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CBD Snacks Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Source (Marijuana, Hemp, Others), By Product Type (Gummies, Bars, Cookies, Others), By Distribution Channel (Hypermarkets/Supermarkets, Convenience Stores, Pharmacy/Drug Stores, Online, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global CBD Snacks Market is projected to expand from USD 945.31 Million in 2025 to USD 1771.95 Million by 2031, achieving a CAGR of 11.04%. These snacks?encompassing gummies, baked goods, and confectioneries infused with industrial hemp-derived cannabidiol?are designed to offer therapeutic advantages like stress reduction without psychoactive side effects. Representing a merger of the functional food and wellness industries, this market is propelled by a rising preference for natural pharmaceutical alternatives and the growing acceptance of hemp ingredients in everyday diets. The 'U.S. Hemp Roundtable' noted in '2025' that the American hemp sector, a primary engine for innovation in these extracts, attained a valuation of '$28.4 billion'.

Despite significant economic impact, the industry confronts a major hurdle regarding regulatory instability, specifically the lack of a federal designation for cannabidiol as a dietary supplement. This legal vagueness creates a disjointed compliance environment across various regions, complicating supply chain management and discouraging large multinational retailers and financial institutions from full participation. Consequently, this uncertainty severely limits broader commercial growth and market penetration.

Market Driver

The ongoing legalization and regulatory backing for hemp-derived goods act as the primary catalyst for the Global CBD Snacks Market. This legislative progress has significantly lowered entry barriers, facilitating the commercial-scale cultivation and processing of industrial hemp needed for mass edible production. By legally separating hemp from marijuana, frameworks enable manufacturers to build compliant supply chains and develop non-psychoactive snacks like gummies. According to the USDA's 'National Hemp Report' from April 2024, utilized hemp production in the U.S. was valued at $291 million in 2023, signaling a maturing raw material sector that ensures a legally consistent supply for snack manufacturing.

Growing consumer recognition of wellness properties and therapeutic benefits is a secondary major driver, transforming CBD snacks from niche items into functional necessities. Buyers increasingly prefer natural options for anxiety and stress management, favoring formats that provide convenience and accurate dosing. This demand stimulates innovation in high-quality formulations, positively impacting revenue. High Tide Inc. reported in its 'Third Quarter 2024 Financial Results' (September 2024) that revenue rose to $131.7 million, largely due to strong performance in consumption and edible segments. Additionally, a focus on premium ingredients helps brands maintain profitability; CV Sciences, Inc. reported a 46.0% gross margin in its 'Third Quarter 2024 Financial Results' (November 2024), highlighting operational efficiency.

Market Challenge

The Global CBD Snacks Market is primarily constrained by regulatory inconsistency and the lack of a cohesive federal framework for cannabidiol. Since federal agencies have not yet established a clear legal pathway for CBD as a dietary supplement, manufacturers must navigate a complex, fragmented compliance landscape that varies significantly across jurisdictions. This ambiguity acts as a formidable barrier to entry for major multinational retailers and grocery chains, which avoid stocking products within a legal grey area to prevent liability. Consequently, the market is effectively blocked from the mainstream sales channels that are necessary to drive substantial volume and category growth.

This regulatory uncertainty further stifles expansion by restricting access to capital and banking services. Companies are forced to operate defensively, managing logistical hurdles rather than investing in innovation or scaling production. The severity of this instability is highlighted by recent industry assessments regarding the impact of potential restrictive measures. According to the 'U.S. Hemp Roundtable', in '2025', 'proposed regulatory changes could eliminate 95 percent of the hemp-derived products currently available on the market'. Such precarious conditions deter investment and prevent the sector from realizing its full commercial potential.

Market Trends

The product landscape is being reshaped by the emergence of minor cannabinoid formulations, such as CBN and CBG, as manufacturers move beyond generic cannabidiol isolation to create specialized blends for targeted therapeutic effects. Consumers are increasingly demanding precise physiological outcomes, such as improved sleep quality or enhanced focus, which is driving brands to differentiate their edible portfolios with sophisticated cannabinoid ratios rather than broad wellness claims. This strategic shift towards functional specificity allows companies to command premium pricing and secure stronger consumer loyalty in a crowded sector. According to Cronos Group Inc., November 2024, in the '2024 Third Quarter Business Results', the company?s Spinach brand captured a leading 17.2% market share in the Canadian edibles category, a performance directly attributed to the successful introduction of new gummy formulations containing specific ratios of CBG and CBN.

Simultaneously, the market is witnessing a distinct expansion into savory and protein-fortified snack formats, transitioning the sector from confectionery-dominated offerings to nutrient-dense, functional foods. This trend capitalizes on the natural nutritional profile of industrial hemp, specifically its high protein and omega fatty acid content, to attract health-conscious consumers seeking vegan and clean-label pantry staples like granola, roasted seeds, and energy bars. By integrating hemp hearts into mainstream snacking occasions, diversified wellness brands are generating measurable revenue growth outside of traditional supplement aisles. According to Tilray Brands, Inc., October 2024, in the 'First Quarter Fiscal Year 2025 Financial Results', the company reported that its wellness segment net revenue increased 11% to $14.8 million, driven by the sustained consumer demand for its hemp-based food and snack product lines.

Key Market Players

ZBD

LivityFoods LLC

VELOBAR

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Naturebox

Weller

Evo Hemp

CBD American Shaman

Dixie Brands Inc.

Premium Jane

Pure Kana

Report Scope

In this report, the Global CBD Snacks Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

CBD Snacks Market, By Source

Marijuana

Hemp

Others

CBD Snacks Market, By Product Type

Gummies

Bars

Cookies

Others

CBD Snacks Market, By Distribution Channel

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Hypermarkets/Supermarkets

Convenience Stores

Pharmacy/Drug Stores

Online

Others

CBD Snacks Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global CBD Snacks Market.

Available Customizations:

Global CBD Snacks Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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