

# Cannabidiol (CBD) Oil Market Business Overview, Specification, Techniques & Strategies to 2032

*cannabidiol (CBD) oil market is experiencing a surge in demand, driven by increasing consumer awareness of its potential therapeutic benefits*

VANCOUVER, BRITISH COLUMBIA, CANADA, July 1, 2024

/EINPresswire.com/ -- The global [cannabidiol \(CBD\) oil market](#) is experiencing a surge in demand, driven by increasing consumer awareness of its potential therapeutic benefits and growing acceptance of natural wellness solutions. According to a report by Emergen Research, the market size reached USD 27.17 billion in 2022 and is projected to reach a staggering USD 6.24 billion by 2032, reflecting a compound annual growth rate (CAGR) of 16.0%.



## Market Overview and Trends:

The CBD oil market is witnessing a significant shift towards a wider variety of product offerings, including tinctures, capsules, gummies, edibles, and topical applications. This diversification caters to a broader consumer base seeking convenient and targeted CBD intake methods. Additionally, the rising demand for organic and natural products is fueling the growth of the hemp-derived CBD segment.

Get Free Sample PDF Copy Of This Report At <https://www.emergenresearch.com/request-sample/2561>

## Key Drivers Propelling Market Growth:

**Growing Recognition of CBD's Therapeutic Potential:** Increasing scientific research on the potential health benefits of CBD for anxiety, pain management, and other conditions is driving

consumer interest and market expansion.

**Shift Towards Natural Wellness Solutions:** Consumers are increasingly opting for natural remedies, creating a favorable environment for CBD products marketed for relaxation, sleep support, and overall well-being.

**Expanding Legal Landscape:** The legalization of cannabis for medicinal and recreational purposes in several countries is opening new avenues for CBD oil sales and distribution.

**Restraints and Challenges:**

**Stringent Regulations and Legal Uncertainties:** The evolving regulatory landscape surrounding CBD products, especially in certain regions, creates hurdles for market participants.

**Lack of Standardized Dosing and Product Labeling:** Concerns regarding inconsistent dosing recommendations and unclear labeling can create confusion among consumers and hinder market growth.

**Growth Opportunities:**

**Strategic Mergers and Acquisitions:** Consolidation in the CBD oil market through mergers and acquisitions can accelerate market expansion and product innovation.

**Focus on Research and Development:** Continued research on the therapeutic applications of CBD can unlock new market opportunities and enhance consumer confidence.

**Increased Public Education and Awareness Campaigns:** Educating consumers about the potential benefits and responsible use of CBD oil can broaden market reach and address existing skepticism.

**Key Market Insights:**

North America currently dominates the CBD oil market, primarily due to the early adoption of CBD products and favorable regulatory changes in the United States and Canada.

The Asia Pacific region is expected to witness the fastest growth due to rising disposable incomes, growing awareness of CBD benefits, and increasing legalization efforts.

The market for CBD-infused food and beverages is anticipated to gain significant traction as consumers seek convenient and discreet ways to incorporate CBD into their daily routines.

**SWOT Analysis:**

Strengths: Wide range of product offerings, growing scientific research, increasing consumer demand.

Weaknesses: Lack of standardization, regulatory uncertainties, limited clinical data.

Opportunities: Expansion into new markets, development of novel delivery methods, increased focus on research.

Threats: Potential changes in regulations, negative publicity, competition from synthetic alternatives.

Latest Strategic Developments and M&A Activity:

On 6 March, 2023, Sunsoil Products, a certified and fourth-largest CBD brand in Vermont, established a strategic alliance with Sprouts Farmers. This collaboration intends to advance Sunsoil's goal of providing CBD products at fair prices to customers around the world.

On 18 January, 2023, Kanabo introduced two new therapeutic compositions to its VapePod lineup. These two combinations are based on the indica-dominant Champagne Kush and the sativa-dominant Blue Dream. The business asserts that these formulations will be priced similarly to its earlier goods.

Ask For Customization: <https://www.emergenresearch.com/request-for-customization/2561>

CBD Oil Top Companies and Competitive Landscape

The global CBD oil market is consolidated with few large and medium-sized players accounting for majority of market revenue. Major players are deploying various strategies, entering into mergers & acquisitions, strategic agreements & contracts, developing testing, and introducing more effective CBD oil market solutions.

Some major players included in the global CBD oil market report are:

PharmaHemp

Isodiol International Inc.

NuLeaf Naturals, LLC

Gaia Botanics

CV Sciences Inc.

Medical Marijuana, Inc.

Cannoid, LLC

Joy Organics.

Lazarus Naturals

Freedom Leaf, Inc.

Canopy Growth Corporation Inc.

Green Roads

FOLIUM Science

CBD Oil Market Segment Analysis

For the purpose of this report, Emergen Research has segmented the global CBD oil on the basis of product, application, end-use, and region:

Product Outlook (Revenue, USD Billion; 2019-2032)

Marijuana Based

Hemp Based

Application Outlook (Revenue, USD Billion; 2019-2032)

Food & Beverage (F&B)

Pharmaceuticals

Pet care

Others

End-Use Outlook (Revenue, USD Billion; 2019-2032)

Hospitals Pharmacies

Retail Pharmacies

Online Pharmacies

Others

We Have Recent Updates in Sample Copy: <https://www.emergenresearch.com/request-sample/2561>

Country scope:

U.S., Canada, Mexico, Germany, U.K., France, Spain, BENELUX, Rest of Europe, China, India, Japan, South Korea, Rest of APAC, Brazil, Rest of LATAM, Saudi Arabia, UAE, Israel, and Rest of MEA

Thank you for reading our report. Please get in touch with us if you have any query regarding the report or its customization. Our team will ensure the report is best suited to your needs.

About Us:

Emergen Research is a market research and consulting company that provides syndicated research reports, customized research reports, and consulting services. Our solutions purely focus on your purpose to locate, target, and analyse consumer behavior shifts across demographics, across industries, and help clients make smarter business decisions. We offer market intelligence studies ensuring relevant and fact-based research across multiple industries, including Healthcare, Touch Points, Chemicals, Types, and Energy. We consistently update our research offerings to ensure our clients are aware of the latest trends existent in the market. Emergen Research has a strong base of experienced analysts from varied areas of expertise. Our industry experience and ability to develop a concrete solution to any research problems provides our clients with the ability to secure an edge over their respective competitors.

Eric Lee

Emergen Research

+91 90210 91709

[sales@emergenresearch.com](mailto:sales@emergenresearch.com)

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/724277471>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.