

# **CBD-Infused Personal Care Market Forecasts to 2034 – Global Analysis By Product Type (Skincare Products, Haircare Products, Body Care Products, Bath & Shower Products, Cosmetics & Makeup, Oral Care Products and Aromatherapy Oils), Source, Application, Distribution Channel, End User and By Geography**

<https://marketpublishers.com/r/C0DA795C6439EN.html>

Date: May 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: C0DA795C6439EN

## **Abstracts**

According to Statistics MRC, the Global CBD-Infused Personal Care Market is accounted for \$4.8 billion in 2026 and is expected to reach \$7.6 billion by 2034 growing at a CAGR of 5.9% during the forecast period. CBD-infused personal care refers to skincare, haircare, body care, bath and shower, cosmetics, oral care, and aromatherapy products formulated with cannabidiol extracted from hemp or cannabis plants, valued for its anti-inflammatory, sebum-regulating, antioxidant, and analgesic properties that address skin conditions including acne, eczema, psoriasis, and aging while providing scalp health, body tension relief, and sensory wellness benefits across topical application product categories targeting health-conscious beauty and personal care consumers.

### **Market Dynamics:**

#### **Driver:**

CBD Topical Efficacy Consumer Adoption

Growing consumer confidence in topical CBD efficacy for skin inflammation reduction, acne management, and anti-aging benefit delivery through credible social media

dermatologist content, independent clinical study publication, and positive consumer trial experience is driving premium CBD personal care product adoption beyond early adopter demographics into mainstream beauty consumers. Affluent millennial demographics demonstrating strong openness to cannabinoid wellness product categories are sustaining premium brand revenue growth.

**Restraint:****Regulatory Inconsistency Across Markets**

Fragmented and inconsistent CBD personal care product regulatory frameworks across national markets creating different permissible CBD concentration limits, labeling requirements, and distribution channel restrictions create operational complexity that increases compliance costs and limits international brand expansion for CBD personal care companies, particularly affecting market entry strategies in the European Union where novel food and cosmetic ingredient frameworks apply differently across member state jurisdictions.

**Opportunity:****Premium Luxury CBD Skincare Positioning**

Luxury skincare brand CBD line extension development represents a premium revenue opportunity as prestige beauty consumers demonstrate strong willingness to pay substantial premiums for high-CBD-concentration luxury formulations from established brand houses, with Kiehl's, Est?e Lauder, and L'Or?al premium subsidiaries generating superior CBD product revenue through established luxury retail relationships and brand equity that indie CBD brands cannot replicate through formulation quality alone.

**Threat:****CBD Supply Chain Quality Inconsistency**

Hemp-derived CBD ingredient supply chain quality inconsistency including variable cannabinoid concentration accuracy, pesticide residue risk, and THC contamination compliance challenges create product safety and regulatory compliance risks for CBD personal care brands dependent on diverse contract ingredient suppliers whose quality management systems may inadequately control cannabinoid profile specifications required for consistent premium product formulation and international regulatory

compliance.

### **Covid-19 Impact:**

COVID-19 wellness investment surge and stress-related skin condition prevalence during pandemic periods generated significant CBD personal care category trial as consumers sought anti-inflammatory and calming topical formulations for pandemic-exacerbated skin sensitivity conditions. Post-pandemic regulatory normalization progress in key markets and sustained consumer wellness investment momentum continue expanding CBD personal care market access and consumer acceptance beyond legacy cannabis-associated stigma barriers.

The cosmetics & makeup segment is expected to be the largest during the forecast period

The cosmetics & makeup segment is expected to account for the largest market share during the forecast period, due to strong consumer demand for CBD-infused foundation, lip care, and complexion products that combine color cosmetic coverage with anti-inflammatory skin benefit delivery in a single application occasion, generating high-frequency purchase behavior among makeup consumers incorporating CBD benefit positioning into daily beauty routines. Premium CBD makeup formulations command significant price premiums over conventional cosmetic alternatives justified by dual-function benefit delivery.

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 expanding hemp cultivation regulatory approval across international agricultural markets reducing hemp CBD raw material costs, growing consumer preference for hemp-derived over marijuana-derived CBD sources due to lower regulatory restriction burden and cleaner brand positioning, and substantial investment in hemp extraction technology improvement delivering higher-purity CBD ingredient grades suitable for premium personal care applications.

### **Region with largest share:**

During the forecast period, the North America region is expected to hold the largest market share, due to the United States and Canada hosting the world's most

commercially developed CBD personal care markets with established hemp regulation frameworks, leading CBD beauty brands including Charlotte's Web, CV Sciences, and major beauty house CBD lines generating substantial domestic revenue, and strong natural beauty retail infrastructure through Sephora, Ulta, and specialty natural channels supporting CBD product distribution.

### **Region with highest CAGR:**

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, due to Australia, Japan, and South Korea progressively clarifying hemp-derived CBD personal care regulatory frameworks enabling market entry for international CBD beauty brands, rapidly growing wellness beauty consumer segments in these markets demonstrating strong receptiveness to botanical active ingredient innovation, and expanding domestic CBD ingredient supply chain development in Australia driving regional production economics improvement.

### **Key players in the market**

Some of the key players in CBD-Infused Personal Care Market include Canopy Growth Corporation, Aurora Cannabis Inc., CV Sciences Inc., Charlotte's Web Holdings Inc., Elixinol Global Limited, Endoca BV, The Est?e Lauder Companies Inc., L'Or?al S.A., Unilever PLC, Procter & Gamble Co., Johnson & Johnson, Colgate-Palmolive Company, Kiehl's LLC, Sephora (LVMH), Cronos Group Inc., Tilray Brands Inc., and Medterra CBD.

### **Key Developments:**

In March 2026, Charlotte's Web Holdings Inc. launched a new premium CBD-infused facial serum collection with clinically substantiated anti-inflammatory and skin barrier support evidence targeting natural beauty retail expansion across US and Canadian pharmacy chains.

In February 2026, Kiehl's LLC expanded its hemp-derived CBD skincare range with new body care formulations featuring broad-spectrum hemp extract targeting muscle tension relief and skin conditioning for active lifestyle consumer segments.

In December 2025, CV Sciences Inc. secured a major beauty retailer partnership placing its Plus CBD Oil personal care products across 1,500 additional retail doors through a national pharmacy chain health and beauty category expansion program.

**Product Types Covered:**

Skincare Products

Haircare Products

Body Care Products

Bath & Shower Products

Cosmetics & Makeup

Oral Care Products

Aromatherapy Oils

**Sources Covered:**

Hemp-Derived CBD

Marijuana-Derived CBD

Synthetic CBD

**Applications Covered:**

Anti-Aging

Acne Treatment

Pain Relief & Muscle Recovery

Stress & Relaxation

Skin Hydration

Inflammation Reduction

Distribution Channels Covered:

E-commerce

Specialty Stores

Pharmacies

Supermarkets

CBD Dispensaries

Wellness Clinics

End Users Covered:

Men

Women

Medical Users

Spa & Wellness Centers

Regions Covered:

North America

United States

Canada

Mexico

## Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

## Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- 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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