

Cannabidiol Market - Forecast from 2026 to 2031

<https://marketpublishers.com/r/C6A58CF5AF21EN.html>

Date: January 2026

Pages: 140

Price: US\$ 3,950.00 (Single User License)

ID: C6A58CF5AF21EN

Abstracts

Cannabidiol Market, at a 15.39% CAGR, is projected to increase from USD 10.035 billion in 2025 to USD 23.693 billion in 2031.

The Cannabidiol (CBD) market is experiencing a period of significant transformation and expansion, driven by evolving regulatory frameworks, growing therapeutic interest, and increasing consumer adoption across multiple sectors. CBD, a non-psychoactive cannabinoid primarily derived from industrial hemp, has transitioned from a niche botanical extract to a mainstream ingredient in pharmaceutical, wellness, and consumer product development. The market's growth is propelled by a convergence of factors including progressive legalization, expanding clinical research, and diversification of product formats, positioning CBD as a versatile compound with wide-ranging commercial applications.

A foundational driver of market evolution is the ongoing relaxation of global regulations governing hemp-derived products. The legal recognition and differentiation of industrial hemp from cannabis, based on tetrahydrocannabinol (THC) content thresholds, have been pivotal. This regulatory shift has unlocked cultivation, processing, and interstate commerce, creating a legal pathway for a broad spectrum of CBD products. As governments refine their frameworks to address safety, quality, and labeling, the market is transitioning from an ambiguous gray area to a more structured and investable industry. This normalization is encouraging participation from established corporations, reducing stigma, and facilitating entry into mainstream retail and pharmaceutical channels.

Concurrently, increased funding and a surge in clinical research are substantiating the therapeutic potential of CBD, particularly within the pharmaceutical sector. Scientific investigations are exploring CBD's efficacy for a range of conditions, including chronic pain, anxiety disorders, epilepsy, and neurological conditions. This growing body of

evidence is crucial for securing regulatory approvals for prescription medications, moving CBD beyond the realm of general wellness supplements into evidence-based pharmacotherapy. The transition from natural remedy to a clinically validated active pharmaceutical ingredient represents a high-value growth vector, attracting significant R&D investment and partnerships within the biopharmaceutical industry.

The market is further energized by robust and diversifying demand from end-user industries. Beyond pharmaceuticals, CBD has been rapidly integrated into consumer product categories. The wellness and nutraceutical sector utilizes CBD in oils, tinctures, and capsules for general well-being. The personal care and cosmetics industry formulates topicals, creams, and balms capitalizing on perceived anti-inflammatory and antioxidant properties. Furthermore, the food and beverage segment continues to explore infusions, though regulatory progress in this category varies significantly by jurisdiction. This cross-category demand drives innovation in product delivery systems, concentrations, and formulations, catering to a broadening consumer base.

Geographically, North America remains the dominant and most advanced market. This leadership is anchored in a relatively mature regulatory landscape, high consumer awareness, and a dense ecosystem of cultivators, processors, and brands. Early legalization at the federal level for hemp-derived CBD created a first-mover advantage, fostering a competitive market with extensive retail distribution. The region's health-conscious population and the presence of major industry players continue to drive product innovation, marketing sophistication, and clinical research initiatives, solidifying its central role in the global CBD industry.

A critical enabler of market access, particularly for direct-to-consumer brands, has been the expansion of e-commerce platforms. Online sales channels circumvent traditional retail barriers, allowing companies to reach a national or global audience, educate consumers, and build brands in a controlled environment. This digital storefront is instrumental for market education, product discovery, and scaling operations, especially for smaller and niche brands seeking to establish market presence without extensive physical distribution networks.

However, the market's growth trajectory is not without significant challenges. The regulatory environment, while improving, remains a complex patchwork of federal, state, and international rules, creating compliance hurdles and uncertainty for operators. Furthermore, the industry faces persistent issues related to product quality, standardization, and accurate labeling. The absence of uniform testing requirements

and Good Manufacturing Practice (GMP) enforcement across all segments can lead to inconsistencies in potency and purity, undermining consumer trust and hindering the market's professionalization. High costs associated with compliant cultivation, extraction, and third-party testing also present barriers, particularly for smaller enterprises.

The competitive landscape is fragmented, featuring a mix of pure-play CBD companies, diversified cannabis operators, and entering consumer packaged goods (CPG) and pharmaceutical firms. Key differentiators for long-term success are shifting towards pharmaceutical-grade quality control, robust clinical validation for health claims, strong brand identity, and secure, transparent supply chains.

In conclusion, the Cannabidiol market is maturing from a speculative boom into a more structured global industry. Its future expansion will be closely tied to the pace of regulatory harmonization, the outcomes of pivotal clinical research, and the industry's ability to self-regulate on quality and safety standards. The convergence of pharmaceutical validation and mainstream consumer acceptance presents a dual-pathway for growth, with the market's ultimate scale dependent on successfully navigating the remaining scientific, regulatory, and commercial complexities. The continued integration of CBD into diverse product portfolios underscores its transition from a novel ingredient to an established component of the modern health and wellness landscape.

Key Benefits of this Report:

Insightful Analysis: Gain detailed market insights covering major as well as emerging geographical regions, focusing on customer segments, government policies and socio-economic factors, consumer preferences, industry verticals, and other sub-segments.

Competitive Landscape: Understand the strategic maneuvers employed by key players globally to understand possible market penetration with the correct strategy.

Market Drivers & Future Trends: Explore the dynamic factors and pivotal market trends and how they will shape future market developments.

Actionable Recommendations: Utilize the insights to exercise strategic decisions to uncover new business streams and revenues in a dynamic environment.

Caters to a Wide Audience: Beneficial and cost-effective for startups, research institutions, consultants, SMEs, and large enterprises.

What do businesses use our reports for?

Industry and Market Insights, Opportunity Assessment, Product Demand Forecasting, Market Entry Strategy, Geographical Expansion, Capital Investment Decisions, Regulatory Framework & Implications, New Product Development, Competitive Intelligence

Report Coverage:

Historical data from 2021 to 2025 & forecast data from 2026 to 2031

Growth Opportunities, Challenges, Supply Chain Outlook, Regulatory Framework, and Trend Analysis

Competitive Positioning, Strategies, and Market Share Analysis

Revenue Growth and Forecast Assessment of segments and regions including countries

Company Profiling (Strategies, Products, Financial Information, and Key Developments among others.

Cannabidiol Market Segmentation

By Source

Hemp

Marijuana

By Product Type

Oil

Tablets & Capsules

Gummies

Others

By Sales Type

B2B

B2C

By End-User

Pharmaceuticals

Personal Care & Cosmetics

Food & Beverage

Others

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

UAE

Israel

Others

Asia Pacific

China

India

Japan

South Korea

Indonesia

Thailand

Others

Contents

1. EXECUTIVE SUMMARY

2. MARKET SNAPSHOT

- 2.1. Market Overview
- 2.2. Market Definition
- 2.3. Scope of the Study
- 2.4. Market Segmentation

3. BUSINESS LANDSCAPE

- 3.1. Market Drivers
- 3.2. Market Restraints
- 3.3. Market Opportunities
- 3.4. Porter's Five Forces Analysis
- 3.5. Industry Value Chain Analysis
- 3.6. Policies and Regulations
- 3.7. Strategic Recommendations

4. TECHNOLOGICAL OUTLOOK

5. CANNABIDIOL MARKET BY SOURCE

- 5.1. Introduction
- 5.2. Hemp
- 5.3. Marijuana

6. CANNABIDIOL MARKET BY PRODUCT TYPE

- 6.1. Introduction
- 6.2. Oil
- 6.3. Tablets & Capsules
- 6.4. Gummies
- 6.5. Others

7. CANNABIDIOL MARKET BY SALES TYPE

7.1. Introduction

7.2. B2B

7.3. B2C

8. CANNABIDIOL MARKET BY END-USER

8.1. Introduction

8.2. Pharmaceuticals

8.3. Personal Care & Cosmetics

8.4. Food & Beverage

8.5. Others

9. CANNABIDIOL MARKET BY GEOGRAPHY

9.1. Introduction

9.2. North America

9.2.1. USA

9.2.2. Canada

9.2.3. Mexico

9.3. South America

9.3.1. Brazil

9.3.2. Argentina

9.3.3. Others

9.4. Europe

9.4.1. Germany

9.4.2. France

9.4.3. United Kingdom

9.4.4. Spain

9.4.5. Others

9.5. Middle East and Africa

9.5.1. Saudi Arabia

9.5.2. UAE

9.5.3. Israel

9.5.4. Others

9.6. Asia Pacific

9.6.1. China

9.6.2. India

9.6.3. Japan

9.6.4. South Korea

- 9.6.5. Indonesia
- 9.6.6. Thailand
- 9.6.7. Others

10. COMPETITIVE ENVIRONMENT AND ANALYSIS

- 10.1. Major Players and Strategy Analysis
- 10.2. Market Share Analysis
- 10.3. Mergers, Acquisitions, Agreements, and Collaborations
- 10.4. Competitive Dashboard

11. COMPANY PROFILES

- 11.1. ENDOCA
- 11.2. Cannoid, LLC
- 11.3. Elixinol Wellness Limited
- 11.4. NuLeaf Naturals, LLC (High Tide Inc.)
- 11.5. Isodiol International, Inc.
- 11.6. Pharmahemp d.o.o.
- 11.7. Aurora Cannabis Inc.
- 11.8. Canopy Growth Corporation
- 11.9. CV Sciences, Inc
- 11.10. Medical Marijuana Inc

12. APPENDIX

- 12.1. Currency
- 12.2. Assumptions
- 12.3. Base and Forecast Years Timeline
- 12.4. Key Benefits for the Stakeholders
- 12.5. Research Methodology
- 12.6. Abbreviations

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