

Cannabidiol Market 2026 expanding with growing wellness acceptance

*The Business Research Company's
Cannabidiol Market Report 2026 –
Market Size, Trends, And Global Forecast
2026-2035*

LONDON, GREATER LONDON, UNITED KINGDOM, March 20, 2026
/EINPresswire.com/ -- "The [cannabidiol market](#) is dominated by a mix of global cannabis producers, pharmaceutical companies, wellness brands, and specialized hemp extract manufacturers. Companies are

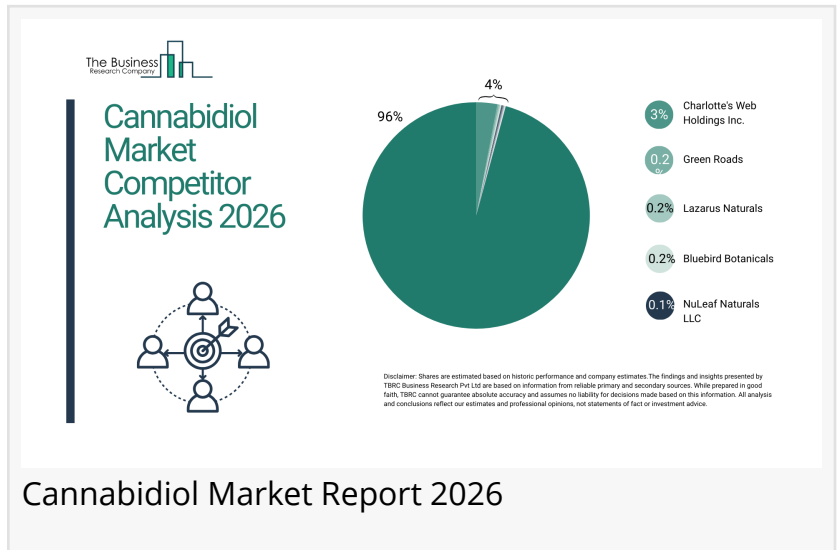
focusing on advanced extraction technologies, pharmaceutical-grade formulations, diversified product portfolios including oils, edibles, topicals, and beverages, and strengthened regulatory compliance frameworks to enhance market presence and ensure product safety and quality standards. Emphasis on clinical validation, standardized dosing, transparent sourcing practices, and integration of e-commerce and digital distribution channels remains central to competitive positioning. Understanding the competitive landscape is essential for stakeholders seeking growth opportunities, product innovation, and strategic partnerships within the rapidly evolving health, wellness, and therapeutic cannabis sector.

Which Market Player Is Leading The Cannabidiol Market?

- According to our research, Charlotte's Web Holdings Inc. led global sales in 2024 with a 3% market share. The cannabidiol products division of the company, which is directly involved in the cannabidiol market, provides a wide range of hemp-derived CBD oils, gummies, capsules, topicals, and pet products that support wellness applications, including stress management, sleep support, pain relief, and overall health maintenance across regulated consumer markets.

Who Are The Major Players In The Cannabidiol Market?

Major companies operating in the cannabidiol market are Charlotte's Web Holdings Inc., Green Roads, Lazarus Naturals, Bluebird Botanicals, NuLeaf Naturals LLC, Isodiol International Inc., Canopy Growth Corp, Elixinol Global Limited, CannTrust Holdings Company, CV Sciences Inc., CBD American Shaman LLC, HempFusion Inc., Tilray Inc., The Cronos Group, Organigram Holding



Inc., HempMeds PX LLC, Folium Biosciences, Kannaway LLC, HempLife Today LLC, Kazmira LLC, Aphria Inc., Medterra LLC, Endoca BV, Medical Marijuana Inc., Walgreens Boots Alliance Inc., Aurora Cannabis Inc., PharmaHemp d.o.o., Eco Sciences, Maricann Inc.

How Concentrated Is The Cannabidiol Market?

• The market is fragmented, with the top 10 players accounting for 4% of total market revenue in 2024. This level of concentration reflects moderate regulatory and competitive entry barriers, driven by evolving global cannabis regulations, stringent quality and labeling requirements, compliance with THC limits, third-party product testing standards, and the need for brand trust, supply chain transparency, and product differentiation across wellness, pharmaceutical, and retail distribution channels. Leading players such as Charlotte's Web Holdings Inc., Green Roads, Lazarus Naturals, Bluebird Botanicals, NuLeaf Naturals LLC, Isodiol International Inc., Canopy Growth Corp, Elixinol Global Limited, CannTrust Holdings Company, and CV Sciences Inc. hold notable market shares through vertically integrated cultivation and extraction capabilities, diversified CBD product portfolios, strong retail and e-commerce distribution networks, strategic partnerships, compliance-driven manufacturing standards, and continuous product innovation focused on formulation quality, bioavailability enhancement, and consumer wellness positioning. As demand for plant-based therapeutics, functional wellness products, and regulated cannabinoid formulations increases, strategic brand expansion, regulatory alignment, clinical validation initiatives, and geographic market penetration are expected to strengthen the competitive positioning of these leading companies in the market.

• Leading companies include:

- o Charlotte's Web Holdings Inc. (3%)
- o Green Roads (0.2%)
- o Lazarus Naturals (0.2%)
- o Bluebird Botanicals (0.2%)
- o NuLeaf Naturals LLC (0.1%)
- o Isodiol International Inc. (0.1%)
- o Canopy Growth Corp (0.1%)
- o Elixinol Global Limited (0.1%)
- o CannTrust Holdings Company (0.1%)
- o CV Sciences Inc. (0.1%)

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Who Are The Key Raw Material Suppliers In The Cannabidiol Market?

• Major raw materials suppliers in the cannabidiol market include Kazmira LLC, Folium Biosciences, PharmaHemp d.o.o., GenCanna Global Inc., Hemp Inc., Plains Industrial Hemp Processing Ltd., HempFlax Group B.V., CBD Biotechnology Co. Ltd., Mile High Labs International Inc., Valens Company Inc., MediPharm Labs Corp., Colorado Hemp Works, GVB Biopharma, Bulk

CBD Distributors LLC, Blue Sky Hemp Ventures Ltd., Bioriginal Food & Science Corp., Hemp Oil Canada Inc., Pyxus International Inc., AgraFlora Organics International Inc., FutureCeuticals Inc.

Who Are The Major Wholesalers And Distributors In The Cannabidiol Market?

- Major wholesalers or distributors in the cannabidiol market include Charlotte's Web Holdings Inc., Green Roads World LLC, Lazarus Naturals Inc., Bluebird Botanicals LLC, NuLeaf Naturals LLC, CBD American Shaman LLC, HempFusion Wellness Inc., Kannaway LLC, HempLife Today LLC, Medterra CBD LLC, Elixinol Wellness Limited, Endoca BV, Medical Marijuana Inc., CV Sciences Inc., Curaleaf Holdings Inc., Cresco Labs Inc., Trulieve Cannabis Corp., Green Thumb Industries Inc., Verano Holdings Corp., Columbia Care Inc., Ayr Wellness Inc., Neptune Wellness Solutions Inc., TerrAscend Corp., iAnthus Capital Holdings Inc., Planet 13 Holdings Inc.

Who Are The Major End Users Of The Cannabidiol Market?

- Major end users in the cannabidiol market include Walgreens Boots Alliance Inc., CVS Health Corporation, Walmart Inc., Amazon.com Inc., The Kroger Co., Costco Wholesale Corporation, Target Corporation, Rite Aid Corporation, Whole Foods Market Inc., GNC Holdings LLC, The Vitamin Shoppe Inc., Holland & Barrett International Limited, Boots UK Limited, Tesco PLC, Carrefour S.A., Metro AG, 7-Eleven Inc., Circle K Stores Inc., Petco Health and Wellness Company Inc., PetSmart Inc., Thrive Market Inc., iHerb LLC, Alibaba Group Holding Limited, JD.com Inc., Rakuten Group Inc.

What Are The Major Competitive Trends In The Market?

- High-potency, full-spectrum edible formulations are transforming the cannabidiol market by addressing rising consumer demand for mental wellness, mood stability, and enhanced daily focus, while leveraging the complete spectrum of naturally occurring cannabinoids and plant compounds to maximize the entourage effect and product efficacy.
- Example: In April 2025, CBD Life Sciences Inc. (CBDL) launched a 100 mg full spectrum CBD gummy, a next-generation, high-dosage edible formulated to support mental clarity, emotional well-being, and sustained daily focus.
- Its high-strength 100 mg formulation, lab-tested quality assurance with Certificates of Analysis (COAs), diverse flavor offerings such as Crisp Green Apple and Wild Blueberry, and premium positioning toward entrepreneurs, students, creatives, parents, and professionals enhance product differentiation, strengthen consumer trust, and support competitive positioning in the evolving cannabidiol market.

Which Strategies Are Companies Adopting To Stay Ahead?

- Developing Pet-Focused Cannabidiol (CBD) Wellness Products To Support Animal Health And Behavioral Balance
- Innovating Premium Wellness Gummies To Strengthen Functional CBD Consumer Offerings
- Expanding Functional CBD Product Lines To Enhance Wellness, Recovery, And Consumer Lifestyle Support
- Advancing Pharmaceutical-Grade CBD Formulations To Strengthen Clinical Efficacy And Therapeutic Outcomes

Access The Detailed Cannabidiol Market Report Here

https://www.thebusinessresearchcompany.com/report/cannabidiol-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Mar_PR

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