

# Cannabis Beverage Market Growth in Future Scope 2025-2032 | VIVO Cannabis Inc, Cronos Group Inc, Aphria Inc

BURLINGAME, AL, UNITED STATES, February 10, 2025 /EINPresswire.com/ -- The [Cannabis Beverage Market](#) is estimated to be valued at USD 251.25 Mn in 2025 and is expected to reach USD 1049.84 Mn by 2032, exhibiting a compound annual growth rate (CAGR) of 22.5% from 2025 to 2032. The Latest Report, titled "Cannabis Beverage Market" includes a detailed analysis of current market conditions, market players, regions, types, applications, Opportunity and Forecast 2025-2032.

The Cannabis Beverage Market Report is the result of extensive research and analysis conducted by our team of experienced market researchers through –

- 70% efforts of Primary Research
- 15% efforts of Secondary Research
- 15% efforts from the subscription to Paid database providing industry overview, macro and micro economics factors, and financials of private limited companies

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As per the Analysts, the Growth Factors of the industry to Capitalize include:

- Wellness Focus and Low-Sugar Options: Capitalize on the demand for "better-for-you" products by offering cannabis beverages with low sugar content that appeal to health-conscious consumers.



**MARKET RESEARCH REPORT BY 2025-2032**

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**CMI REPORT INCLUDES**

- Technology Outlook
- Regional Outlook
- Industry Dynamics
- Key Opportunities
- Competitive Landscape

Cannabis Beverage Market

The image shows a computer monitor displaying a bar and line chart with blue bars and a red line, representing market data. The background is a light blue and white geometric pattern.

- Product Innovation and Diversification: Develop a wide range of cannabis-infused beverages, including both alcoholic and non-alcoholic options, to cater to diverse consumer preferences. This includes exploring unique formulations and leveraging nanoemulsion technology to enhance cannabinoid bioavailability.
- Strategic Partnerships and Distribution Networks: Establish strong distribution networks and strategic partnerships to expand market reach and accessibility.
- Emerging Markets and Millennial Demand: Target emerging markets and cater to the preferences of millennial and Gen Z consumers, who are driving significant demand for cannabis beverages

Classification and Segmentation of the Report :

- 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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Geographical Landscape of the Cannabis Beverage market:

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

The Prominent players covered in the Cannabis Beverage Market report are:

- 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.

\*□□□□: List of the mentioned above players is part of the entire list. The report also covers regional players as a part of estimation model. Please raise a request for detailed competitive intelligence on domestic players in close to 30 countries.

## Key Strategic Takeaways Transforming the Industry:

- Personalized Dosing and Effects: Offer beverages with customizable cannabinoid ratios (THC/CBD) to cater to individual consumer preferences and desired effects, moving beyond standardized offerings.
- Sustainable and Eco-Friendly Practices: Implement sustainable cultivation, production, and packaging methods to appeal to environmentally conscious consumers and gain a competitive advantage.
- Integration of Functional Ingredients: Infuse cannabis beverages with other functional ingredients like adaptogens, nootropics, and vitamins to enhance their health and wellness benefits, creating synergistic effects.
- Data-Driven Product Development: Utilize data analytics and consumer insights to identify emerging flavor trends, preferred consumption occasions, and optimal product formulations for targeted demographics.
- Direct-to-Consumer (DTC) Subscription Models: Establish DTC subscription services to foster brand loyalty, gather direct consumer feedback, and provide recurring revenue streams, while navigating regulatory complexities.

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## Important Facts about This Market Report:

- 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 on the basis of the evaluation of the industry through primary and secondary research methodologies.

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## Cannabis Beverage market

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This Cannabis Beverage Market Research/Analysis Report Contains Answers to your following Questions:

- What are the global trends in the Cannabis Beverage market? Would the market witness an increase or decline in the 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 Cannabis Beverage market?
- What Are Projections of Global Cannabis Beverage Industry Considering Capacity, Production and Production Value? What Will Be the Estimation of Cost and Profit? What Will Be Market Share, Supply and Consumption? What about Import and Export?
- 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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