

CBD Nutraceuticals Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Product Type (CBD Tinctures, Capsules & Softgels, CBD Gummies, Others), By Distribution Channel (Hospital Pharmacies, Retail Pharmacies, Online Pharmacies), By Region, and By Competition

<https://marketpublishers.com/r/C6099F76D64AEN.html>

Date: November 2023

Pages: 178

Price: US\$ 4,900.00 (Single User License)

ID: C6099F76D64AEN

Abstracts

Global CBD Nutraceuticals Market has valued at USD 3.17 billion in 2022 and is anticipated to project impressive growth in the forecast period with a CAGR of 19.60% through 2028. The global CBD nutraceuticals market has witnessed significant growth in recent years due to increasing consumer awareness of the potential health benefits of CBD (cannabidiol), a non-psychoactive compound derived from the cannabis plant. CBD nutraceuticals combine the wellness-promoting properties of CBD with various dietary supplements and functional food products.

Key Market Drivers

Increasing Consumer Awareness

In recent years, the global CBD nutraceuticals market has experienced remarkable growth, and a significant driving force behind this expansion is the increasing consumer awareness of CBD's potential health benefits. Consumers are now more informed than ever about the therapeutic properties of cannabidiol (CBD), a non-psychoactive compound derived from the cannabis plant.

One of the pivotal factors in the CBD nutraceuticals market's growth is the ongoing

educational efforts aimed at consumers. Information campaigns, online resources, and credible publications have played a vital role in disseminating knowledge about CBD. These educational initiatives have highlighted the compound's potential benefits for various health and wellness purposes, including stress relief, pain management, sleep enhancement, and anxiety reduction.

Consumer awareness has also contributed to reducing the stigma historically associated with cannabis-derived products. As more individuals understand that CBD is non-intoxicating and does not produce the 'high' associated with THC (tetrahydrocannabinol), they are increasingly willing to explore CBD nutraceuticals as a natural and safe wellness option. This shift in perception has opened up new markets and consumer segments.

Consumer awareness aligns with the broader wellness trends prevalent in today's society. People are actively seeking alternatives to pharmaceuticals, emphasizing natural and holistic approaches to health and well-being. CBD nutraceuticals, positioned as natural and plant-based supplements, resonate with this trend, making them a popular choice for health-conscious consumers.

Consumers are becoming more proactive in managing their health, often opting for personalized wellness solutions. CBD nutraceuticals provide a versatile platform for personalization, allowing consumers to choose from a wide range of products and formulations tailored to their specific needs. This personalization contributes to higher consumer satisfaction and loyalty.

Informed consumers are more likely to demand transparency from CBD product manufacturers. Companies that provide clear information about sourcing, production methods, third-party testing, and product labeling tend to gain consumer trust. The awareness of these factors encourages consumers to make informed choices and invest in reputable CBD products, ultimately supporting market growth.

As consumers experience positive results from using CBD nutraceuticals, they become advocates, spreading the word to friends and family. Word-of-mouth marketing is a potent force in driving product adoption. When individuals share their success stories with CBD products, it can significantly expand the customer base.

Demand for Natural and Holistic Wellness Solutions

Consumers today are increasingly inclined to embrace natural remedies as an

alternative to pharmaceuticals. They are seeking wellness solutions that are derived from natural sources and have fewer side effects. CBD, extracted from the cannabis plant, aligns perfectly with this preference. It is a natural compound that offers various potential health benefits without the intoxicating effects associated with THC.

The demand for holistic wellness solutions is on the rise. Rather than simply addressing symptoms, people are looking for holistic approaches that consider the overall well-being of the mind and body. CBD, with its potential to address a wide range of health issues, including anxiety, pain, sleep disorders, and inflammation, is seen as a holistic remedy that can support overall wellness.

Wellness is no longer viewed as a temporary fix but as a lifestyle choice. Consumers are making conscious decisions to prioritize their health, incorporating wellness practices into their daily routines. CBD nutraceuticals fit seamlessly into this lifestyle, offering a convenient and accessible way to integrate wellness into one's daily life.

Consumers value personalized wellness solutions. The CBD nutraceuticals market provides a diverse range of products, including CBD capsules, tinctures, gummies, topical creams, and even beverages. This variety allows consumers to choose the format that best suits their preferences and specific wellness goals, contributing to market growth.

Concerns about the potential side effects and dependency associated with pharmaceutical drugs have led many consumers to seek alternative solutions. CBD, often touted as a natural remedy, is increasingly considered as a way to manage common health issues without relying on prescription medications.

The appeal of CBD nutraceuticals extends to individuals of all ages. From millennials looking for stress relief to seniors seeking relief from chronic pain or sleep disorders, CBD products cater to a wide demographic. This inclusivity helps expand the consumer base and drives market growth.

Consumer awareness and education play a significant role in changing perceptions of CBD. As more people become informed about the compound's properties and benefits, they are more likely to embrace it as a natural and holistic wellness solution.

Diverse Product Range

The global CBD nutraceuticals market is thriving, and one of the key factors fueling this

growth is the incredible diversity of products available to consumers. Cannabidiol (CBD), a non-psychoactive compound derived from the cannabis plant, has found its way into an array of wellness and dietary products.

One of the significant advantages of a diverse product range is that it caters to a wide spectrum of consumer preferences. CBD nutraceuticals come in various forms, including capsules, tinctures, gummies, beverages, topicals, and even pet products. This variety allows consumers to choose the format that best suits their needs and lifestyle, making CBD accessible to a broader audience.

The diverse range of CBD products enables companies to formulate products with specific wellness goals in mind. For example, consumers seeking relaxation and stress relief may opt for CBD gummies or tinctures, while those looking for localized pain relief may prefer CBD-infused creams or balms. This targeted approach enhances the effectiveness of CBD nutraceuticals and encourages repeat purchases.

The CBD nutraceuticals market is a hotbed of innovation, with companies continually developing new and unique products. Innovations such as water-soluble CBD, CBD-infused beverages, and advanced delivery methods are pushing the boundaries of what CBD can offer. These innovations not only attract new customers but also foster competition and growth in the industry.

Personalization is a growing trend in the wellness industry, and CBD nutraceuticals are no exception. Companies are offering customizable CBD products, allowing consumers to choose their preferred dosage, flavors, and even cannabinoid profiles (e.g., full-spectrum, broad-spectrum, or isolate). This level of customization enhances the overall consumer experience and loyalty.

The availability of diverse CBD products extends beyond specialty health food stores and dispensaries. They can now be found in mainstream retail outlets, including pharmacies, supermarkets, and online marketplaces. This increased accessibility exposes CBD products to a broader customer base, driving market growth.

A wide range of CBD products encourages consumer engagement and experimentation. Individuals are more likely to try different formats and brands, leading to increased product discovery and brand loyalty. This dynamic environment keeps consumers engaged and invested in the market, driving further growth.

Mainstream Retail Adoption

The global CBD nutraceuticals market has witnessed a rapid evolution in recent years, largely fueled by the adoption of CBD products by mainstream retail outlets. Once considered niche and relegated to specialty stores, CBD nutraceuticals have made their way onto the shelves of pharmacies, supermarkets, and even e-commerce giants.

The integration of CBD nutraceuticals into mainstream retail locations greatly enhances their accessibility to consumers. Shoppers no longer need to visit specialized health food stores or dispensaries to purchase CBD products. Instead, they can find them in the same stores they visit for their daily necessities, making CBD more convenient and accessible.

Mainstream retailers serve a vast and diverse customer base. By offering CBD nutraceuticals, these retailers expose CBD products to a much larger audience than specialized stores ever could. This broader reach attracts new customers who may not have previously considered using CBD products, further expanding the market.

The presence of CBD products in mainstream retail outlets lends them an added layer of credibility. Shoppers often perceive products sold in established retail chains as more trustworthy and safer. This increased trust can help reduce the stigma associated with CBD and encourage more people to try these products.

Mainstream retailers often invest in consumer education, providing information about the products they carry. This education can include informative labels, pamphlets, or knowledgeable staff members who can answer customers' questions. Such educational efforts are vital for informing consumers about CBD's benefits and safe usage.

The inclusion of CBD products in mainstream stores serves as a powerful indicator of market acceptance and validation. It signals to consumers, investors, and manufacturers that CBD nutraceuticals are not just a passing trend but a legitimate and growing industry. This validation can attract more investment and innovation to the market.

Key Market Challenges

Regulatory Uncertainty

Perhaps the most significant challenge facing the CBD nutraceuticals market is the complex and ever-evolving regulatory landscape. CBD's legal status varies significantly

from one country, and even one state, to another. This inconsistency creates confusion for both consumers and businesses, hindering market growth and expansion.

Lack of Standardization

The CBD industry lacks uniform standards and regulations governing product quality, labeling, and testing. This lack of standardization can result in inconsistent product quality and consumer skepticism. Establishing standardized practices and regulations is crucial for building trust within the market.

Limited Scientific Research

While there is a growing body of research on CBD, more comprehensive clinical studies are needed to establish the compound's efficacy and safety for various health conditions. The lack of robust scientific data can hinder consumer confidence and regulatory decision-making.

Key Market Trends

Science-Backed Products

Research into the potential health benefits of CBD is gaining momentum. Expect to see more CBD nutraceutical products backed by scientific studies and clinical trials. These studies will provide consumers with a greater understanding of CBD's efficacy and safety for various health conditions.

Improved Product Labeling and Transparency

As the industry matures, there is a growing emphasis on accurate product labeling and transparency. Companies are increasingly adopting clear and standardized labeling practices, providing consumers with information about CBD content, sourcing, third-party testing, and product certifications.

Sustainable and Ethical Sourcing

Consumers are becoming more conscious of sustainability and ethical sourcing practices. CBD companies are responding by prioritizing sustainable cultivation, extraction methods, and packaging. Ethical sourcing of hemp and a commitment to environmental responsibility are becoming competitive advantages.

Segmental Insights

Product Type Insights

Based on the category of Product Type, CBD tinctures emerged as the dominant force in the global CBD nutraceuticals market in 2022. The increasing adoption of CBD tinctures can be attributed to their superior bioavailability compared to oils, making them highly effective in alleviating severe pain, anxiety, stress, and other ailments. This heightened demand is a key driving factor. Furthermore, the availability of CBD tinctures in various volumes and concentrations tailored to individual needs is poised to stimulate further growth in this segment throughout the projected period.

Conversely, the capsules and soft gels category is expected to experience the most rapid expansion in the forecasted timeframe. This growth can be attributed to the convenience and travel-friendliness of these products. Additionally, many users find the taste and texture of tinctures unappealing, making them less suitable for daily consumption. Consequently, there is a shift towards capsules and soft gels, which are easy to ingest and come in premeasured doses.

Distribution Channel Insights

In 2022, the retail store sales channel emerged as the dominant force in the market. The primary driver behind the growth of this segment is the increasing collaboration between manufacturers and retailers aimed at expanding their distribution networks. For instance, a noteworthy example occurred in September 2019 when CV Sciences, Inc. forged a distribution partnership with The Vitamin Shoppe, enabling the sale of its products across 383 stores in the United States. Furthermore, in October 2019, the company further expanded its distribution network, currently serving its products through 515 Vitamin Shoppe stores.

Conversely, the online sales channel is expected to experience the most rapid growth in the forecasted period. Companies operating in the CBD nutraceuticals sector are striving to make their products available through all available sales channels, with a particular focus on online platforms to reach remote areas. These channels offer comprehensive product information, quality certifications, ingredient details, and dosage instructions to consumers, which serves as a compelling attraction for this sales channel. All of these factors are poised to propel the growth of this segment in the years to come.

Regional Insights

In 2022, North America held a commanding position in the market. The primary drivers behind this market growth were the enactment of the 2018 Farm Bill, which legalized the cultivation and processing of hemp-derived products, the increasing population of health-conscious consumers, and the presence of major manufacturers within the region.

Conversely, the Asia Pacific region is poised to exhibit the swiftest CAGR over the forecasted period. This is attributed to the rising trend of legalization and the promising regulatory framework concerning the utilization of products infused with cannabidiol in various regional countries. For instance, in September 2019, Thailand removed hemp seeds and hemp oil from its list of controlled substances and is expected to expand the use of CBD as a health supplement within the country. Many CBD nutraceutical companies are strategically planning to enter the Asia Pacific market, a move expected to fuel regional growth. Additionally, there is a growing awareness regarding the medical and wellness applications of CBD nutraceuticals, which is further anticipated to drive market expansion.

Key Market Players

Gaia Botanicals LLC

CV Sciences, Inc.

Elixinol LLC

Garden of Life

Isodiol International Inc

Medical Marijuana Inc

Medterra

Report Scope:

In this report, the Global CBD Nutraceuticals Market has been segmented into the

following categories, in addition to the industry trends which have also been detailed below:

CBD Nutraceuticals Market, By Product Type:

CBD Tinctures

Capsules & Softgels

CBD Gummies

Others

CBD Nutraceuticals Market, By Distribution Channel:

Hospital Pharmacies

Retail Pharmacies

Online Pharmacies

CBD Nutraceuticals Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

France

Italy

Spain

Asia-Pacific

China

Japan

India

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Competitive Landscape

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

Available Customizations:

Global CBD Nutraceuticals market report with the given market data, Tech Sci 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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