

CBD Nutraceuticals Market Poised for Explosive Growth, Expected to Reach USD 39.06 Billion by 2032 | SNS Insider

With a 16.38% CAGR, the CBD Nutraceuticals Market Surges as Consumers Seek Natural Wellness Solutions and Regulatory Clarity Expands.

AUSTIN, TX, UNITED STATES, February 18, 2025 /EINPresswire.com/ -- According to Research by SNS Insider, the global [CBD Nutraceuticals](#) Market, valued at USD 9.75 billion in 2023, is projected to reach USD 39.06 billion by 2032, expanding at a remarkable CAGR of 16.38%.



The CBD nutraceuticals market is witnessing robust growth fueled by rising consumer demand for natural health products and the widening legalization of cannabidiol products. As more awareness of CBD's potential therapeutic effects, including the alleviation of anxiety, pain, and sleep disorders, spreads, consumers, especially millennials and Gen Z, are opting for CBD as a substitute for man-made supplements. The market is also fueled by product innovation and regulatory advancements, broadening product lines such as gummies, beverages, and skincare.

“CBD is redefining wellness, offering consumers a natural, science-backed approach to health and longevity. With expanding legalization and rising awareness, the market is witnessing unprecedented momentum.” – SNS Insider

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Key Players in CBD Nutraceuticals Market

- Charlotte's Web (CBD Oil Tinctures, CBD Gummies)
- CV Sciences (PlusCBD Oil Softgels, PlusCBD Oil Balm)
- Elixinol (Elixinol Hemp Oil Capsules, Elixinol CBD Oil Tincture)
- Green Roads (CBD Oil 100mg-1500mg, CBD Relax Bears)

- Medterra (Medterra CBD Gel Capsules, Medterra CBD Oil Tincture)
- PureKana (PureKana CBD Oil Tincture, PureKana CBD Capsules)
- HempFusion (HempFusion Full Spectrum Hemp Extract Softgels, HempFusion CBD Gummies)
- Lazarus Naturals (Lazarus CBD Oil Tinctures, Lazarus CBD Softgels)
- Joy Organics (Joy Organics CBD Softgels, Joy Organics CBD Oil Tinctures)
- FAB CBD (FAB CBD Oil Tinctures, FAB CBD Gummies)
- Sunday Scaries (Sunday Scaries CBD Gummies, Sunday Scaries CBD OilTincture)
- CBDfx (CBD Gummies with Turmeric and Spirulina, CBD Vape Pens)
- Koi CBD (Koi CBD Gummies, Koi CBD Tinctures)
- cbdMD (cbdMD CBD Oil Tinctures, cbdMD CBD Gummies)
- Green Gorilla (Organic CBD Oil Drops, CBD Capsules)
- NuLeaf Naturals (NuLeaf CBD Oil, NuLeaf CBD Softgels)
- Serenity CBD (Serenity CBD Capsules, Serenity CBD Oil)
- Vitality CBD (Vitality CBD Gummies, Vitality CBD Capsules)
- The CBDistillery (CBD Oil Tincture, CBD Isolate Powder)
- American Shaman (CBD Oil Tincture, CBD Topicals)

Segmentation Insights

By Product, the CBD tinctures segment dominated the CBD nutraceuticals market with a 40% market share in 2023

Because of their convenience, ease of use, and quick action, Tinctures, which are usually taken sublingually, provide quick absorption into the bloodstream, delivering instant relief for conditions such as anxiety, pain, and sleep disorders, making them extremely popular among consumers looking for quick-acting products. Tinctures are also convenient to add to daily regimens, providing dosage flexibility and convenience. As people become more interested in natural substitutes for medicines, CBD tinctures have grown in popularity, especially in Europe and North America, where the demand for hemp-based products is on the rise. The flexibility of dosage and the relatively low-cost points have made them market leaders.

By Application, the wellness segment dominated the CBD nutraceuticals market in 2023.

Consumers increasingly preferred natural, plant-based products designed to enhance general well-being. With greater recognition of the possible health benefits of CBD, including its stress-reducing capabilities, sleep-improving qualities, and anti-anxiety properties, more consumers are adding CBD products to their daily lives. The wellness category gains from the growing trend of preventive medicine as consumers look to natural substitutes for drugs to preserve mental and physical well-being. Also, with CBD gaining traction in mainstream wellness routines, it is being used in a vast array of products, such as supplements, tea, and skin care, thereby increasing its demand.

By Distribution Channel, the retail store's segment dominated the CBD nutraceuticals market

with a 42% market share in 2023

Because of their physical presence and convenience of access to consumers, retail stores, especially health food stores, pharmacies, and CBD specialty stores, offer a variety of CBD nutraceutical products, enabling customers to touch, feel, and test the products before buying. The physical shopping experience also puts customers at ease regarding product quality, particularly in an industry where transparency and trust matter. The expansion of the number of physical shops selling CBD products in North America and Europe has also led to the prevalence of this segment, with customers benefiting from the instant nature of buying CBD products from physical stores.

The online segment is anticipated to grow the fastest over the forecast period, fueled by the increasing convenience of shopping online and the development of e-commerce sites. As consumers increasingly access digital platforms for their wellness requirements, online retailers offer convenient access to a wider array of CBD products that might not be found at local stores. Home shopping convenience, extensive product description, product reviews by other customers, and competitive prices are all the factors driving online selling growth. Besides, internet vendors can target worldwide customers, obliterating territorial limitations and facilitating access to CBD nutraceuticals across the globe.

Regional Insights

North America dominated the CBD nutraceuticals market with 50% market share in 2023

Because of regulatory certainty from the U.S. Farm Bill 2018 that legalized hemp-derived CBD products, the bill has enabled mass commercialization, increasing availability throughout the region. Increased consumer knowledge about the health benefits of CBD among millennials and Gen Z also accounts for market leadership. Furthermore, North America's highly developed health infrastructure and high demand for natural wellness products continue to fuel growth in this industry.

The CBD nutraceuticals market is growing at the fastest pace in the Asia Pacific region with 18.48% CAGR, based on growing demand for alternative health products and heightened consumer consciousness. Japan, South Korea, and China are among the nations that are seeing increased acceptance of hemp-based products, supported by regulatory reforms and the opening up of the market. The high population of the region, coupled with a cultural move toward preventive healthcare and wellness, makes the Asia Pacific a prime growth driver, especially as consumers are increasingly aware of natural remedies as a solution to traditional medicine.

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For further insights and customized research on the CBD Nutraceuticals Market, contact @ <https://www.snsinsider.com/enquiry/5479>

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