

# THC Seltzers Market Size, Share & Trends Analysis Report By THC Content (Less than 2.5 mg THC, 2.5-5 mg THC, and 5+ mg THC), By Flavor (Citrus, Berry, Tropical, Herbal), By Distribution Channel (On-Trade, Off-Trade), By Region, And Segment Forecasts, 2025 - 2033

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## Abstracts

The global THC seltzers market size was valued at USD 360.0 million in 2024 and is projected to reach USD 4,089.7 million in 2033, growing at a CAGR of 31.3% from 2025 to 2033. As more jurisdictions decriminalize and regulate the sale and consumption of cannabis, the market for THC-infused products, including seltzers, expands significantly.

This regulatory shift not only opens new markets but also normalizes cannabis consumption, reducing stigma and increasing consumer acceptance. Another critical driver is the growing consumer preference for healthier, low-calorie beverage alternatives. Traditional alcoholic beverages and sugary sodas are being shunned by health-conscious consumers who are increasingly seeking out drinks that align with their lifestyle choices. THC seltzers, which are typically low in calories and free from alcohol and added sugars, provide a healthier alternative that appeals to this demographic. A notable trend in the THC seltzer market is the emphasis on flavor innovation. Brands are continuously experimenting with a wide range of flavors to cater to diverse consumer preferences, from classic citrus and berry flavors to more exotic combinations like hibiscus and ginger. This focus on flavor variety not only attracts a broader audience but also keeps the product offerings fresh and exciting, encouraging repeat purchases.

For instance, in March 2025, NoDa Brewing Company, a Charlotte-based brewery, ventured into the cannabis industry with the launch of 'Happy Bird,' a line of hemp-derived THC-infused seltzers. These beverages are crafted using full-spectrum THC combined with natural ingredients, offering a refreshing alternative to traditional alcoholic drinks. Available in three flavors-Lavender Lemon, Grapefruit Hibiscus, and Tropical Lime-each can contain either 5mg or 10mg of THC. Notably, Happy Bird seltzers are free from alcohol, sugar, calories, gluten, and GMOs, catering to health-conscious consumers and those seeking non-alcoholic options.

Another significant trend is the rise of microdosing. Consumers are increasingly interested in consuming small, controlled amounts of THC to enjoy the benefits without the intense psychoactive effects. THC seltzers, with their precise dosing capabilities, provide an excellent medium for microdosing, making them appealing to both new users and those who prefer milder effects.

### Global THC Seltzers Market Report Segmentation

This report forecasts revenue growth at global, regional & country levels and provides an analysis of the latest trends and opportunities in each of the sub-segment from 2021 to 2033. For the purpose of this study, Grand View Research has segmented the global THC seltzers market on the basis of THC content, flavor, distribution channel, and region:

#### THC Content Market Outlook (Revenue: USD Million, 2021 - 2033)

Less than 2.5 mg THC

2.5-5 mg THC

5+ mg THC

#### Flavor Market Outlook (Revenue: USD Million, 2021 - 2033)

Citrus

Berry

Tropical

Herbal

Others

Distribution Channel Market Outlook (Revenue: USD Million, 2021 - 2033)

On-Trade

Off-Trade

Specialty Stores

Online

Others

Regional Market Outlook (Revenue: USD Million, 2021 - 2033)

North America

U.S.

Canada

Europe

Germany

Netherlands

Rest of the World

**This report can be delivered to the clients within 5 Business Days**

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