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Global CBD Serums Market Growth 2026-2032

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Abstracts

The global CBD Serums market size is predicted to grow from US$ 2840 million in 2025 to US$ 5656 million in 2032; it is expected to grow at a CAGR of 10.5% from 2026 to 2032.

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.

United States market for CBD Serums is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for CBD Serums is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for CBD Serums is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key CBD Serums players cover Kiehl’s (L’Or?al Group), Est?e Lauder Companies, Saint Jane Beauty, Cannuka, CBDfx, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

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LP Information, Inc. (LPI) ' newest research report, the “CBD Serums Industry Forecast” looks at past sales and reviews total world CBD Serums sales in 2025, providing a comprehensive analysis by region and market sector of projected CBD Serums sales for 2026 through 2032. With CBD Serums sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world CBD Serums industry.

This Insight Report provides a comprehensive analysis of the global CBD Serums landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on CBD Serums portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global CBD Serums market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for CBD Serums and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global CBD Serums.

This report presents a comprehensive overview, market shares, and growth opportunities of CBD Serums market by product type, application, key manufacturers and key regions and countries.

Market Segmentation

Segmentation by Type:

Water-based

Oil-based

Emulsion/Gel

Segmentation by Application:

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Marketplaces (e-com)

Specialty beauty retail

Pharmacies/Drugstores

Spas/Salons

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

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France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Kiehl’s (L’Or?al Group)

Est?e Lauder Companies

Saint Jane Beauty

Cannuka

CBDfx

Endoca

Vertly

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Kana Skincare

Josie Maran Cosmetics

Herbivore Botanicals

Key Questions Addressed in this Report

What is the 10-year outlook for the global CBD Serums market?

What factors are driving CBD Serums market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do CBD Serums market opportunities vary by end market size?

How does CBD Serums break out by Type, by Application?

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