

CBD-Infused Drinks Market Forecasts to 2032 – Global Analysis By Product (Carbonated Drinks, Water & Sparkling Water, Tea & Coffee, Energy Drinks, Juices and Functional Beverages), CBD Type, Packaging Type, Distribution Channel, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global CBD-Infused Drinks Market is accounted for \$5,611.6 million in 2025 and is expected to reach \$25,582.2 million by 2032 growing at a CAGR of 24.2% during the forecast period. CBD-infused drinks are beverages blended with cannabidiol, a non-intoxicating compound found in the hemp plant. They're crafted to offer calm, focus, and gentle relaxation without altering clarity of mind—an old idea of herbal wellness meeting modern food science. These drinks appear as sparkling waters, teas, coffees, juices, and functional blends, each aiming to deliver a measured dose of CBD in a convenient, enjoyable form. Producers use emulsification technologies to make CBD mix smoothly into liquids, ensuring consistency and absorption. In a world that rarely slows down, CBD beverages promise a natural, steadying companion rooted in traditional plant-based balance.

Market Dynamics:

Driver:

Rising Wellness Awareness

Rising wellness awareness is a key driver of the CBD-infused drinks market. Consumers are increasingly seeking natural solutions to manage stress, improve focus,

and maintain balance in their daily lives. CBD beverages, offering calm without intoxication, align perfectly with this trend. Sparkling waters, teas, and juices infused with cannabidiol provide a convenient way to integrate wellness into routines. As holistic health practices gain traction globally, CBD drinks are positioned as functional beverages that merge herbal traditions with modern science. Thus, it drives the growth of the market.

Restraint:

Regulatory Uncertainty

Regulatory uncertainty remains a significant restraint for the CBD-infused drinks. Despite growing consumer demand, inconsistent legal frameworks across regions hinder widespread adoption. Varying rules on hemp-derived products and permissible CBD concentrations create challenges for producers and distributors. This lack of clarity slows innovation and market expansion, as companies must navigate complex compliance requirements. Until regulations stabilize, businesses face risks in scaling operations, limiting the pace at which CBD beverages can achieve mainstream acceptance and global market penetration.

Opportunity:

Advancements in technology

Advancements in technology present a major opportunity for the CBD-infused drinks industry. Producers are leveraging emulsification and nano-encapsulation techniques to improve CBD's solubility, absorption, and consistency in beverages. These innovations enhance product quality; ensuring consumers receive reliable doses with every sip. Technology also enables creative formulations, from sparkling waters to functional blends, expanding product diversity. As research deepens, new delivery systems and flavor enhancements will drive consumer confidence, helping CBD drinks evolve into a sophisticated wellness category with broad appeal.

Threat:

High Production Cost

High production costs pose a notable threat to the CBD-infused drinks market. Extracting and stabilizing cannabidiol requires advanced processes and specialized

equipment, driving up expenses. Compliance with regulatory standards further adds to operational costs, making CBD beverages more expensive than traditional drinks. This price gap can deter cost-sensitive consumers, slowing adoption in emerging markets. Unless efficiencies improve through technological innovation or economies of scale, high production costs may limit accessibility, restraining the industry's ability to achieve mass-market penetration.

Covid-19 Impact:

The Covid-19 pandemic had a mixed impact on the CBD-infused drinks market. On one hand, supply chain disruptions and regulatory delays slowed production and distribution. On the other, heightened consumer focus on wellness and stress management boosted demand for functional beverages. CBD drinks, offering relaxation and balance, resonated with individuals seeking natural coping mechanisms during uncertain times. As restrictions eased, the market rebounded strongly, with producers capitalizing on increased awareness of plant-based wellness solutions, positioning CBD beverages for sustained growth.

The energy drinks segment is expected to be the largest during the forecast period

The energy drinks segment is expected to account for the largest market share during the forecast period, due to growing consumer preference for functional beverages that combine energy-boosting properties with wellness benefits. By blending cannabidiol with traditional energy drink formulations, producers are offering a unique product that supports focus, calm, and sustained vitality. The appeal lies in balancing stimulation with relaxation, making CBD energy drinks attractive to health-conscious consumers seeking alternatives to conventional caffeinated beverages.

The sachets segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the sachets segment is predicted to witness the highest growth rate, as Sachets provide portability, convenience, and precise dosing, aligning with modern consumer lifestyles that demand flexibility and wellness on the go. These single-serve formats allow easy mixing into water, juices, or teas, ensuring consistent absorption through advanced emulsification technologies. Their affordability and accessibility make sachets appealing to new entrants in the CBD beverage space, driving rapid adoption and positioning them as a high-growth category within the industry.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to rising wellness awareness, expanding middle-class populations, and increasing acceptance of plant-based products are fueling demand across countries such as China, Japan, and India. The region's diverse beverage culture, combined with rapid urbanization, creates fertile ground for CBD-infused teas, coffees, and functional blends. Regulatory progress in certain markets further supports growth, making Asia Pacific a key hub for innovation and large-scale consumption of CBD beverages.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to region benefits from early adoption of CBD products, strong consumer awareness, and a robust wellness industry. Favorable regulatory developments in the United States and Canada are encouraging innovation, while advanced emulsification technologies enhance product quality and consistency. With consumers increasingly seeking natural alternatives to manage stress and improve focus, CBD-infused sparkling waters, coffees, and juices are gaining traction, positioning North America as the fastest-growing market globally.

Key players in the market

Some of the key players in CBD-Infused Drinks Market include Canopy Growth Corporation, Daytrip Beverages, Tilray Brands, Inc., Love Hemp Ltd., Aurora Cannabis Inc., Vybes, Alkaline Water Company Inc., Cann, New Age Beverages Corporation, Recess, Koios Beverage Corp., Cannabiniers, Phivida Holdings Inc., Cannara Biotech Inc. and Sprig.

Key Developments:

In October 2025, Tilray Medical has formed a joint venture with Top Tech Global to expand into Panama, securing a full medical-cannabis license that permits cultivation, manufacturing, import/export, distribution and sale.

In March 2022, Tilray Brands planned to acquire US\$211 million of HEXO's convertible notes, gaining flexibility to convert them into a large equity stake. The alliance aims to generate C\$50 million in shared cost synergies and deepen joint innovation in cannabis cultivation, products, and commercial operations.

Products Covered:

Carbonated Drinks

Water & Sparkling Water

Tea & Coffee

Energy Drinks

Juices

Functional Beverages

CBD Types Covered:

Isolate

Full-Spectrum

Broad-Spectrum

Packaging Types Covered:

Bottles

Sachets

Cans

Other Packaging Types

Distribution Channels Covered:

Supermarkets & Hypermarkets

Cafés & Wellness Outlets

Convenience Stores

Specialty Stores

Online Retail

Applications Covered:

Relaxation

General Wellness

Pain Management

Anxiety & Stress Relief

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

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Application Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL CBD-INFUSED DRINKS MARKET, BY PRODUCT

- 5.1 Introduction
- 5.2 Carbonated Drinks
- 5.3 Water & Sparkling Water
- 5.4 Tea & Coffee
- 5.5 Energy Drinks
- 5.6 Juices
- 5.7 Functional Beverages

6 GLOBAL CBD-INFUSED DRINKS MARKET, BY CBD TYPE

- 6.1 Introduction
- 6.2 Isolate
- 6.3 Full-Spectrum
- 6.4 Broad-Spectrum

7 GLOBAL CBD-INFUSED DRINKS MARKET, BY PACKAGING TYPE

- 7.1 Introduction
- 7.2 Bottles
- 7.3 Sachets
- 7.4 Cans
- 7.5 Other Packaging Types

8 GLOBAL CBD-INFUSED DRINKS MARKET, BY DISTRIBUTION CHANNEL

- 8.1 Introduction
- 8.2 Supermarkets & Hypermarkets
- 8.3 Cafés & Wellness Outlets
- 8.4 Convenience Stores
- 8.5 Specialty Stores
- 8.6 Online Retail

9 GLOBAL CBD-INFUSED DRINKS MARKET, BY APPLICATION

- 9.1 Introduction
- 9.2 Relaxation
- 9.3 General Wellness

9.4 Pain Management

9.5 Anxiety & Stress Relief

10 GLOBAL CBD-INFUSED DRINKS MARKET, BY GEOGRAPHY

10.1 Introduction

10.2 North America

10.2.1 US

10.2.2 Canada

10.2.3 Mexico

10.3 Europe

10.3.1 Germany

10.3.2 UK

10.3.3 Italy

10.3.4 France

10.3.5 Spain

10.3.6 Rest of Europe

10.4 Asia Pacific

10.4.1 Japan

10.4.2 China

10.4.3 India

10.4.4 Australia

10.4.5 New Zealand

10.4.6 South Korea

10.4.7 Rest of Asia Pacific

10.5 South America

10.5.1 Argentina

10.5.2 Brazil

10.5.3 Chile

10.5.4 Rest of South America

10.6 Middle East & Africa

10.6.1 Saudi Arabia

10.6.2 UAE

10.6.3 Qatar

10.6.4 South Africa

10.6.5 Rest of Middle East & Africa

11 KEY DEVELOPMENTS

- 11.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

12 COMPANY PROFILING

- 12.1 Canopy Growth Corporation
- 12.2 Daytrip Beverages
- 12.3 Tilray Brands, Inc.
- 12.4 Love Hemp Ltd.
- 12.5 Aurora Cannabis Inc.
- 12.6 Vybes
- 12.7 Alkaline Water Company Inc.
- 12.8 Cann
- 12.9 New Age Beverages Corporation
- 12.10 Recess
- 12.11 Koios Beverage Corp.
- 12.12 Cannabiniers
- 12.13 Phivida Holdings Inc.
- 12.14 Cannara Biotech Inc.
- 12.15 Sprig

List Of Tables

LIST OF TABLES

Table 1 Global CBD-Infused Drinks Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global CBD-Infused Drinks Market Outlook, By Product (2024-2032) (\$MN)

Table 3 Global CBD-Infused Drinks Market Outlook, By Carbonated Drinks (2024-2032) (\$MN)

Table 4 Global CBD-Infused Drinks Market Outlook, By Water & Sparkling Water (2024-2032) (\$MN)

Table 5 Global CBD-Infused Drinks Market Outlook, By Tea & Coffee (2024-2032) (\$MN)

Table 6 Global CBD-Infused Drinks Market Outlook, By Energy Drinks (2024-2032) (\$MN)

Table 7 Global CBD-Infused Drinks Market Outlook, By Juices (2024-2032) (\$MN)

Table 8 Global CBD-Infused Drinks Market Outlook, By Functional Beverages (2024-2032) (\$MN)

Table 9 Global CBD-Infused Drinks Market Outlook, By CBD Type (2024-2032) (\$MN)

Table 10 Global CBD-Infused Drinks Market Outlook, By Isolate (2024-2032) (\$MN)

Table 11 Global CBD-Infused Drinks Market Outlook, By Full-Spectrum (2024-2032) (\$MN)

Table 12 Global CBD-Infused Drinks Market Outlook, By Broad-Spectrum (2024-2032) (\$MN)

Table 13 Global CBD-Infused Drinks Market Outlook, By Packaging Type (2024-2032) (\$MN)

Table 14 Global CBD-Infused Drinks Market Outlook, By Bottles (2024-2032) (\$MN)

Table 15 Global CBD-Infused Drinks Market Outlook, By Sachets (2024-2032) (\$MN)

Table 16 Global CBD-Infused Drinks Market Outlook, By Cans (2024-2032) (\$MN)

Table 17 Global CBD-Infused Drinks Market Outlook, By Other Packaging Types (2024-2032) (\$MN)

Table 18 Global CBD-Infused Drinks Market Outlook, By Distribution Channel (2024-2032) (\$MN)

Table 19 Global CBD-Infused Drinks Market Outlook, By Supermarkets & Hypermarkets (2024-2032) (\$MN)

Table 20 Global CBD-Infused Drinks Market Outlook, By Caf?s & Wellness Outlets (2024-2032) (\$MN)

Table 21 Global CBD-Infused Drinks Market Outlook, By Convenience Stores (2024-2032) (\$MN)

Table 22 Global CBD-Infused Drinks Market Outlook, By Specialty Stores (2024-2032)

(\$MN)

Table 23 Global CBD-Infused Drinks Market Outlook, By Online Retail (2024-2032)

(\$MN)

Table 24 Global CBD-Infused Drinks Market Outlook, By Application (2024-2032) (\$MN)

Table 25 Global CBD-Infused Drinks Market Outlook, By Relaxation (2024-2032) (\$MN)

Table 26 Global CBD-Infused Drinks Market Outlook, By General Wellness (2024-2032)

(\$MN)

Table 27 Global CBD-Infused Drinks Market Outlook, By Pain Management

(2024-2032) (\$MN)

Table 28 Global CBD-Infused Drinks Market Outlook, By Anxiety & Stress Relief

(2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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