

Cannabis Beverage Market Set to Expand at 22.7 % CAGR Forecast 2025 - 2032 | Aphria Inc., Canopy Growth Corporation

Global cannabis beverage market is estimated to be valued at USD 251.7 Mn in 2025 and is expected to reach USD 1,054.4 Mn by 2032.

BURLINGAME, CA, UNITED STATES, July 29, 2025 /EINPresswire.com/ -- The latest study, titled [Cannabis Beverage Market](#) 2025, provides insightful information about regional and international markets that are anticipated to expand between 2025 and 2032. This thorough study looks at the competitive landscape, value chain analysis, major market segments, geographical trends, and changing market dynamics. It also offers a thorough analysis of the forces and limitations influencing the market. As a vital resource for business experts, legislators, stakeholders, investors, and newcomers, the study also identifies successful tactics and promising prospects. They can discover strategic methods, investigate market growth prospects, and obtain a competitive advantage in the Cannabis Beverage Market by utilizing these insights.

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Market Overview

The Cannabis Beverage Market is poised for significant growth through 2032, driven by rising demand, technological advancements, and changing consumer behaviors. This report provides a deep analysis of market dynamics, including value chain insights, investment trends, production

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Cannabis Beverage Market

data, pricing models, and consumption patterns.

□ Key Objectives of the Report

- Understand the current market landscape and future outlook
- Evaluate your competitive position within the industry
- Develop actionable strategies based on key insights
- Identify profitable opportunities and target segments
- Track technological and consumer-driven shifts

□ Top Companies Profiled:

- 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.

□ Market Segmentation :

- 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

Market Analysis and Key Insights

The report offers an in-depth segmental analysis focused on revenue trends and forecasts by product type and application for the period 2025 to 2032. Its primary goal is to define the market size across various segments and countries, assess their recent performance, and project growth potential over the coming years.

By integrating both qualitative and quantitative perspectives, the study captures a holistic view of the market, addressing key growth factors, industry challenges, and driving forces. This dual approach ensures a well-rounded analysis of how emerging trends, market restraints, and growth drivers are shaping the industry landscape—either positively or negatively.

Competitive Landscape Overview

Understanding your market position is more critical than ever due to rapidly evolving consumer demands and industry innovation. This report provides a robust competitive analysis, helping

businesses benchmark their performance, assess potential risks, and adjust strategies accordingly.

Segmentation and Targeting:

To help determine what features a company should have to meet the needs of the business, the Cannabis Beverage Market targets key demographic, geographic, psychographic, and behavioral data about business segments. In order to better understand the clients' identities, purchasing patterns, and behaviors, the study is also categorized with Market Maker data for the consumer-based market.

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□ Regional Insights

This study offers detailed regional and country-level insights to identify high-potential markets and expansion opportunities.

- 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)

□ Strategic Highlights

□ Comprehensive Market Evaluation: Thorough analysis of manufacturing capacities, production output, and the latest technological advancements shaping the [Cannabis Beverage] Market landscape.

□ Strategic Company Intelligence: Detailed profiling of key industry players, highlighting their market positioning, strategic initiatives, partnerships, product innovations, and competitive strengths.

□ Evolving Consumption Patterns: Insights into shifting consumer behaviors, market demand trends, and purchasing preferences to help businesses align offerings with customer expectations.

□ Detailed Market Segmentation: Granular segmentation by end-user industry, application, and product type, offering a clear view of how the market is distributed and where the most opportunity lies.

□ Pricing Structure Analysis: Evaluation of pricing models, cost structures, and external factors influencing pricing dynamics across different regions and product categories.

□ Future Market Outlook: Forward-looking projections and expert-driven forecasts outlining expected market trends, emerging opportunities, growth drivers, and potential challenges through 2032.

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Key Reasons for Buying the Global Cannabis Beverage Report:

- Comprehensive analysis of the changing competitive landscape
- Assists in decision-making processes for the businesses along with detailed strategic planning methodologies
- The report offers forecast data and an assessment of the Global Cannabis Beverage Industry
- Helps in understanding the key product segments and their estimated growth rate
- In-depth analysis of market drivers, restraints, trends, and opportunities
- Comprehensive regional analysis of the Global Cannabis Beverage Industry
- Extensive profiling of the key stakeholders of the business sphere
- Detailed analysis of the factors influencing the growth of the Global Cannabis Beverage Industry

Questions Answered by the Report:

- (1) Which are the dominant players of the Cannabis Beverage Market?
- (2) What will be the size of the Cannabis Beverage Market in the coming years?
- (3) Which segment will lead the Cannabis Beverage Market?
- (4) How will the market development trends change in the next five years?
- (5) What is the nature of the competitive landscape of the Cannabis Beverage Market?
- (6) What are the go-to strategies adopted in the Cannabis Beverage Market?

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