

CBD Nutraceuticals Market Expands as Wellness Demand Accelerates Globally

LONDON, UNITED KINGDOM, June 1, 2026 /EINPresswire.com/ -- The global [CBD nutraceuticals market](#) is witnessing significant growth as consumers increasingly seek natural and plant-based wellness solutions. According to industry estimates, the market is projected to grow from US\$ 11.7 billion in 2026 to US\$ 26.3 billion by 2033, registering a compound annual growth rate (CAGR) of 12.3% during the forecast period. Growing awareness of CBD's potential health benefits, expanding legalization frameworks, and rising adoption of wellness supplements are driving market expansion across major regions.



CBD nutraceuticals market

CBD nutraceuticals have become increasingly popular among consumers looking for alternatives to conventional pharmaceutical products. Derived from hemp and widely recognized for its non-psychoactive properties, CBD is being incorporated into a variety of health and wellness products aimed at supporting pain management, sleep improvement, stress reduction, and overall well-being. The increasing preference for preventive healthcare and natural remedies is further strengthening demand worldwide.

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Rising Demand for Natural Wellness Products Drives Growth

One of the primary factors fueling market growth is the rising consumer preference for natural and organic health products. Across global markets, consumers are becoming more conscious about product ingredients and are actively seeking clean-label solutions that align with healthy lifestyles. CBD products fit well within this trend because they are plant-based and are commonly marketed as natural alternatives for everyday wellness support.

The growing prevalence of chronic health conditions is also contributing to increased demand. Chronic pain, anxiety, stress-related disorders, and sleep disturbances have become widespread concerns, encouraging consumers to explore non-invasive and natural health options. As a result, CBD nutraceuticals are increasingly being integrated into daily wellness routines, supporting consistent market expansion.

Regulatory Challenges Continue to Restrain Growth

Despite favorable growth prospects, regulatory uncertainty remains one of the most significant challenges facing the CBD nutraceuticals industry. Regulatory frameworks governing CBD products vary considerably across countries and regions, creating complexity for manufacturers, distributors, and retailers. Differences in product classification, dosage limits, labeling requirements, and marketing regulations often create barriers to market entry and expansion.

The absence of standardized global regulations increases compliance costs and can delay product launches. Industry participants continue to advocate for clearer and more consistent regulatory pathways that would support innovation while ensuring product safety and consumer confidence. Greater regulatory clarity is expected to play an important role in unlocking future market potential.

Capsules and Softgels Present Significant Opportunities

While CBD tinctures continue to dominate the market, capsules and softgels are emerging as the fastest-growing product category. These formats appeal to consumers because they provide precise dosing, convenience, and familiarity with traditional dietary supplement consumption patterns. Unlike tinctures, capsules eliminate concerns related to taste and dosage variability, making them particularly attractive for long-term wellness use.

The increasing demand for convenient and standardized products is encouraging manufacturers to invest in product innovation and advanced delivery technologies. As personalized nutrition and targeted wellness solutions gain popularity, capsules and softgels are expected to capture a growing share of market revenue during the forecast period.

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CBD Tinctures Maintain Market Leadership

By product category, CBD tinctures accounted for the largest market share in 2025, representing 55.5% of global revenue. Their dominance is largely attributed to superior bioavailability and faster absorption compared with many other consumption formats. Tinctures are often favored by consumers seeking quicker effects for issues such as pain management, stress relief, and anxiety reduction.

Their flexibility in dosage adjustment and widespread availability across retail and online channels further support their leading position. Manufacturers continue to introduce new formulations and flavor options to enhance consumer appeal and maintain growth within this segment.

Pain Management Remains the Leading Application

Pain management continues to be the dominant application segment in the CBD nutraceuticals market. The increasing burden of chronic pain conditions has driven many consumers to explore alternative wellness products that may help support symptom management. CBD's association with anti-inflammatory and analgesic properties has contributed significantly to its popularity among users seeking natural approaches to pain relief.

Regional Insights

North America remains the largest regional market, accounting for 69.7% of global market share in 2025. Favorable regulations, strong consumer awareness, widespread product availability, and an established wellness culture continue to support regional leadership. The United States represents the largest national market, while Canada is experiencing rapid growth supported by its fully legalized cannabis framework.

Europe continues to demonstrate steady growth due to increasing acceptance of CBD products and strong demand for plant-based wellness supplements. Germany leads the region, while the United Kingdom is emerging as one of the fastest-growing markets. In Asia-Pacific, rising disposable incomes, expanding consumer awareness, and growing interest in traditional plant-based therapies are fueling strong growth. China remains a major producer of hemp-derived ingredients, while India is witnessing increasing adoption of CBD products within wellness and Ayurvedic health segments.

Market Segmentation

By Product

- CBD Gummies
- CBD Tinctures
- Capsules and Softgels
- Others

By Application

- Pain Management
- Sleep Support

Skin Health and Beauty
Workout Supplements
Others

By Distribution Channel

Hospital Pharmacies
Retail Pharmacies
Online Pharmacies

By Region

North America
Europe
East Asia
South Asia & Oceania
Latin America
Middle East and Africa

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Competitive Landscape

The CBD nutraceuticals market is moderately competitive, with leading companies focusing on product innovation, quality assurance, regulatory compliance, and portfolio diversification. Key players include Charlotte's Web Holdings, Medterra CBD, Green Roads, CV Sciences, Irwin Naturals, GVB Biopharma, Elixinol, NuLeaf Naturals, Endoca, and Bluebird Botanicals.

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