

# **CBD Infused Confectionery Market Forecasts to 2032 – Global Analysis By Product Type (Soft Confectionery, Hard Candies, Chocolates, Baked Confections, Gummies and Other Product Types), Source, Category, Concentration, Distribution Channel, Application and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global CBD Infused Confectionery Market is accounted for \$5.0 billion in 2025 and is expected to reach \$12.9 billion by 2032 growing at a CAGR of 14.4% during the forecast period. CBD-infused confectioneries are edible treats like gummies, chocolates, and candies that contain cannabidiol (CBD), a non-psychoactive compound derived from cannabis. These products aim to offer the potential health benefits of CBD such as aiding relaxation, improving sleep quality, or alleviating pain while providing an enjoyable consumption experience. Carefully formulated, CBD is blended with other ingredients to ensure accurate dosing and consistent quality. These confections have gained popularity in the wellness industry, appealing to those seeking natural remedies for stress and overall well-being in a more palatable and convenient form.

According to the National Library of Medicine report published in 2021, cannabis sales in May 2020, including confectioneries and other edibles sales, increased by nearly 62% from the same period in 2019.

Market Dynamics:

Driver:

Rising consumer awareness of CBD benefits & legalization of cannabis in various regions

Consumers are becoming more health-conscious and inclined toward natural alternatives, with CBD seen as an appealing option for stress relief, sleep enhancement, and anxiety reduction. The progressive legalization of cannabis across North America, Europe, and parts of Latin America has further removed regulatory barriers, facilitating market entry and innovation. As regulatory frameworks evolve to accommodate CBD in food products, manufacturers are better positioned to expand distribution through both physical retail and online platforms.

Restraint:

Complex and varying regulations

Different countries and regions have distinct rules regarding labeling, permissible THC content, and marketing of CBD-infused products, creating compliance challenges for manufacturers. This regulatory fragmentation can limit market expansion and increase operational costs for companies looking to enter new markets. Additionally, misconceptions about the psychoactive effects of CBD among certain consumer groups pose a barrier to widespread adoption.

Opportunity:

Growing popularity of e-commerce platforms

Online retail enables manufacturers to reach a broader audience and provides consumers with convenient access to a wide variety of CBD products. Leveraging digital marketing and advanced analytics, companies can better understand consumer preferences and optimize product offerings. Collaborations between CBD manufacturers and established confectionery brands also present opportunities to innovate and expand distribution channels. Scaling up production capabilities to meet this rising demand can further solidify the market's prospects.

Threat:

Competition from alternative CBD products

Competition from alternative CBD products formats often provide customizable dosing

options faster absorption rates attracting consumers seeking direct therapeutic effects. The presence of counterfeit or substandard CBD-infused confectionery in the market also undermines consumer trust, impacting the reputation of legitimate brands. Additionally, economic uncertainties, such as fluctuating disposable incomes and rising production costs, may reduce consumer spending on premium CBD products.

#### Covid-19 Impact:

The COVID-19 pandemic created both challenges and opportunities for the CBD-infused confectionery market. On one hand, supply chain disruptions affected the availability of raw materials and delayed product launches. On the other hand, heightened consumer focus on health and wellness during lockdowns drove demand for functional food products like CBD-infused confections. The accelerated adoption of online shopping during the pandemic significantly benefited the market, enabling manufacturers to maintain sales despite retail closures.

The soft confectionery segment is expected to be the largest during the forecast period

The soft confectionery segment is expected to account for the largest market share during the forecast period due to its widespread appeal and versatility. Products like gummies and chews are easy to consume and allow for precise dosing of CBD, making them popular among consumers seeking convenience and therapeutic benefits. The ability to incorporate flavors and textures enhances the attractiveness of soft confectionery, catering to diverse consumer preferences.

The hemp-derived CBD segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the hemp-derived CBD segment is predicted to witness the highest growth rate driven by its widespread acceptance and compliance with legal standards. Hemp-derived CBD contains minimal THC levels, ensuring non-psychoactive effects and making it more accessible to a broader consumer base. The segment benefits from increasing consumer demand for natural and organic wellness solutions, positioning hemp-derived CBD as a preferred choice for edible products. Innovations in hemp extraction methods enhance the quality and potency of CBD, contributing to the segment's rapid growth.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share supported by favourable cannabis legalization policies and the region's robust wellness industry. Countries like the U.S. and Canada have established frameworks for the production and sale of CBD-infused products, driving market growth. The presence of major industry players and an advanced e-commerce ecosystem further strengthens North America's position as a leader in this space.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR due to growing acceptance of CBD-infused products and evolving regulatory landscapes. Countries like Japan, Australia, and South Korea are gradually adopting favorable CBD policies, creating new opportunities for market expansion. Rising awareness of health and wellness benefits among consumers and the increasing popularity of premium functional foods drive growth in this region.

Key players in the market

Some of the key players in CBD Infused Confectionery Market include phria, Inc., Aurora Cannabis Inc., Ayr Wellness Inc., Canopy Growth Corporation, Cresco Labs Inc., Cronos Group Inc., Docklight Brands, Inc., Green Thumb Industries Inc., Maricann Inc., Martha Stewart CBD, NextEvo Naturals, OrganiGram Holdings, SNDL Inc., TerrAscend Corp., Tilray Brands Inc. and Verano Holdings Corp.

Key Developments:

In November 2023, Martha Stewart expanded her CBD product line by introducing new flavors inspired by her own orchards. The additions include Sleep, Chill, and Extra Strength gummies, each designed to address specific wellness needs such as improved sleep and stress relief.

In November 2023, Green Thumb Industries' edibles brand, incredibles, partnered with Magnolia Bakery to launch limited-edition THC-infused chocolate bars. The collaboration introduced two flavors inspired by Magnolia Bakery's iconic desserts

Product Types Covered:

Soft Confectionery

Hard Candies

Chocolates

Baked Confections

Gummies

Other Product Types

Sources Covered:

Hemp-Derived CBD

Marijuana-Derived CBD

Categories Covered:

Sugar-Based

Sugar-Free

Concentrations Covered:

THC-Dominant

THC & CBD Balanced

CBD-Dominant

Other Concentrations

Distribution Channels Covered:

Online Retail

Supermarkets & Hypermarkets

Dispensaries & Pharmacies

Natural Health Food Stores

Other Distribution Channels

Applications Covered:

Medical Use

Recreational Use

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

#### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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