

Global Hemp CBD Market Size study, by End Use, Distribution Channel, and Regional Forecasts 2022-2032

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Abstracts

Global Hemp CBD Market is valued approximately at USD 3.91 billion in 2023 and is anticipated to grow with an impressive CAGR of more than 18.59% over the forecast period 2024–2032. Cannabidiol (CBD), a non-psychoactive compound derived from hemp, has emerged as one of the most disruptive and transformative forces in the wellness, pharmaceutical, and nutraceutical markets. Its surge in popularity can be traced to its wide-ranging therapeutic benefits—ranging from pain management and anti-inflammatory properties to its efficacy in treating anxiety and insomnia—making it a favored alternative across multiple consumer demographics. As regulatory landscapes evolve and societal attitudes toward cannabis derivatives soften, hemp-derived CBD products have secured a foothold across mainstream retail channels, driving demand across both developed and emerging economies.

The upward momentum in the hemp CBD market has been reinforced by several converging macroeconomic and behavioral shifts. Increasing awareness regarding the benefits of plant-based therapies, coupled with a rising inclination toward natural health remedies, has amplified consumer interest. Moreover, the legalization of hemp cultivation in various jurisdictions has galvanized the supply chain and opened floodgates for innovation across product categories including tinctures, topicals, edibles, and personal care items. However, the market continues to wrestle with complexities such as inconsistent regulatory frameworks, lack of standardized dosing protocols, and quality control challenges. Even so, increasing R&D investments and strategic collaborations among manufacturers, research institutions, and government bodies are actively addressing these barriers, paving the way for scalable, compliant growth.

Consumer preferences are becoming more sophisticated, pushing brands to diversify

their product offerings and enhance delivery formats. From water-soluble CBD beverages to nano-emulsified formulations with faster absorption rates, the innovation race is redefining competitive advantage in this space. Additionally, there is a marked shift toward functional wellness, with CBD-infused products now integrated into daily routines such as skincare regimens, nutritional supplementation, and even pet care. Distribution channels have evolved in tandem, with e-commerce platforms playing a pivotal role in expanding reach, while brick-and-mortar outlets like pharmacies, wellness stores, and specialty boutiques are bolstering consumer trust through in-store education and product sampling.

North America dominates the global hemp CBD market, owing to early regulatory liberalization, high consumer awareness, and a well-established supply chain infrastructure. The United States continues to lead in innovation and adoption, spurred by a robust ecosystem of startups, legacy health brands, and aggressive marketing campaigns. Europe follows as a close contender, supported by a health-conscious population, progressive regulatory changes, and increased spending on alternative medicine. Asia Pacific, though relatively nascent, is witnessing accelerating growth due to expanding legalization frameworks, rising disposable income, and evolving consumer lifestyles in key markets like China, India, and Japan. Latin America and the Middle East & Africa are gradually emerging as opportunity-rich zones, particularly as governments initiate cannabis reform and health & wellness awareness improves.

Major market player included in this report are:

Charlotte's Web Holdings, Inc.

Aurora Cannabis Inc.

Canopy Growth Corporation

CV Sciences, Inc.

Elixinol Global Limited

Medical Marijuana, Inc.

HempMeds

Endoca

Joy Organics

Green Roads

CBDistillery

Medterra CBD

NuLeaf Naturals, LLC

Veritas Farms, Inc.

PharmaHemp d.o.o.

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

By End Use

Personal Use

Medical Use

Wellness and Cosmetics

Food and Beverage

Others

By Distribution Channel

Online

Offline

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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.

Contents

CHAPTER 1. GLOBAL HEMP CBD MARKET EXECUTIVE SUMMARY

- 1.1. Global Market Size & Forecast (2022–2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By End Use
 - 1.3.2. By Distribution Channel
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL HEMP CBD MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply-Side Analysis
 - 2.3.3.1. Cultivation & Extraction Capacity
 - 2.3.3.2. Processing Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Producer Perspective)
 - 2.3.4. Demand-Side Analysis
 - 2.3.4.1. Regulatory Frameworks
 - 2.3.4.2. Consumer Awareness & Acceptance
 - 2.3.4.3. Technological Advancements in Formulation
 - 2.3.4.4. Health & Wellness Trends
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL HEMP CBD MARKET DYNAMICS

- 3.1. Market Drivers

- 3.1.1. Widening therapeutic applications and wellness adoption
- 3.1.2. Legalization and regulatory liberalization of hemp cultivation
- 3.1.3. Surge in demand for natural, plant-based health solutions
- 3.2. Market Challenges
 - 3.2.1. Inconsistent regulatory frameworks across regions
 - 3.2.2. Quality control and lack of standardized dosing
 - 3.2.3. Supply chain complexities and raw material variability
- 3.3. Market Opportunities
 - 3.3.1. Innovation in delivery formats (nano-emulsions, water-soluble blends)
 - 3.3.2. E-commerce and direct-to-consumer channel expansion
 - 3.3.3. Growth potential in emerging markets

CHAPTER 4. GLOBAL HEMP CBD MARKET INDUSTRY ANALYSIS

- 4.1. Porter's Five Forces Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
 - 4.1.6. Futuristic Approach to Porter's Five Forces
 - 4.1.7. Five Forces Impact Analysis
- 4.2. PESTEL Analysis
 - 4.2.1. Political
 - 4.2.2. Economic
 - 4.2.3. Social
 - 4.2.4. Technological
 - 4.2.5. Environmental
 - 4.2.6. Legal
- 4.3. Top Investment Opportunities
- 4.4. Top Winning Strategies
- 4.5. Disruptive Trends
- 4.6. Industry Expert Perspective
- 4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL HEMP CBD MARKET SIZE & FORECASTS BY END USE, 2022–2032

5.1. Segment Dashboard

5.2. Revenue Trend Analysis by End Use, 2022 & 2032 (USD Million/Billion)

- 5.2.1. Personal Use
- 5.2.2. Medical Use
- 5.2.3. Wellness and Cosmetics
- 5.2.4. Food and Beverage
- 5.2.5. Others

CHAPTER 6. GLOBAL HEMP CBD MARKET SIZE & FORECASTS BY DISTRIBUTION CHANNEL, 2022–2032

6.1. Segment Dashboard

6.2. Revenue Trend Analysis by Distribution Channel, 2022 & 2032 (USD Million/Billion)

- 6.2.1. Online
- 6.2.2. Offline

CHAPTER 7. GLOBAL HEMP CBD MARKET SIZE & FORECASTS BY REGION, 2022–2032

7.1. North America

- 7.1.1. U.S.
 - 7.1.1.1. By End Use breakdown size & forecasts, 2022–2032
 - 7.1.1.2. By Distribution Channel breakdown size & forecasts, 2022–2032
- 7.1.2. Canada

7.2. Europe

- 7.2.1. UK
- 7.2.2. Germany
- 7.2.3. France
- 7.2.4. Spain
- 7.2.5. Italy
- 7.2.6. Rest of Europe

7.3. Asia Pacific

- 7.3.1. China
- 7.3.2. India
- 7.3.3. Japan
- 7.3.4. Australia
- 7.3.5. South Korea
- 7.3.6. Rest of Asia Pacific

7.4. Latin America

- 7.4.1. Brazil

- 7.4.2. Mexico
- 7.4.3. Rest of Latin America
- 7.5. Middle East & Africa
 - 7.5.1. Saudi Arabia
 - 7.5.2. South Africa
 - 7.5.3. Rest of Middle East & Africa

CHAPTER 8. COMPETITIVE INTELLIGENCE

- 8.1. Key Company SWOT Analysis
 - 8.1.1. Charlotte's Web Holdings, Inc.
 - 8.1.2. Aurora Cannabis Inc.
 - 8.1.3. Canopy Growth Corporation
- 8.2. Top Market Strategies
- 8.3. Company Profiles
 - 8.3.1. Charlotte's Web Holdings, Inc.
 - 8.3.1.1. Key Information
 - 8.3.1.2. Overview
 - 8.3.1.3. Financial (Subject to Data Availability)
 - 8.3.1.4. Product Summary
 - 8.3.1.5. Market Strategies
 - 8.3.2. Aurora Cannabis Inc.
 - 8.3.3. Canopy Growth Corporation
 - 8.3.4. CV Sciences, Inc.
 - 8.3.5. Elixinol Global Limited
 - 8.3.6. Medical Marijuana, Inc.
 - 8.3.7. HempMeds
 - 8.3.8. Endoca
 - 8.3.9. Joy Organics
 - 8.3.10. Green Roads
 - 8.3.11. CBDistillery
 - 8.3.12. Medterra CBD
 - 8.3.13. NuLeaf Naturals, LLC
 - 8.3.14. Veritas Farms, Inc.
 - 8.3.15. PharmaHemp d.o.o.

CHAPTER 9. RESEARCH PROCESS

- 9.1. Research Process

- 9.1.1. Data Mining
- 9.1.2. Analysis
- 9.1.3. Market Estimation
- 9.1.4. Validation
- 9.1.5. Publishing
- 9.2. Research Attributes

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