

# United States CBD Supplements Market Surges as Wellness Trends Drive Demand for Natural Health Solutions 2025

*The Global CBD Supplements Market is estimated to reach at a Significant CAGR during the forecast period 2024-2031.*

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Overview of the Market:

The Global [CBD Supplements Market](#) has witnessed significant momentum in recent years, driven by growing consumer awareness of cannabidiol's (CBD) therapeutic benefits and its legalization in various regions. CBD, a non-psychoactive compound derived from the cannabis plant, has gained mainstream acceptance as a natural supplement used for pain relief, anxiety reduction, and sleep enhancement. Consumers are increasingly shifting toward plant-based wellness products, propelling demand for CBD-infused supplements, oils, capsules, and edibles.

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The CBD Supplements Market is thriving as consumers seek natural wellness alternatives, driven by rising awareness of CBD's health benefits and expanding global legalization.”

*DataM Intelligence*

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The Market growth is largely attributed to expanding legalization frameworks, increased use of CBD for preventive health, and product innovation in nutraceutical formulations. The dietary supplements segment holds the largest share owing to its high adoption for stress management and pain relief, while North America dominates the market due to progressive regulatory

reforms, high consumer spending on wellness, and strong retail penetration.



**DATA INTELLIGENCE** **CBD Supplements Market**

**Significant CAGR**  
**Key players:**

- Greenwich Biosciences, Inc.
- Endoca
- GlobalCannabinoids.io
- Medical Marijuana Inc
- Pharmahemp D.o.o.
- MGC Pharmaceuticals Limited
- Medterra CBD
- Aphria Inc.
- Irwin Naturals

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**CBD Supplements Market**

## Key Highlights from the Report:

The Global CBD Supplements Market is expected to grow at a Significant CAGR during 2024–2031.

Rising legalization of hemp-derived products is fueling widespread product acceptance.

North America leads the global market, followed by Europe and Asia-Pacific.

Online retail channels are gaining momentum due to convenient purchasing options.

Increasing research on CBD's therapeutic effects is expanding medical applications.

Product diversification by major players is strengthening competitive positioning.

## Market Segmentation:

The CBD Supplements Market is segmented based on product type, form, distribution channel, and end-user.

### By Product Type

The market includes CBD capsules, tinctures, gummies, oils, and powders. Among these, CBD oil-based supplements dominate the global landscape due to their versatility and rapid absorption rate. Oils and tinctures are commonly used in wellness routines and are easily blended with foods and beverages. However, CBD gummies and capsules are gaining strong traction among younger consumers seeking convenience and accurate dosage formats.

### By Form

In terms of form, the market is divided into full-spectrum CBD, broad-spectrum CBD, and CBD isolates. The full-spectrum CBD segment accounts for the largest market share, supported by its comprehensive cannabinoid profile that provides enhanced therapeutic effects through the "entourage effect." Broad-spectrum products are also seeing increased demand as they contain multiple cannabinoids without THC, appealing to consumers who want the benefits without psychoactive effects.

### By Distribution Channel

Online retail has emerged as the most prominent sales channel, supported by rising digital shopping behavior and e-commerce partnerships. Leading CBD brands are increasingly adopting direct-to-consumer models to offer authenticity and transparency. Pharmacies and health stores continue to hold a significant market share, particularly in regions where CBD is sold under health and wellness regulations.

### By End-User

CBD supplements cater to adults, elderly populations, and athletes. The adult segment dominates due to higher awareness about stress relief, anxiety management, and sleep improvement. The sports nutrition segment is also growing rapidly, as athletes use CBD for faster recovery and inflammation management.

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### Regional Insights:

The North American region dominates the global CBD supplements market, accounting for over 40% of the total share in 2024. The U.S. market leads due to favorable legalization policies under the Farm Bill, widespread consumer acceptance, and high spending on wellness products. Canada has also emerged as a key market with a regulated environment promoting product innovation.

Europe stands as the second-largest region, with countries such as the U.K., Germany, and Switzerland driving growth through evolving nutraceutical regulations and premium product availability. The region's focus on natural and herbal remedies is fueling CBD adoption in dietary supplements and cosmetics.

In Asia-Pacific, the market is at a nascent stage but poised for exponential growth. Nations such as Japan, Australia, and South Korea are gradually easing restrictions, enabling global players to enter the market. The region's increasing investment in functional foods and health supplements will further accelerate market penetration. Latin America and the Middle East & Africa are expected to witness steady growth as awareness about CBD's potential benefits spreads and import regulations soften.

### Market Dynamics:

#### Market Drivers

The Market's growth is primarily driven by the rising legalization of hemp-derived CBD, coupled with increasing consumer awareness of natural wellness products. Scientific studies highlighting CBD's effectiveness in managing chronic pain, anxiety, and neurological disorders have reinforced consumer trust. Additionally, the growing preference for non-prescription and plant-based supplements is boosting market demand. Product innovation, such as the infusion of CBD in multivitamins and functional beverages, is further expanding the consumer base.

#### Market Restraints

Despite rapid expansion, the market faces several regulatory and standardization challenges. Inconsistent global policies regarding CBD legality and quality standards have created confusion among consumers and manufacturers. The lack of clear dosage guidelines and limited scientific consensus in certain therapeutic areas also restrain adoption. Moreover, the high cost of extraction and certification adds to product pricing, which may hinder affordability in developing markets.

#### Market Opportunities

Emerging markets such as Asia-Pacific and Latin America offer vast growth opportunities due to untapped potential and increasing health-conscious populations. Collaborations between pharmaceutical and nutraceutical companies are paving the way for CBD-infused medical supplements and clinical trials. Furthermore, technological innovations like nanotechnology-based delivery systems and CBD-enriched foods are set to revolutionize product efficacy and accessibility in the coming years.

#### Frequently Asked Questions (FAQs):

How Big is the Global CBD Supplements Market?

Who are the Key Players in the CBD Supplements Market?

What is the Projected Growth Rate of the CBD Supplements Market from 2025 to 2032?

Which Region is Expected to Dominate the Industry Through 2032?

What are the Major Trends Driving the CBD Supplements Market Growth?

#### Company Insights:

Key players operating in the CBD Supplements Market include:

Greenwich Biosciences, Inc.

Endoca

GlobalCannabinoids.io

Medical Marijuana Inc

Pharmahemp D.o.o.

MGC Pharmaceuticals Limited

Medterra CBD

Aphria Inc.

Irwin Naturals

#### Recent Developments:

United States:

In August 2025, Exhale Wellness expanded its CBD edible lineup by launching three distinct gummy products, demonstrating innovation and an increasing product variety in the market.

In October 2025, CBD Life Sciences Inc. announced an expansion into fast-growing segments of wellness and performance nutrition with functional gummy supplements, reflecting the growing demand for CBD-based wellness products.

Japan:

In May 2025, Sunderstorm announced plans to launch KANHA in Japan, introducing two product lines, KRx by KANHA and KANHA Wellness, that focus on ultra-clean no-THC CBD oil products for medical and wellness consumers.

September 2025 - Japan's CBD pouches industry is predicted to grow significantly due to regulatory relaxation, rising health awareness, and increased product availability. Legalization of cannabis-based medicines in December 2023 set a precedent for this growth and increased consumer acceptance.

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Conclusion:

The CBD Supplements Market is evolving from a niche wellness trend into a mainstream health segment driven by legalization, innovation, and consumer trust in natural remedies. As research continues to validate CBD's therapeutic properties, the market is set to experience robust expansion across developed and emerging economies. With increasing product diversification, digital retail growth, and cross-industry partnerships, CBD supplements are poised to become a cornerstone of the global nutraceutical landscape in the coming decade.

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