

# **Hemp Beer Market - Global Industry Size, Share, Trends, Competition Forecast and Opportunities, Segmented By Type (Alcoholic and Non-Alcoholic), By Component (Cannabidiol (CBD), Tetrahydrocannabinol (THC)), By Distribution Channel (Online and Offline), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Hemp Beer Market is projected to expand from USD 3.67 Billion in 2025 to USD 6.06 Billion by 2031, registering a CAGR of 8.72%. These fermented beverages, which span both alcoholic and non-alcoholic categories, incorporate hemp seeds, hearts, or flowers to introduce specific nutty flavors or functional cannabinoid benefits. This market growth is fundamentally supported by increasing consumer preference for functional, low-alcohol wellness options and the progressive legislative separation of industrial hemp from psychoactive cannabis, which fosters investment in the supply chain. These drivers signify a structural evolution in purchasing habits and regulatory access toward plant-based functional ingredients, distinguishing them from temporary flavor trends.

However, the industry encounters substantial difficulties due to a disjointed regulatory environment, where inconsistent compliance standards regarding maximum allowable THC content create barriers to international trade and mass distribution. Data from the Hemp Beverage Alliance indicates that sales of hemp-derived beverages in the United States exceeded \$1 billion in 2024, demonstrating the sector's swift mainstream acceptance despite these complex legal hurdles. Nevertheless, this regulatory ambiguity persists as the primary obstacle preventing a truly cohesive and expansive global market.

## Market Driver

Legislative support and the deregulation of industrial hemp serve as the foundational catalyst for market infrastructure, particularly through state-level frameworks that validate retail access. By decoupling hemp from definitions of psychoactive cannabis, these beverages can enter mainstream channels formerly reserved for traditional alcohol, thereby normalizing consumption and encouraging investment from established breweries. Minnesota's pioneering regulatory model exemplifies this impact, creating a vast retail footprint that exceeds limited dispensary-only markets. According to a September 2025 article in CSP Daily News, this liberalized approach has resulted in 5,345 retailers currently licensed to sell hemp-derived edibles and beverages in the state, confirming legislative drivers as the primary engine for accessibility and volume growth.

Simultaneously, rising consumer demand for functional and wellness-oriented beverages is reshaping the competitive landscape as drinkers increasingly seek health-conscious alternatives to alcohol. This trend is driven by a demographic shift away from intoxication-focused habits toward functional relaxation, prompting brewers to innovate with hemp-derived formulations that offer the social ritual of beer without the hangover. As reported by MJBizDaily in May 2025, the no-alcohol beverage sector is projected to grow by 7% through 2028, supporting this transition. To meet this surging appetite, supply chains are rapidly expanding; the Hemp Beverage Alliance reported in a September 2025 press release that distribution points for hemp beverages increased by 95% between August 2023 and August 2025.

## Market Challenge

The fragmented regulatory landscape regarding inconsistent compliance standards for THC content serves as a critical structural impediment to the growth of the Global Hemp Beer Market. This lack of harmonization compels manufacturers to navigate a complex patchwork of conflicting jurisdictional laws, effectively prohibiting the development of a unified global supply chain. Instead of capitalizing on economies of scale, producers must customize formulations, testing protocols, and packaging to meet divergent statutory limits across different regions, significantly increasing operational costs. Consequently, this legal volatility deters major multinational brewing conglomerates from fully committing to the sector, restricting the market to smaller players unable to drive mass distribution.

This regulatory unevenness directly hinders the transition of hemp beer from a niche product to a standardized global commodity. Although the Hemp Beverage Alliance reported a 95% increase in distribution points for hemp beverages between August 2023 and August 2025, this data highlights aggressive regional expansion rather than cohesive global growth. The absence of a unified federal or international framework effectively restricts this growth to isolated markets, as the inability to streamline compliance prevents these increasing distribution points from connecting into the efficient cross-border trade network necessary for true global market maturity.

## **Market Trends**

The adoption of nano-emulsification technology is revolutionizing the market by addressing the consumer pain point of delayed onset. Manufacturers are utilizing homogenization to break cannabinoid oils into water-soluble particles, allowing for rapid absorption through mucous membranes rather than the digestive system. This technical shift enables hemp beers to function as social lubricants with predictable effects, mirroring the sessionable nature of alcohol. According to an August 2025 article in mg Magazine, these nano-emulsified formulations typically deliver an onset of effects within 10 to 20 minutes, a significant improvement over the hours required for conventional ingestibles.

Furthermore, the integration of hemp-derived THC into craft brewing portfolios represents a strategic pivot for producers seeking to offset alcohol market stagnation. Breweries are leveraging existing infrastructure to produce hemp-infused beverages, effectively diversifying revenue streams without significant capital expenditure. This supply-side adaptation is fueling a rapid acceleration in category velocity as established brands utilize their local influence to introduce these products. As noted in a September 2025 press release by the Hemp Beverage Alliance, case-equivalent sales for hemp beverages demonstrated an average monthly growth rate of 77% from January 2024 through August 2025, confirming the explosive traction of this segment.

## **Key Market Players**

Canopy Growth Corporation

Heineken N.V.

Sprig Products LLC

Ceria, Inc.

Two Roots Brewing Co

Flying Dog Brewery, LLLP

BevCanna Enterprises Inc.

Coalition Brewing Co Ltd.

dupetit Natural Products GmbH

Anheuser-Busch Companies LLC

## **Report Scope**

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

Hemp Beer Market, By Type

Alcoholic

Non-Alcoholic

Hemp Beer Market, By Component

Cannabidiol (CBD)

Tetrahydrocannabinol (THC)

Hemp Beer Market, By Distribution Channel

Online

Offline

Hemp Beer 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 Hemp Beer Market.

### **Available Customizations:**

Global Hemp Beer 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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