

Global CBD Serums Market Research Report 2026(Status and Outlook)

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Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on CBD Serums competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. CBD Serums are topical skincare products infused with cannabidiol (CBD), a non-psychoactive compound derived from hemp. They are typically lightweight, fast-absorbing, and used to target skin concerns such as inflammation, acne, redness, dryness, and signs of aging. In 2024, global CBD serum production reached approximately 5,200 units, with an average global market price of around US\$28 per unit. Upstream: Hemp growers, CBD extractors, carrier oil suppliers, cosmetic raw material providers. Midstream: Cosmetic manufacturers, contract formulators, CBD product brands. Downstream: E-commerce platforms, beauty retail chains, wellness clinics, spas, and pharmacies.

The global CBD Serums market size was estimated at USD 2663.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 10.20% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global CBD Serums market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current

status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global CBD Serums market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the CBD Serums market.

Global CBD Serums Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Kiehl's (L'Oréal Group)
Estée Lauder Companies
Saint Jane Beauty
Cannuka
CBDfx
Endoca
Vertly
Kana Skincare
Josie Maran Cosmetics
Herbivore Botanicals

Market Segmentation (by Type)

Water-based
Oil-based
Emulsion/Gel

Market Segmentation (by Application)

Marketplaces (e-com)
Specialty beauty retail
Pharmacies/Drugstores
Spas/Salons

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the CBD Serums Market
Overview of the regional outlook of the CBD Serums Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the CBD Serums Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of CBD Serums, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of CBD Serums
- 1.2 Key Market Segments
 - 1.2.1 CBD Serums Segment by Type
 - 1.2.2 CBD Serums Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 CBD SERUMS MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global CBD Serums Market Size (M USD) Estimates and Forecasts (2020-2035)
 - 2.1.2 Global CBD Serums Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 CBD SERUMS MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global CBD Serums Product Life Cycle
- 3.3 Global CBD Serums Sales by Manufacturers (2020-2025)
- 3.4 Global CBD Serums Revenue Market Share by Manufacturers (2020-2025)
- 3.5 CBD Serums Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global CBD Serums Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 CBD Serums Market Competitive Situation and Trends
 - 3.8.1 CBD Serums Market Concentration Rate
 - 3.8.2 Global 5 and 10 Largest CBD Serums Players Market Share by Revenue
 - 3.8.3 Mergers & Acquisitions, Expansion

4 CBD SERUMS INDUSTRY CHAIN ANALYSIS

- 4.1 CBD Serums Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF CBD SERUMS MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global CBD Serums Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to CBD Serums Market
- 5.7 ESG Ratings of Leading Companies

6 CBD SERUMS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global CBD Serums Sales Market Share by Type (2020-2025)
- 6.3 Global CBD Serums Market Size by Type (2020-2025)
- 6.4 Global CBD Serums Price by Type (2020-2025)

7 CBD SERUMS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global CBD Serums Market Sales by Application (2020-2025)
- 7.3 Global CBD Serums Market Size (M USD) by Application (2020-2025)
- 7.4 Global CBD Serums Sales Growth Rate by Application (2020-2025)

8 CBD SERUMS MARKET SALES BY REGION

8.1 Global CBD Serums Sales by Region

8.1.1 Global CBD Serums Sales by Region

8.1.2 Global CBD Serums Sales Market Share by Region

8.2 Global CBD Serums Market Size by Region

8.2.1 Global CBD Serums Market Size by Region

8.2.2 Global CBD Serums Market Size by Region

8.3 North America

8.3.1 North America CBD Serums Sales by Country

8.3.2 North America CBD Serums Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe CBD Serums Sales by Country

8.4.2 Europe CBD Serums Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific CBD Serums Sales by Region

8.5.2 Asia Pacific CBD Serums Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America CBD Serums Sales by Country

8.6.2 South America CBD Serums Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa CBD Serums Sales by Region

- 8.7.2 Middle East and Africa CBD Serums Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

9 CBD SERUMS MARKET PRODUCTION BY REGION

- 9.1 Global Production of CBD Serums by Region(2020-2025)
- 9.2 Global CBD Serums Revenue Market Share by Region (2020-2025)
- 9.3 Global CBD Serums Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America CBD Serums Production
 - 9.4.1 North America CBD Serums Production Growth Rate (2020-2025)
 - 9.4.2 North America CBD Serums Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe CBD Serums Production
 - 9.5.1 Europe CBD Serums Production Growth Rate (2020-2025)
 - 9.5.2 Europe CBD Serums Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan CBD Serums Production (2020-2025)
 - 9.6.1 Japan CBD Serums Production Growth Rate (2020-2025)
 - 9.6.2 Japan CBD Serums Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China CBD Serums Production (2020-2025)
 - 9.7.1 China CBD Serums Production Growth Rate (2020-2025)
 - 9.7.2 China CBD Serums Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

- 10.1 Kiehl's (L'Oréal Group)
 - 10.1.1 Kiehl's (L'Oréal Group) Basic Information
 - 10.1.2 Kiehl's (L'Oréal Group) CBD Serums Product Overview
 - 10.1.3 Kiehl's (L'Oréal Group) CBD Serums Product Market Performance
 - 10.1.4 Kiehl's (L'Oréal Group) Business Overview
 - 10.1.5 Kiehl's (L'Oréal Group) SWOT Analysis
 - 10.1.6 Kiehl's (L'Oréal Group) Recent Developments
- 10.2 Estée Lauder Companies
 - 10.2.1 Estée Lauder Companies Basic Information
 - 10.2.2 Estée Lauder Companies CBD Serums Product Overview
 - 10.2.3 Estée Lauder Companies CBD Serums Product Market Performance

- 10.2.4 Est?e Lauder Companies Business Overview
- 10.2.5 Est?e Lauder Companies SWOT Analysis
- 10.2.6 Est?e Lauder Companies Recent Developments
- 10.3 Saint Jane Beauty
 - 10.3.1 Saint Jane Beauty Basic Information
 - 10.3.2 Saint Jane Beauty CBD Serums Product Overview
 - 10.3.3 Saint Jane Beauty CBD Serums Product Market Performance
 - 10.3.4 Saint Jane Beauty Business Overview
 - 10.3.5 Saint Jane Beauty SWOT Analysis
 - 10.3.6 Saint Jane Beauty Recent Developments
- 10.4 Cannuka
 - 10.4.1 Cannuka Basic Information
 - 10.4.2 Cannuka CBD Serums Product Overview
 - 10.4.3 Cannuka CBD Serums Product Market Performance
 - 10.4.4 Cannuka Business Overview
 - 10.4.5 Cannuka Recent Developments
- 10.5 CBDfx
 - 10.5.1 CBDfx Basic Information
 - 10.5.2 CBDfx CBD Serums Product Overview
 - 10.5.3 CBDfx CBD Serums Product Market Performance
 - 10.5.4 CBDfx Business Overview
 - 10.5.5 CBDfx Recent Developments
- 10.6 Endoca
 - 10.6.1 Endoca Basic Information
 - 10.6.2 Endoca CBD Serums Product Overview
 - 10.6.3 Endoca CBD Serums Product Market Performance
 - 10.6.4 Endoca Business Overview
 - 10.6.5 Endoca Recent Developments
- 10.7 Vertly
 - 10.7.1 Vertly Basic Information
 - 10.7.2 Vertly CBD Serums Product Overview
 - 10.7.3 Vertly CBD Serums Product Market Performance
 - 10.7.4 Vertly Business Overview
 - 10.7.5 Vertly Recent Developments
- 10.8 Kana Skincare
 - 10.8.1 Kana Skincare Basic Information
 - 10.8.2 Kana Skincare CBD Serums Product Overview
 - 10.8.3 Kana Skincare CBD Serums Product Market Performance
 - 10.8.4 Kana Skincare Business Overview

- 10.8.5 Kana Skincare Recent Developments
- 10.9 Josie Maran Cosmetics
 - 10.9.1 Josie Maran Cosmetics Basic Information
 - 10.9.2 Josie Maran Cosmetics CBD Serums Product Overview
 - 10.9.3 Josie Maran Cosmetics CBD Serums Product Market Performance
 - 10.9.4 Josie Maran Cosmetics Business Overview
 - 10.9.5 Josie Maran Cosmetics Recent Developments
- 10.10 Herbivore Botanicals
 - 10.10.1 Herbivore Botanicals Basic Information
 - 10.10.2 Herbivore Botanicals CBD Serums Product Overview
 - 10.10.3 Herbivore Botanicals CBD Serums Product Market Performance
 - 10.10.4 Herbivore Botanicals Business Overview
 - 10.10.5 Herbivore Botanicals Recent Developments

11 CBD SERUMS MARKET FORECAST BY REGION

- 11.1 Global CBD Serums Market Size Forecast
- 11.2 Global CBD Serums Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe CBD Serums Market Size Forecast by Country
 - 11.2.3 Asia Pacific CBD Serums Market Size Forecast by Region
 - 11.2.4 South America CBD Serums Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of CBD Serums by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

- 12.1 Global CBD Serums Market Forecast by Type (2026-2035)
 - 12.1.1 Global Forecasted Sales of CBD Serums by Type (2026-2035)
 - 12.1.2 Global CBD Serums Market Size Forecast by Type (2026-2035)
 - 12.1.3 Global Forecasted Price of CBD Serums by Type (2026-2035)
- 12.2 Global CBD Serums Market Forecast by Application (2026-2035)
 - 12.2.1 Global CBD Serums Sales (K Units) Forecast by Application
 - 12.2.2 Global CBD Serums Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Global CBD Serums Market Size by Type (M USD)
- Table 4. Global CBD Serums Market Size by Application
- Table 5. CBD Serums Market Size Comparison by Region (M USD)
- Table 6. Global CBD Serums Sales (K Units) by Manufacturers (2020-2025)
- Table 7. Global CBD Serums Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global CBD Serums Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global CBD Serums Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in CBD Serums as of 2025)
- Table 11. Global Market CBD Serums Average Price (USD/Unit) of Key Manufacturers (2020-2025)
- Table 12. Manufacturers? Manufacturing Sites, Areas Served
- Table 13. Manufacturers? Product Type
- Table 14. Global CBD Serums Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 15. Mergers & Acquisitions, Expansion Plans
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. CBD Serums Market Challenges
- Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
- Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
- Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
- Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 26. Global CBD Serums Sales by Type (K Units)
- Table 27. Global CBD Serums Market Size by Type (M USD)
- Table 28. Global CBD Serums Sales (K Units) by Type (2020-2025)
- Table 29. Global CBD Serums Sales Market Share by Type (2020-2025)
- Table 30. Global CBD Serums Market Size (M USD) by Type (2020-2025)
- Table 31. Global CBD Serums Market Share by Type (2020-2025)

- Table 32. Global CBD Serums Price (USD/Unit) by Type (2020-2025)
- Table 33. Global CBD Serums Sales (K Units) by Application
- Table 34. Global CBD Serums Market Size by Application
- Table 35. Global CBD Serums Sales by Application (2020-2025) & (K Units)
- Table 36. Global CBD Serums Sales Market Share by Application (2020-2025)
- Table 37. Global CBD Serums Market Size by Application (2020-2025) & (M USD)
- Table 38. Global CBD Serums Market Share by Application (2020-2025)
- Table 39. Global CBD Serums Sales Growth Rate by Application (2020-2025)
- Table 40. Global CBD Serums Sales by Region (2020-2025) & (K Units)
- Table 41. Global CBD Serums Sales Market Share by Region (2020-2025)
- Table 42. Global CBD Serums Market Size by Region (2020-2025) & (M USD)
- Table 43. Global CBD Serums Market Size by Region (2020-2025)
- Table 44. North America CBD Serums Sales by Country (2020-2025) & (K Units)
- Table 45. North America CBD Serums Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe CBD Serums Sales by Country (2020-2025) & (K Units)
- Table 47. Europe CBD Serums Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific CBD Serums Sales by Region (2020-2025) & (K Units)
- Table 49. Asia Pacific CBD Serums Market Size by Region (2020-2025) & (M USD)
- Table 50. South America CBD Serums Sales by Country (2020-2025) & (K Units)
- Table 51. South America CBD Serums Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa CBD Serums Sales by Region (2020-2025) & (K Units)
- Table 53. Middle East and Africa CBD Serums Market Size by Region (2020-2025) & (M USD)
- Table 54. Global CBD Serums Production (K Units) by Region(2020-2025)
- Table 55. Global CBD Serums Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global CBD Serums Revenue Market Share by Region (2020-2025)
- Table 57. Global CBD Serums Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 58. North America CBD Serums Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 59. Europe CBD Serums Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 60. Japan CBD Serums Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 61. China CBD Serums Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 62. Kiehl's (L'Oréal Group) Basic Information
- Table 63. Kiehl's (L'Oréal Group) CBD Serums Product Overview
- Table 64. Kiehl's (L'Oréal Group) CBD Serums Sales (K Units), Revenue (M USD),

Price (USD/Unit) and Gross Margin (2020-2025)

Table 65. Kiehl's (L'Oréal Group) Business Overview

Table 66. Kiehl's (L'Oréal Group) SWOT Analysis

Table 67. Kiehl's (L'Oréal Group) Recent Developments

Table 68. Estée Lauder Companies Basic Information

Table 69. Estée Lauder Companies CBD Serums Product Overview

Table 70. Estée Lauder Companies CBD Serums Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 71. Estée Lauder Companies Business Overview

Table 72. Estée Lauder Companies SWOT Analysis

Table 73. Estée Lauder Companies Recent Developments

Table 74. Saint Jane Beauty Basic Information

Table 75. Saint Jane Beauty CBD Serums Product Overview

Table 76. Saint Jane Beauty CBD Serums Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 77. Saint Jane Beauty Business Overview

Table 78. Saint Jane Beauty SWOT Analysis

Table 79. Saint Jane Beauty Recent Developments

Table 80. Cannuka Basic Information

Table 81. Cannuka CBD Serums Product Overview

Table 82. Cannuka CBD Serums Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 83. Cannuka Business Overview

Table 84. Cannuka Recent Developments

Table 85. CBDfx Basic Information

Table 86. CBDfx CBD Serums Product Overview

Table 87. CBDfx CBD Serums Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 88. CBDfx Business Overview

Table 89. CBDfx Recent Developments

Table 90. Endoca Basic Information

Table 91. Endoca CBD Serums Product Overview

Table 92. Endoca CBD Serums Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 93. Endoca Business Overview

Table 94. Endoca Recent Developments

Table 95. Vertly Basic Information

Table 96. Vertly CBD Serums Product Overview

Table 97. Vertly CBD Serums Sales (K Units), Revenue (M USD), Price (USD/Unit) and

Gross Margin (2020-2025)

Table 98. Vertly Business Overview

Table 99. Vertly Recent Developments

Table 100. Kana Skincare Basic Information

Table 101. Kana Skincare CBD Serums Product Overview

Table 102. Kana Skincare CBD Serums Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 103. Kana Skincare Business Overview

Table 104. Kana Skincare Recent Developments

Table 105. Josie Maran Cosmetics Basic Information

Table 106. Josie Maran Cosmetics CBD Serums Product Overview

Table 107. Josie Maran Cosmetics CBD Serums Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 108. Josie Maran Cosmetics Business Overview

Table 109. Josie Maran Cosmetics Recent Developments

Table 110. Herbivore Botanicals Basic Information

Table 111. Herbivore Botanicals CBD Serums Product Overview

Table 112. Herbivore Botanicals CBD Serums Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 113. Herbivore Botanicals Business Overview

Table 114. Herbivore Botanicals Recent Developments

Table 115. Global CBD Serums Sales Forecast by Region (2026-2035) & (K Units)

Table 116. Global CBD Serums Market Size Forecast by Region (2026-2035) & (M USD)

Table 117. North America CBD Serums Sales Forecast by Country (2026-2035) & (K Units)

Table 118. North America CBD Serums Market Size Forecast by Country (2026-2035) & (M USD)

Table 119. Europe CBD Serums Sales Forecast by Country (2026-2035) & (K Units)

Table 120. Europe CBD Serums Market Size Forecast by Country (2026-2035) & (M USD)

Table 121. Asia Pacific CBD Serums Sales Forecast by Region (2026-2035) & (K Units)

Table 122. Asia Pacific CBD Serums Market Size Forecast by Region (2026-2035) & (M USD)

Table 123. South America CBD Serums Sales Forecast by Country (2026-2035) & (K Units)

Table 124. South America CBD Serums Market Size Forecast by Country (2026-2035) & (M USD)

Table 125. Middle East and Africa CBD Serums Sales Forecast by Country (2026-2035)

& (Units)

Table 126. Middle East and Africa CBD Serums Market Size Forecast by Country (2026-2035) & (M USD)

Table 127. Global CBD Serums Sales Forecast by Type (2026-2035) & (K Units)

Table 128. Global CBD Serums Market Size Forecast by Type (2026-2035) & (M USD)

Table 129. Global CBD Serums Price Forecast by Type (2026-2035) & (USD/Unit)

Table 130. Global CBD Serums Sales (K Units) Forecast by Application (2026-2035)

Table 131. Global CBD Serums Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of CBD Serums
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global CBD Serums Market Size (M USD), 2025-2035
- Figure 5. Global CBD Serums Market Size (M USD) (2020-2035)
- Figure 6. Global CBD Serums Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. CBD Serums Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global CBD Serums Product Life Cycle
- Figure 13. CBD Serums Sales Share by Manufacturers in 2025
- Figure 14. Global CBD Serums Revenue Share by Manufacturers in 2025
- Figure 15. CBD Serums Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market CBD Serums Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by CBD Serums Revenue in 2025
- Figure 18. Industry Chain Map of CBD Serums
- Figure 19. Global CBD Serums Market PEST Analysis
- Figure 20. Global CBD Serums Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global CBD Serums Market Share by Type
- Figure 27. Sales Market Share of CBD Serums by Type (2020-2025)
- Figure 28. Sales Market Share of CBD Serums by Type in 2025
- Figure 29. Market Share of CBD Serums by Type (2020-2025)
- Figure 30. Market Share of CBD Serums by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global CBD Serums Market Share by Application

- Figure 33. Global CBD Serums Sales Market Share by Application (2020-2025)
- Figure 34. Global CBD Serums Sales Market Share by Application in 2025
- Figure 35. Global CBD Serums Market Share by Application (2020-2025)
- Figure 36. Global CBD Serums Market Share by Application in 2025
- Figure 37. Global CBD Serums Sales Growth Rate by Application (2020-2025)
- Figure 38. Global CBD Serums Sales Market Share by Region (2020-2025)
- Figure 39. Global CBD Serums Market Size by Region (2020-2025)
- Figure 40. North America CBD Serums Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America CBD Serums Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America CBD Serums Sales Market Share by Country in 2024
- Figure 43. North America CBD Serums Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America CBD Serums Market Size by Country in 2024
- Figure 45. U.S. CBD Serums Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. CBD Serums Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada CBD Serums Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada CBD Serums Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico CBD Serums Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico CBD Serums Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe CBD Serums Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe CBD Serums Sales Market Share by Country in 2024
- Figure 53. Europe CBD Serums Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe CBD Serums Market Size by Country in 2024
- Figure 55. Germany CBD Serums Sales and Growth Rate (2020-2025) & (K Units)
- Figure 56. Germany CBD Serums Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France CBD Serums Sales and Growth Rate (2020-2025) & (K Units)
- Figure 58. France CBD Serums Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. CBD Serums Sales and Growth Rate (2020-2025) & (K Units)
- Figure 60. U.K. CBD Serums Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy CBD Serums Sales and Growth Rate (2020-2025) & (K Units)
- Figure 62. Italy CBD Serums Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain CBD Serums Sales and Growth Rate (2020-2025) & (K Units)
- Figure 64. Spain CBD Serums Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 65. Asia Pacific CBD Serums Sales and Growth Rate (K Units)
- Figure 66. Asia Pacific CBD Serums Sales Market Share by Region in 2024
- Figure 67. Asia Pacific CBD Serums Market Size by Region in 2024
- Figure 68. China CBD Serums Sales and Growth Rate (2020-2025) & (K Units)
- Figure 69. China CBD Serums Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan CBD Serums Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan CBD Serums Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea CBD Serums Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea CBD Serums Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India CBD Serums Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India CBD Serums Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia CBD Serums Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia CBD Serums Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America CBD Serums Sales and Growth Rate (K Units)

Figure 79. South America CBD Serums Sales Market Share by Country in 2024

Figure 80. South America CBD Serums Market Size and Growth Rate (M USD)

Figure 81. South America CBD Serums Market Size by Country in 2024

Figure 82. Brazil CBD Serums Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil CBD Serums Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina CBD Serums Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina CBD Serums Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia CBD Serums Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia CBD Serums Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa CBD Serums Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa CBD Serums Sales Market Share by Region in 2024

Figure 90. Middle East and Africa CBD Serums Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa CBD Serums Market Size by Region in 2024

Figure 92. Saudi Arabia CBD Serums Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia CBD Serums Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE CBD Serums Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE CBD Serums Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt CBD Serums Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt CBD Serums Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria CBD Serums Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria CBD Serums Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa CBD Serums Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa CBD Serums Market Size and Growth Rate (2020-2025) & (M USD)

- Figure 102. Global CBD Serums Production Market Share by Region (2020-2025)
- Figure 103. North America CBD Serums Production (K Units) Growth Rate (2020-2025)
- Figure 104. Europe CBD Serums Production (K Units) Growth Rate (2020-2025)
- Figure 105. Japan CBD Serums Production (K Units) Growth Rate (2020-2025)
- Figure 106. China CBD Serums Production (K Units) Growth Rate (2020-2025)
- Figure 107. Global CBD Serums Sales Forecast by Volume (2020-2035) & (K Units)
- Figure 108. Global CBD Serums Market Size Forecast by Value (2020-2035) & (M USD)
- Figure 109. Global CBD Serums Sales Market Share Forecast by Type (2026-2035)
- Figure 110. Global CBD Serums Market Share Forecast by Type (2026-2035)
- Figure 111. Global CBD Serums Sales Forecast by Application (2026-2035)
- Figure 112. Global CBD Serums Market Share Forecast by Application (2026-2035)

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