

CBD Relaxation Seltzers Market Forecasts to 2032 – Global Analysis By Product (Flavored CBD Seltzers and Original CBD Seltzers), CBD Content, Packaging Type, Sales Channel, Distribution Channel, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global CBD Relaxation Seltzers Market is accounted for \$229.01 million in 2025 and is expected to reach \$1310.5 million by 2032 growing at a CAGR of 28.3% during the forecast period. CBD relaxation seltzers are sparkling, infused beverages designed to promote calmness, stress relief, and overall relaxation. They typically contain cannabidiol (CBD), a non-psychoactive compound derived from hemp, combined with carbonated water, natural flavors, and sometimes adaptogens or botanicals for added wellness benefits. Unlike traditional soft drinks or alcoholic beverages, these seltzers offer a refreshing and functional alternative that supports mental balance without intoxication. Convenient and discreet, they are often marketed as lifestyle drinks for wellness-conscious consumers seeking natural stress management. CBD relaxation seltzers are gaining popularity for their ability to blend hydration, flavor, and therapeutic benefits in a single product.

Market Dynamics:

Driver:

Growing demand for functional wellness beverages

Consumers are gravitating toward natural, non-intoxicating alternatives to alcohol and supplements. Younger demographics are driving adoption through lifestyle alignment and social media influence. Low-calorie and clean-label attributes are enhancing appeal

across health-conscious segments. Expansion of digital retail channels is improving product accessibility. These trends are positioning CBD seltzers as mainstream wellness solutions.

Restraint:

Labeling & quality control concerns

Lack of standardized testing and certification protocols creates uncertainty around product safety. Regulatory fragmentation across regions complicates compliance and marketing efforts. Risk of mislabeling affects brand reputation and consumer loyalty. Smaller producers may struggle to meet evolving transparency requirements. These challenges continue to restrict market scalability.

Opportunity:

Product innovation & diversification

Brands are launching products tailored to sleep, focus, and immunity enhancement. Infusions with herbs, adaptogens, and vitamins are broadening consumer appeal. Seasonal and limited-edition releases are driving engagement among trend-sensitive buyers. Packaging upgrades and storytelling are improving brand differentiation. These innovations are fueling category diversification and growth.

Threat:

Stigma & consumer hesitation

Concerns about legality and psychoactive effects hinder trial and repeat purchases. Restrictions on advertising and retail placement reduce visibility. Regulatory setbacks or negative press can amplify consumer hesitation. Lack of clear educational outreach limits understanding of product benefits. These factors pose risks to mainstream market acceptance.

Covid-19 Impact:

The Covid-19 pandemic had a mixed impact on the CBD relaxation seltzers market. Initially, supply chain disruptions, production halts, and distribution challenges slowed market growth. However, rising stress, anxiety, and sleep-related issues during

lockdowns fueled consumer demand for wellness-oriented beverages. Increased awareness of natural remedies and growing online retail channels supported sales. While regulatory uncertainties and limited in-store promotions posed hurdles, the shift toward health-focused lifestyles accelerated the acceptance of CBD relaxation seltzers in the post-pandemic era.

The flavored CBD seltzers segment is expected to be the largest during the forecast period

The flavored CBD seltzers segment is expected to account for the largest market share during the forecast period owing to strong consumer preference for taste and variety. Botanical, citrus, and berry profiles are improving product appeal and driving repeat purchases. Flavor innovation is helping brands stand out in competitive retail environments. Clean-label and low-sugar formulations are aligning with wellness trends. Retailers are prioritizing flavored offerings to meet demand. This segment will remain dominant across CBD beverage categories.

The sleep & relaxation aid segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the sleep & relaxation aid segment is predicted to witness the highest growth rate due to rising demand for natural stress and sleep solutions. CBD's calming effects are being utilized in targeted night-time formulations. Increasing prevalence of anxiety and sleep disorders is boosting interest in non-pharmaceutical options. Functional branding and influencer marketing are enhancing visibility. Digital platforms are supporting consumer education and trial. This segment is poised for rapid growth across wellness-focused markets.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share is shaped by strong consumer awareness of wellness and functional beverages. The region benefits from favorable regulatory movements, innovative product launches, and an established retail network. Growing interest in stress relief and natural alternatives to alcohol further drives adoption. Branding and lifestyle positioning strongly influence purchasing patterns, with younger demographics showing higher acceptance. However, there are obstacles due to market rivalry and differing state laws, which force businesses to prioritise quality distinction and transparency.

Region with highest CAGR:

Over the forecast period, the Europe region is anticipated to exhibit the highest CAGR is driven by wellness trends and increasing acceptance of plant-based relaxation products. Retail expansion is gradual, with more traction in online channels and niche health stores. Cultural diversity influences flavor preferences and marketing strategies, requiring localization. Despite challenges in harmonized regulations, growing demand for alcohol alternatives and wellness beverages is expected to foster opportunities, especially among urban health-conscious populations.

Key players in the market

Some of the key players in CBD Relaxation Seltzers Market include Recess, Mad Tasty, Vybes, Day One, Cann, Cloud Water, Apl's, Miraflores, Weller, Rhythm CBD Seltzers, CBD Living, Kal, Sweet Reason, Bimble and Plnt Water.

Key Developments:

In June 2025, Vybes expanded its “Gentle Energy” line with two new canned flavors—Strawberry Rose and Passionfruit Hibiscus—infused with CBD isolate and guayusa-derived caffeine. These beverages offer a dual benefit of calm and alertness, targeting wellness consumers seeking non-alcoholic functional drinks.

In May 2025, Recess launched its “Zero Proof” mocktail line, combining hemp extract, adaptogens, and natural fruit flavors to offer alcohol-free relaxation alternatives. The line includes Blackberry Chai and Pomegranate Hibiscus, designed for social occasions and marketed as a calming substitute for wine or cocktails.

Products Covered:

Flavored CBD Seltzers

Original CBD Seltzers

CBD Contents Covered:

Low Strength (?10 mg per serving)

Medium Strength (11–25 mg per serving)

High Strength (>25 mg per serving)

Packaging Types Covered:

Cans

Bottles

Pouches

Other Packaging Types

Distribution Channels Covered:

Online Retail

Supermarkets

Convenience Stores

Specialty CBD Stores

Caf?s & Bars

Other Distribution Channels

Applications Covered:

Stress & Anxiety Relief

Sleep & Relaxation Aid

General Wellness & Lifestyle Consumption

Other Applications

End Users Covered:

Millennials & Gen Z

Adults (30–50 years)

Older Consumers (50+ years)

Other End Users

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:

CBD Relaxation Seltzers Market Forecasts to 2032 – Global Analysis By Product (Flavored CBD Seltzers and Origi...

- 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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