

Cannabis Beverage Market Poised To Witness Rapid Expansion, 2025-2032 | Aurora Cannabis., Aphria Inc., Canopy Growth

Cannabis Beverage Market is growing, driven by rising consumer interest in wellness products, legalization trends, & demand for innovative, non-alcoholic drink

BURLINGAME, CA, UNITED STATES, January 27, 2025 /EINPresswire.com/ --



The cannabis beverage market offers opportunities through expanding legalization, rising health-conscious consumers, product innovation, and growing acceptance of cannabis-infused drinks globally.”

Coherent Market Insights

The [Cannabis Beverage Market](#) is estimated to reach approximately \$1.7 billion by 2025, driven by ongoing advancements and increasing demand for efficient power generation technologies. Furthermore, it is projected to grow significantly, reaching around \$5.25 billion by 2032, reflecting the industry's robust growth trajectory amidst evolving energy needs and technological innovations. The Latest Report, titled "Cannabis Beverage Market" includes a detailed analysis of current market conditions, market players, regions, types, applications, Opportunities, and Forecast for 2025-2032.

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□□ Surge in Legalization and Acceptance: The ongoing legalization of cannabis for both medical and recreational use in many countries is significantly boosting the market. This trend is expanding access to cannabis beverages, leading to increased consumer acceptance and demand.

□□ Growing Demand for Wellness Products: Consumers are increasingly shifting towards wellness-oriented beverages that offer health benefits. Cannabis-infused drinks, known for their therapeutic properties such as anxiety relief and improved sleep quality, are gaining popularity as alternatives to traditional alcoholic and sugary beverages.

□□ Innovation in Product Offerings: The market is witnessing a wave of innovation with new product formulations that incorporate cannabinoids like CBD and THC in various beverage types, including teas, sparkling waters, and coffees. This diversification caters to a wide range of consumer preferences and enhances market appeal.

□□ Expansion of Distribution Channels: The rise of e-commerce and the establishment of dedicated cannabis retail outlets are improving product accessibility. Enhanced distribution networks allow consumers to easily purchase cannabis beverages, further driving market growth.

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□ By Product Type: Alcoholic and Non-alcoholic

□ By End User: Household, Restaurants & Cafes ,Others

□ By Distribution Channel: Convenience stores, Hypermarkets, Specialty Stores, Online Retail, Others

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» North America (United States, Canada, and Mexico)

The image shows the cover of a market research report. At the top, a white ribbon banner contains the text 'LATEST REPORT'. Below this, the title 'MARKET RESEARCH REPORT 2025' is prominently displayed in large, bold, white letters. The publisher's name, 'COHERENT MARKET INSIGHTS', is visible in a white box on the left. To the right of the publisher's name, the subtitle reads 'Industry Analysis, Future Trends with Top Company Profiles By 2032'. A central graphic features a magnifying glass over a financial chart with various data points and lines. Below the chart, the text 'cannabis beverage market' is written in a light blue font. On the right side, a dark blue box with white text lists the contents: 'CMI Report Include' followed by a bulleted list: 'Technology Outlook', 'Regional Outlook', 'Industry Dynamics', 'Key Opportunities', and 'Competitive Landscape'.

- » Europe (Germany, France, UK, Russia, Italy)
- » Asia-Pacific (China, Japan, Korea, India, and Southeast Asia)
- » Latin America (Brazil, Argentina, Colombia)
- » Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, and South Africa)

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- Aurora Cannabis Inc.
- Aphria Inc.
- Canopy Growth Corporation
- MedReleaf Corp.
- Cronos Group Inc.
- GW Pharmaceuticals plc.
- CannTrust Holdings Inc.
- VIVO Cannabis Inc.
- BevCanna Enterprises Inc.

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□ Invest in Research and Development: Companies should prioritize R&D to develop unique formulations that enhance flavor profiles and improve cannabinoid bioavailability. Innovations such as nanoemulsion technology can create more effective products that meet consumer expectations for rapid onset effects.

□ Leverage Social Media for Brand Engagement: Utilizing social media platforms to promote cannabis beverages can significantly enhance brand visibility. Engaging content that highlights product benefits, usage occasions, and customer testimonials can effectively attract new consumers.

□ Focus on Sustainability Practices: Emphasizing eco-friendly sourcing and packaging can resonate with environmentally conscious consumers. Brands committed to sustainability will build stronger connections with their customer base.

□ Explore International Markets: Expanding into emerging international markets where cannabis legalization is progressing presents significant opportunities for growth. Tailoring marketing

strategies to local cultures and preferences will be crucial for successful market entry.

□ Enhance Consumer Education Initiatives: Providing educational resources about the safe consumption of cannabis beverages can empower consumers to make informed choices. Workshops, webinars, or informative content can foster community engagement and position brands as industry leaders.

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- This research report reveals this business overview, product overview, market share, demand and supply ratio, supply chain analysis, and import/export details.
- The Industry report captivates different approaches and procedures endorsed by the market key players to make crucial business decisions.
- This research presents some parameters such as production value, marketing strategy analysis, Distributors/Traders, and effect factors are also mentioned.
- The historical and current data is provided in the report based on which the future projections are made and the industry analysis is performed.
- The import and export details along with the consumption value and production capability of every region are mentioned in the report.
- Porter's five forces analysis, value chain analysis, and SWOT analysis are some additional important parameters used for the analysis of market growth.
- The report provides the clients with facts and figures about the market based on the evaluation of the industry through primary and secondary research methodologies.

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Cannabis Beverage Market Scenario 2025-2032

- Chapter 1: Introduction, Market Driving Force Product Objective of Study, and Research Scope
The keyword market
- Chapter 2: Exclusive Summary - the basic information of the Cannabis Beverage Market.
- Chapter 3: Displaying the Market Dynamics- Drivers, Trends, and Challenges & Opportunities of the Cannabis Beverage Market
- Chapter 4: Presenting the Cannabis Beverage Market Factor Analysis, Supply/Value Chain, PESTEL analysis, Market Entry, and Patent/Trademark Analysis.
- Chapter 5: Displaying the by Type, End User, and Region/Country 2025-2032
- Chapter 6: Evaluating the leading manufacturers of the Cannabis Beverage market which consists of its Competitive Landscape, Peer Group Analysis, Market positioning & Company Profile
- Chapter 7: To evaluate the market by segments, by countries, and by Manufacturers/Companies

with revenue share and sales by key countries in these various regions (2025-2032)

Chapter 8 & 9: Displaying the Appendix, Methodology, and Data Source

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- What are the global trends in the Cannabis Beverage market? Would the market witness an increase or decline in demand in the coming years?
- What is the estimated demand for different types of products in Cannabis Beverage? What are the upcoming industry applications and trends for the Cannabis Beverage market?
- What Are Projections of the Global Cannabis Beverage Industry Considering Capacity, Production, and Production Value? What Will Be the Estimation of Cost and Profit? What Will Market Share, Supply, and Consumption? What about imports and exports?
- Where will the strategic developments take the industry in the mid to long term?
- What are the factors contributing to the final price of Cannabis Beverage? What are the raw materials used for Cannabis Beverage manufacturing?
- How big is the opportunity for the Cannabis Beverage market? How will the increasing adoption of Cannabis Beverage for mining impact the growth rate of the overall market?
- How much is the global Cannabis Beverage market worth? What was the value of the market In 2024?
- Who are the major players operating in the Cannabis Beverage market? Which companies are the front runners?
- Which are the recent industry trends that can be implemented to generate additional revenue streams?
- What Should Be Entry Strategies, Countermeasures to Economic Impact, and Marketing Channels for Cannabis Beverage Industry?

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Ravina Pandya, Content Writer, has a strong foothold in the market research industry. She specializes in writing well-researched articles from different industries, including food and beverages, information and technology, healthcare, chemicals and materials, etc.

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Mr. Shah

Coherent Market Insights Pvt. Ltd.

+ 12524771362

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