

Hemp-Infused Beverages & Snacks Market Forecasts to 2032 – Global Analysis By Product Type (Hemp Beverages, RTD Hemp Drinks, Snack Bars and Gummies), Extract Type, Source, Distribution Channel, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Hemp-Infused Beverages & Snacks Market is accounted for \$1.3 billion in 2025 and is expected to reach \$4.7 billion by 2032 growing at a CAGR of 19.2% during the forecast period. Hemp-infused beverages and snacks are consumable products, such as drinks, bars, or bites, enriched with hemp-derived ingredients like hemp seed oil or CBD. These offer nutritional benefits, including omega fatty acids and potential calming effects, without psychoactive properties. Made with natural ingredients like nuts, fruits, or herbs, they cater to health-conscious consumers seeking wellness-focused, plant-based options for hydration, energy, or relaxation in convenient, flavorful formats.

According to BDSA, beverages and snacks containing non-psychoactive CBD are marketed for their potential relaxation and wellness benefits, driving a new category.

Market Dynamics:

Driver:

Growing wellness product demand

The market is driven by the escalating global demand for natural wellness products. Consumers are proactively seeking functional foods and beverages that offer specific health benefits beyond basic nutrition. Hemp is perceived as some natural, plant-based

ingredient rich in omegas, protein, and other compounds that support relaxation, reduce inflammation, and promote overall well-being. This aligns perfectly with the shift towards holistic health, positioning hemp-infused products as desirable tools for modern wellness routines.

Restraint:

Complex regulatory frameworks

A significant restraint is the complex and often contradictory regulatory framework governing hemp-derived products, particularly concerning CBD content and health claims. Regulations vary drastically between countries and even states, creating immense uncertainty for manufacturers. Navigating approval processes, labeling requirements, and restrictions on marketing claims is costly and time-consuming. This legal ambiguity stifles innovation, limits distribution channels, and deters investment, hindering the market's ability to reach its full potential and achieve mainstream scalability.

Opportunity:

Functional beverage innovations

A major opportunity lies in functional beverage innovation. This extends beyond basic hemp water to include energy drinks, relaxation tonics, sparkling juices, and protein shakes that combine hemp with other adaptogens, nootropics, or vitamins. Creating unique flavor profiles and targeting specific occasions (e.g., post-workout recovery, evening relaxation) can attract a broader consumer base. This product diversification moves the category beyond novelty, establishing hemp as a versatile, functional ingredient in the competitive wellness beverage space.

Threat:

Substitute wellness formulations

The market faces a constant threat from substitute wellness formulations that offer similar perceived benefits. This includes beverages infused with other functional ingredients like adaptogenic mushrooms (e.g., reishi, cordyceps), L-Theanine, melatonin, or other botanical extracts that also promote relaxation or energy. These alternatives often have clearer regulatory pathways and established consumer

recognition, providing easier options for consumers seeking functional benefits without the stigma or confusion sometimes associated with hemp-derived products.

Covid-19 Impact:

The COVID-19 pandemic accelerated the market. Increased stress and anxiety levels drove consumers to seek natural remedies for relaxation and immune support, boosting interest in hemp's wellness properties. While initial supply chain disruptions occurred, the long-term focus on health, coupled with the growth of e-commerce for direct-to-consumer sales, provided a significant tailwind. The pandemic normalized at-home consumption and self-care rituals, creating a receptive environment for trial and adoption of hemp-infused products.

The hemp beverages segment is expected to be the largest during the forecast period

The hemp beverages segment is expected to account for the largest market share during the forecast period, resulting from their superior convenience, refreshment factor, and ease of consumption compared to snacks. Beverages serve as an ideal and familiar format for delivering functional ingredients, easily integrated into daily routines. Innovation in ready-to-drink (RTD) formats—like sparkling waters, teas, and juices—makes them highly accessible and appealing to a mass audience. The segment benefits from the immense scalability of beverage production and distribution, solidifying its position as the category leader.

The full-spectrum segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the full-spectrum segment is predicted to witness the highest growth rate, propelled by the 'entourage effect' theory, which suggests that hemp's compounds (cannabinoids, terpenes) work synergistically for enhanced efficacy. Consumers seeking maximum potential therapeutic benefits are increasingly drawn to full-spectrum products for this reason. As education spreads and consumer sophistication grows, demand is shifting from isolated CBD to whole-plant extracts, which are perceived as more natural and effective, despite their more complex regulatory status, driving rapid growth in this segment.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market

share, attributed to the ancient cultural use of hemp in traditional medicine and cuisine across many Asian countries, particularly in China and India. The region has a massive population, rising disposable income, and a well-established agricultural and manufacturing base for hemp. Growing government support for industrial hemp cultivation for economic development, coupled with high consumer awareness of its nutritional profile, positions Asia Pacific as the dominant market in terms of volume and value.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR associated with, a sophisticated and rapidly evolving wellness market, high consumer willingness to experiment with new products, and progressive regulatory changes surrounding hemp. Strong venture capital investment, a high density of innovative startups, and advanced retail and e-commerce distribution channels facilitate rapid market penetration. Consumer education is high, and demand for premium, functional wellness products is robust, creating the ideal environment for the fastest growth rate in this nascent market.

Key players in the market

Some of the key players in Hemp-Infused Beverages & Snacks Market include Tilray, Heineken, Alkaline Water, Cronos Group, Jazz Pharmaceuticals, MedReleaf, Phoenia Holdings, VIVO Cannabis, Happi, Truss Beverage Co., Lord Jones, Spacegoods, Kin Euphorics, Om Mushroom, Peak and Valley, Rasa, and REBBL

Key Developments:

In July 2025, Heineken under its Lagunitas brand launched a new line of non-alcoholic, hemp-derived THC sparkling waters in select U.S. states, focusing on low-calorie and tropical flavor profiles to tap into the sober-curious movement.

In June 2025, Kin Euphorics announced a strategic partnership with a major national retail chain to expand the physical shelf presence of its popular adaptogen and CBD-infused non-alcoholic spirits, significantly increasing its direct-to-consumer reach beyond online sales.

In May 2025, Tilray expanded its distribution network for its Manitoba Harvest hemp-infused sparkling waters and protein bites into five new European markets, capitalizing

on the recent regulatory shifts for CBD food and beverage products in the EU.

Product Types Covered:

Hemp Beverages

RTD Hemp Drinks

Snack Bars

Gummies

Extract Types Covered:

Full-Spectrum

Broad-Spectrum

Isolates

Sources Covered:

Hemp Seed-Derived

Hemp Oil-Derived

CBD-Infused

Distribution Channels Covered:

Supermarkets & Hypermarkets

Convenience Stores

Specialty Stores

Online Retail / E-commerce

HoReCa

Applications Covered:

Energy & Performance

Relaxation & Stress Relief

Digestive Health

Immunity Boost

General Wellness & Lifestyle

End Users Covered:

Adults

Seniors

Millennials

Athletes

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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