The Cannabis-infused baked products segment includes cookies, brownies, cakes, and pastries, appealing to consumers seeking comfort foods with the added benefits of

cannabis. These products are often homemade, resulting in significant variability in quality and potency. Regulatory constraints on dosage and packaging are critical factors influencing the development and sales of these products. Consumer trends are shifting towards healthier options with lower sugar content and gluten-free alternatives, impacting product innovation within this category. Chocolates and bars, particularly dark chocolate, are marketed as premium or artisanal, appealing to a quality-conscious consumer base willing to pay higher prices for luxury edibles. The cannabis-infused drinks sector includes teas, sodas, juices, and even alcoholic beverage alternatives. Consumers increasingly prefer these segments due to their familiar and convenient consumption methods. The future of this segment may involve competition with the traditional beverages market, focusing on low-calorie options, natural ingredients, and varying potency levels to cater to different consumer preferences. Gum and sprays offer discrete and convenient options for consumers, with various flavors designed for microdosing and fast-acting effects. The sugar candies segment, including gummies, hard candies, lollipops, and jelly beans, has surged in popularity due to their ease of use, discrete nature, and variety of flavors.

The key regions considered for the global Cannabis-infused Edibles market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. In North America, the market is dominating in 2023 due to substantial progress in legalizing cannabis for medical and recreational use. Whereas, the market in Asia Pacific is anticipated to grow at the fastest rate over the forecast period fueled by increasing awareness of the potential health benefits of cannabis, along with a growing acceptance of CBD products.

Major market players included in this report are:

Aurora Cannabis Inc.

Baked Bros

Balanced Health Botanicals by Village Farms International

Bhang Inc.

Cannabinoid Creations

Cannabis Energy Drink

Canopy Growth Corporation

Charlotte's Web Holdings Inc.

Cheeba Chews

Chef Rubber

The detailed segments and sub-segment of the market are explained below:

By Product:

- Baked Products
- Chocolates & Bars
- Drinks

- Gum & Sprays

- Sugar Candies

By Raw Material:

- Hemp CBD Oil

- Marijuana CBD Oil

By Source:

- Inorganic

- Organic

By Distribution Channel:

- Offline Mode

- Online Mode

By Region:

North America

- U.S.

- Canada

Europe

- UK

- Germany

- France

- Spain

- Italy

- ROE

Asia Pacific

- China

- India

- Japan

- Australia

- South Korea

- RoAPAC

Latin America

- Brazil

- Mexico

- RoLA

Middle East & Africa

- Saudi Arabia

- South Africa

- RoMEA

Years considered for the study are as follows:

- Historical year – 2022

- Base year – 2023
- Forecast period – 2024 to 2032

Key Takeaways:

- Market Estimates & Forecast for 10 years from 2022 to 2032.
- Annualized revenues and regional level analysis for each market segment.
- Detailed analysis of geographical landscape with Country level analysis of major regions.
- Competitive landscape with information on major players in the market.
- Analysis of key business strategies and recommendations on future market approach.
- Analysis of competitive structure of the market.
- Demand side and supply side analysis of the market.

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