

Cannabidiol (CBD) Infused Beverages Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Alcoholic, Non-Alcoholic), By CBD Type (Marijuana-Derived, Hemp-Derived, Synthetic), By Grade (Pharmaceutical Grade, Food Grade), By Distribution Channel (Convenience Stores, Online, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Cannabidiol (CBD) Infused Beverages Market is projected to expand from a valuation of USD 7.58 Billion in 2025 to USD 11.02 Billion by 2031, reflecting a compound annual growth rate of 6.44%. These beverages are defined as non-alcoholic liquid refreshments enhanced with hemp-derived cannabidiol, a non-intoxicating compound valued for potential therapeutic benefits like relaxation and stress relief. The market's upward trajectory is chiefly supported by rising consumer demand for functional wellness solutions and a notable societal pivot toward healthier, alcohol-free lifestyle choices. These drivers signify fundamental behavioral shifts rather than fleeting trends, highlighting a growing appetite for functional ingredients that deliver tangible health advantages without intoxication.

According to the 'U.S. Hemp Roundtable' in '2024', the broader United States hemp industry, which includes consumable cannabinoid products such as infused drinks, reached a valuation of '\$28.4 billion'. Despite this significant economic presence, the sector encounters major obstacles due to disparate regulatory frameworks. The lack of standardized federal guidelines classifying CBD as a food additive or dietary supplement creates substantial compliance difficulties, frequently discouraging major

national retailers from carrying these products and consequently limiting wider market reach.

Market Driver

A dominant force revolutionizing the Global Cannabidiol (CBD) Infused Beverages Market is the accelerating migration toward low-alcohol and non-alcoholic options. As consumers progressively lower their ethanol consumption, they are actively pursuing sophisticated alternatives that provide relaxation without the adverse physical consequences linked to alcohol. This phenomenon, often described as 'sober curiosity,' has evolved from a passing fad into a lasting lifestyle adjustment, directly favoring CBD drinks that are positioned as functional social tonics. The magnitude of this shift is substantial; the Adult Non-Alcoholic Beverage Association reported in February 2025 that the percentage of United States drinkers utilizing non-alcoholic products nearly doubled year-over-year to hit 13% by the middle of 2024, creating a robust consumer base for CBD brands to target during social events.

Market growth is further stimulated by escalating consumer demand for wellness-focused and functional beverages, specifically those addressing natural stress management. In contrast to conventional soft drinks, CBD-infused varieties are desired for their perceived therapeutic value, appealing to a demographic focused on anxiety reduction and mental well-being. The financial potential of this demand is illustrated by the success of market frontrunners; for instance, The Grocer reported in May 2025 that the premier CBD drink brand TRIP anticipates 2025 revenues surpassing ?60 million, fueled by intense interest in its functional offerings. This momentum is drawing significant institutional backing for global scaling, as evidenced by BevNET's November 2025 report that TRIP obtained \$40 million in growth capital to finance its expansion into the United States, confirming the sector's enduring promise.

Market Challenge

The primary impediment to the global CBD-infused beverages market is the ongoing inconsistency within regulatory structures, particularly the absence of explicit federal authorization for CBD as a dietary component. This regulatory uncertainty establishes a complex compliance landscape that effectively bars entry into mainstream retail avenues. Major national mass merchandisers and grocery chains, which are vital for achieving volume growth, generally decline to stock these items due to liability risks and the lack of FDA approval. As a result, the market remains restricted to e-commerce and lower-volume outlets, severely constraining the visibility of the category and its capacity

for scale.

Additionally, the absence of a reliable legal foundation generates an atmosphere of existential risk that hampers capital investment. Investors and manufacturers are reluctant to dedicate significant resources to an industry where product legality is subject to sudden legislative changes. This volatility was recently underscored when political maneuvers threatened to undermine the existing market structure. According to the 'U.S. Hemp Roundtable' in '2025', restrictive language proposed in federal spending legislation carried the threat of effectively banning over 95% of all hemp extract products currently on sale, highlighting the severe instability that inhibits the industry from building a secure base for long-term growth.

Market Trends

The market is witnessing a rapid expansion into mainstream retail and convenience store channels, breaking away from its historical limitation to specialty dispensaries through aggressive distribution tactics that utilize the federally legal status of hemp-derived substances. Distributors are effectively maneuvering through uneven regulatory terrains to obtain shelf space in high-volume liquor and grocery outlets, successfully normalizing the category alongside standard mixers and sodas. This transition from niche to mass availability is statistically evident; the Hemp Beverage Alliance reported in September 2025, via their 'Hemp Beverage Alliance and VIP Formalize Industry Sales Data Reporting' release, that the sector saw an average monthly sales growth rate of 77% between January 2024 and August 2025. This commercial surge indicates that mainstream retailers are increasingly ready to stock these drinks despite remaining compliance issues, valuing revenue potential over regulatory conservatism.

A key trend in formulation is the rise of hybrid beverages featuring functional ingredients, where brands advance beyond simple cannabinoid infusion to engineer complex blends targeting distinct physiological conditions. Manufacturers are distinguishing their product lines by pairing CBD with botanicals, nootropics, and adaptogens to offer specific benefits, such as deep sleep or sharpened focus, justifying premium price points. This strategy corresponds with wider ingredient trends; United BioScience noted in their March 2025 '2025 Functional Drinks Market: Trends & Future Growth' report that the use of the adaptogen Ashwagandha in functional drinks rose by more than 100% in the previous year. By incorporating these popular bioactive compounds, CBD beverage brands are effectively establishing their products as holistic wellness solutions rather than single-ingredient supplements.

Key Market Players

Canopy Growth Corporation

The Cronos Group

Tilray

Hexo

CannTrust

Aurora Cannabis Inc.

GW Pharmaceuticals plc.

VIVO Cannabis Inc.

Alkaline 88, LLC

NewAge Inc.

Report Scope

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

Cannabidiol (CBD) Infused Beverages Market, By Type

Alcoholic

Non-Alcoholic

Cannabidiol (CBD) Infused Beverages Market, By CBD Type

Marijuana-Derived

Hemp-Derived

Synthetic

Cannabidiol (CBD) Infused Beverages Market, By Grade

Pharmaceutical Grade

Food Grade

Cannabidiol (CBD) Infused Beverages Market, By Distribution Channel

Convenience Stores

Online

Others

Cannabidiol (CBD) Infused Beverages 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 Cannabidiol (CBD) Infused Beverages Market.

Available Customizations:

Global Cannabidiol (CBD) Infused Beverages 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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