

# **Cannabis Edibles Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025-2034**

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## **Abstracts**

The Global Cannabis Edibles Market, valued at USD 12.3 billion in 2024, is projected to expand at a CAGR of 15.9% between 2025 and 2034, driven by shifting consumer preferences, evolving regulations, and product innovations. The increasing demand for cannabis-infused food products, both for medicinal and recreational use, is propelling this surge. As legalization spreads, more consumers are exploring cannabis edibles as an accessible, discreet, and convenient consumption method.

Regulatory shifts continue to open new opportunities, making cannabis edibles more widely available. The adoption of favorable policies has played a pivotal role in destigmatizing cannabis and increasing its acceptance across diverse consumer demographics. Rising awareness of the therapeutic and recreational benefits of cannabis, combined with the development of innovative and appealing edible formats, is further fueling market expansion. Market players are heavily investing in research and development to introduce new flavors, formulations, and functional edibles tailored to evolving dietary trends. Additionally, the growing inclination towards plant-based, organic, and health-conscious options is shaping product innovation in the industry. Consumers now seek gluten-free, low-sugar, and alternative protein-infused edibles, reflecting broader trends in the food and beverage sector. As a result, manufacturers are diversifying their portfolios to cater to this demand, positioning cannabis edibles as a mainstream product category rather than a niche offering.

The cannabis edibles market is segmented based on product form into food, beverages, and others, with the food segment leading at 54.8% market share in 2024. The popularity of cannabis-infused snacks, baked goods, and chocolates continues to rise, primarily due to their ease of consumption and extended effects. These edibles provide a convenient way for users to integrate cannabis into their daily routine without the

stigma associated with traditional smoking or vaping methods. Moreover, the influx of gourmet and artisanal cannabis edibles has elevated consumer interest, attracting both seasoned users and newcomers to the market.

Packaging plays a critical role in preserving product quality and enhancing consumer appeal. The plastic packaging segment accounted for 48.5% of the market in 2024, with materials such as PET, polypropylene (PP), and HDPE being widely utilized. PET remains the most preferred choice due to its affordability, durability, and accessibility. Meanwhile, glass packaging is gaining traction, particularly for premium cannabis edibles, as it helps maintain product integrity by preserving flavor and potency. High-end brands are leveraging glass containers to enhance their brand image and appeal to discerning consumers seeking superior-quality products.

The US cannabis edibles market dominated the industry, holding an 86% share and generating USD 10.6 billion in 2024. Projections indicate this segment will reach USD 47.1 billion by 2034, largely driven by policy advancements and increasing consumer acceptance. Since 2018, state-level legalizations have paved the way for an expanding market, with more regions permitting the sale and consumption of cannabis edibles. As additional states move towards legalization, the sales potential continues to grow significantly. Recent regulatory developments in key cities such as Seattle and Denver signal an ongoing transformation that could unlock further market opportunities. The US remains at the forefront of global cannabis consumption, and as the landscape evolves, businesses are capitalizing on expanding distribution networks, innovative branding, and strategic partnerships to strengthen their market presence.

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