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CBD Infused Wellness Market Forecasts to 2034 – Global Analysis By Source Type (Hemp-Derived CBD, and Marijuana-Derived CBD), Product Form (Oils & Tinctures, Capsules & Softgels, Gummies & Edibles, Beverages (CBD-Infused Drinks), Topicals, Skincare & Cosmetics, Vape & Inhalables, Patches & Transdermal Products, Powder & Isolates, and Other Product Forms), Wellness Category, Application, End User, Sales Model, Distribution Channel, and By Geography

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Abstracts

According to Stratistics MRC, the Global CBD Infused Wellness Market is accounted for $36.2 billion in 2026 and is expected to reach $160.0 billion by 2034 growing at a CAGR of 20.4% during the forecast period. CBD-infused wellness products incorporate cannabidiol, a non-psychoactive cannabinoid derived from cannabis plants, into items designed to promote health, relaxation, and therapeutic benefits. These products have gained tremendous popularity as consumers increasingly seek natural alternatives for managing stress, anxiety, chronic pain, and sleep disorders. The market spans a diverse range of product forms including oils, edibles, topicals, and beverages, catering to health-conscious consumers exploring plant-based wellness solutions across demographic segments worldwide.

Market Dynamics:

Driver:

Growing consumer preference for natural pain management alternatives

The global movement toward opioid alternatives and natural therapeutics is significantly expanding the CBD wellness customer base. Chronic pain sufferers, athletes seeking recovery solutions, and aging populations are increasingly turning to CBD products as safer alternatives to pharmaceutical interventions with significant side effects and addiction risks. Clinical studies suggesting anti-inflammatory and analgesic properties of CBD have bolstered consumer confidence, while anecdotal evidence shared through social media and wellness communities accelerates adoption. Healthcare practitioners are gradually incorporating CBD recommendations into treatment plans, further legitimizing these products within mainstream wellness routines and driving sustained market expansion across therapeutic applications.

Restraint:

Regulatory ambiguity and varying legal status across jurisdictions

Inconsistent regulatory frameworks worldwide create significant operational challenges for market participants and confusion among potential consumers. While hemp-derived CBD with minimal THC content has gained legal acceptance in many regions, marijuana-derived CBD remains heavily restricted or prohibited in numerous jurisdictions, complicating supply chains and market entry strategies. The absence of standardized regulations governing product labeling, dosage guidelines, and quality control leads to marketplace inconsistencies that undermine consumer trust. Manufacturers must navigate complex, evolving legal landscapes requiring substantial compliance investments, while consumers face uncertainty regarding product legality and safety standards across different geographic markets.

Opportunity:

Integration of CBD into functional foods and beverages

The convergence of CBD wellness with the functional food and beverage sector presents substantial expansion opportunities beyond traditional supplement formats. Major beverage companies are investing in CBD-infused waters, teas, and coffees that offer convenient wellness integration into daily routines. Food manufacturers are developing CBD-enhanced snacks and meals targeting stress reduction and relaxation benefits for time-pressed consumers. This mainstreaming of CBD into everyday consumables normalizes usage patterns and attracts demographics that might avoid traditional formats like oils or tinctures. As formulation technologies improve to address

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taste and stability challenges, the functional food channel emerges as a significant growth vector for market expansion.

Threat:

Intensifying competition from synthetic alternatives and adaptogens

The wellness market is experiencing rapid proliferation of non-cannabis alternatives that threaten to capture CBD's potential customer base. Adaptogenic herbs, nootropics, and synthetic cannabinoid mimics are gaining traction among consumers seeking similar benefits without regulatory uncertainties or lingering stigma associated with cannabis derivatives. Pharmaceutical companies are developing synthetic CBD formulations with precise dosing and patent protection, potentially dominating clinical applications. This competitive pressure requires CBD brands to differentiate through quality, transparency, and unique formulations while educating consumers about the distinctive benefits of plant-derived, full-spectrum cannabinoid profiles compared to emerging alternatives.

Covid-19 Impact:

The COVID-19 pandemic significantly accelerated CBD wellness adoption as global stress and anxiety levels reached unprecedented heights. Lockdowns and social isolation intensified consumer focus on mental health and self-care routines, driving substantial growth in products targeting relaxation, sleep improvement, and mood support. The immune health trend during the pandemic also benefited CBD as consumers sought holistic approaches to overall wellness maintenance. E-commerce channels became critical as physical retail faced restrictions, accelerating direct-to-consumer models and digital marketing strategies. Post-pandemic, sustained awareness of mental health importance and established consumption habits continue supporting elevated demand levels compared to pre-pandemic market trajectories.

The Hemp-Derived CBD segment is expected to be the largest during the forecast period

The Hemp-Derived CBD segment is expected to account for the largest market share during the forecast period, primarily due to its broader legal acceptance and accessibility across international markets. The 2018 Farm Bill in the United States, which legalized hemp cultivation and removed hemp-derived CBD from controlled substance classification, established a regulatory framework that other regions are increasingly adopting. Hemp cultivation offers agricultural advantages including faster growth cycles, higher biomass yields, and naturally low THC content that simplify compliance. Major retailers and e-commerce platforms preferentially stock hemp-derived products to minimize legal exposure, creating extensive distribution networks that marijuana-derived CBD cannot access, ensuring this segment maintains dominant market positioning throughout the forecast period.

The Gummies & Edibles segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Gummies & Edibles segment is predicted to witness the highest growth rate, appealing to consumers seeking convenient, enjoyable, and discreet wellness experiences. Edibles eliminate the measuring requirements of oils and the swallowing difficulties associated with capsules, offering precisely dosed, portable options that integrate seamlessly into busy lifestyles. The familiar format reduces psychological barriers for consumers hesitant about traditional CBD consumption methods, while flavor innovations transform wellness routines into pleasurable experiences. Manufacturers are developing functional formulations combining CBD with complementary ingredients like melatonin for sleep or vitamins for immunity, creating value-added products commanding premium pricing. The social sharing appeal of visually appealing edibles on social media platforms further accelerates category expansion.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, driven by early legalization, mature cultivation infrastructure, and high consumer awareness levels. The United States represents the world's most developed CBD market, with established supply chains spanning from farms to retail shelves and sophisticated brand ecosystems. Widespread acceptance of wellness culture, combined with relatively permissive regulatory frameworks in many states, has normalized CBD consumption across demographic segments. Significant investment capital flowing into North American CBD ventures fuels continuous innovation and aggressive marketing campaigns. The region's advanced retail infrastructure, including dedicated CBD stores and mainstream retailer partnerships, ensures comprehensive market penetration maintaining North America's leadership position.

Region with highest CAGR:

Over the forecast period, the Europe region is anticipated to exhibit the highest CAGR, driven by harmonizing regulations and expanding consumer acceptance across major economies. The European Union's Novel Food regulations, while creating compliance requirements, are establishing standardized frameworks that build consumer confidence and enable cross-border commerce. Countries including Germany, the United Kingdom, and France are witnessing exponential growth in CBD wellness adoption as traditional skepticism diminishes and wellness trends penetrate European markets. Medical acceptance of CBD for conditions like epilepsy and chronic pain creates credibility that spills over into wellness applications. As distribution channels expand from specialized outlets to mainstream pharmacies and retailers, Europe emerges as the fastest-growing regional market for CBD infused wellness products.

Key players in the market

Some of the key players in CBD Infused Wellness Market include Charlotte's Web Holdings, Inc., CV Sciences, Inc., Medterra CBD, LLC, Elixinol Wellness Limited, Endoca BV, Green Roads World, LLC, Medical Marijuana, Inc., Canopy Growth Corporation, Tilray Brands, Inc., Aurora Cannabis Inc., Curaleaf Holdings, Inc., cbdMD, Inc., Joy Organics, LLC, NuLeaf Naturals, LLC, Lazarus Naturals, Inc., and Balanced Health Botanicals, LLC.

Key Developments:

In February 2026, Willie’s Remedy+ secured $15 million in Series A funding led by Left Lane Capital to expand its hemp-derived THC and CBD wellness beverage portfolio and accelerate national retail expansion across the U.S.

In April 2025, Puresport raised ?3.6 million to expand its wellness product portfolio while reducing ingestible CBD offerings due to stricter UK regulatory guidelines, signaling evolving compliance dynamics in CBD nutraceuticals.

Source Types Covered:

- Hemp-Derived CBD
- Marijuana-Derived CBD

Product Forms Covered:

Oils & Tinctures

Capsules & Softgels

Gummies & Edibles

Beverages (CBD-Infused Drinks)

Topicals

Skincare & Cosmetics

Vape & Inhalables

Patches & Transdermal Products

Powder & Isolates

Other Product Forms

Wellness Categories Covered:

Nutraceutical Wellness

Personal Care & Beauty Wellness

Mental Wellness

Functional Food & Beverage Wellness

Therapeutic Wellness

Applications Covered:

Pain Management & Inflammation Relief

Anxiety & Stress Management

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Sleep & Relaxation

Skin Health & Dermatology

General Wellness & Preventive Health

Fitness & Recovery

Sexual Wellness

Cognitive Health & Focus

Women's Health

Pet Wellness

End Users Covered:

Individual Consumers

Athletes & Fitness Enthusiasts

Aging Population

Health-Conscious Millennials & Gen Z

Medical Wellness Seekers

Sales Models Covered:

B2C Retail Sales

B2B Ingredient Supply

Private Label & White Label

Distribution Channels Covered:

- Online Retail / E-Commerce
- Specialty CBD Stores
- Pharmacies & Drug Stores
- Supermarkets & Hypermarkets
- Wellness Clinics & Spas
- Direct-to-Consumer (DTC)
- Dispensaries

Regions Covered:

- North America
  - United States
  - Canada
  - Mexico
- Europe
  - United Kingdom
  - Germany
  - France
  - Italy
  - Spain

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- 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

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- 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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Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

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