CBD Skincare Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Beauty, Skincare & Cosmetics (Consumer Goods & Services)
> **Source:** https://www.mordorintelligence.com/industry-reports/cbd-skincare-market

> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 2.87 billion
Projected Forecast (2031)	USD 2.87 billion
Growth Rate (CAGR)	16.31 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in CBD Skincare industry](images/chart_2.png)

![CBD Skincare Market (2026 - 2031)](images/chart_3.png)

![CBD Skincare Market: Market Share by Product Type](images/chart_4.png)

![CBD Skincare Market: Market Share by End User](images/chart_5.png)

![CBD Skincare Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![CBD Skincare Market](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2021 - 2031 |
Market Size (2026) | USD 2.87 Billion |
Market Size (2031) | USD 6.11 Billion |
Growth Rate (2026 - 2031) | 16.31 % |
Fastest Growing Market | Asia-Pacific |
Largest Market | North America |
Market Concentration | Low |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

CBD Skincare Market Analysis by Mordor IntelligenceThe CBD skincare market size is projected to be USD 2.46 billion in 2025, USD 2.87 billion in 2026, and reach USD 6.11 billion by 2031, growing at a CAGR of 16.31% from 2026 to 2031. The CBD skincare market continues to grow as consumers actively seek products that deliver skin comfort, ingredient transparency, and plant-derived benefits. This demand is driven by the increasing acceptance of botanical actives, with brands positioning CBD as a gentle and effective solution for soothing skin, supporting the skin barrier, and meeting daily care needs. Rather than treating CBD as a novelty ingredient, companies are leveraging its functional benefits to appeal to wellness-focused buyers. However, the market remains fragmented and faces stricter scrutiny. Companies that prioritize high-quality formulations, provide clear and substantiated claims, and enhance digital education efforts are better equipped to defend their pricing strategies and expand distribution channels in this competitive and regulated environment.

Key Report Takeaways* By product type, creams and moisturizers accounted for 37.61% of the CBD skincare market size in 2025, while serums are projected to grow at a 17.49% CAGR through 2031.
* By category, the mass segment held 61.17% of revenue in 2025, while premium is forecast to expand at an 18.28% CAGR through 2031.
* By end user, women held 67.81% of the CBD skincare market share in 2025, while men recorded the highest projected CAGR at 17.34% through 2031.
* By distribution channel, online retail stores represented 35.61% of the CBD skincare market size in 2025 and are advancing at an 18.76% CAGR through 2031.
* By geography, North America held 42.61% of the CBD skincare market share in 2025, while Asia-Pacific is forecast to expand at a 17.91% CAGR through 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of CBD Skincare Market*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Rising Consumer Preference for Natural And Plant-Based Skincare Products	+2.8%	Global, strongest in North America and Western Europe	Short term (≤ 2 years)
Growing Awareness of CBD's Anti-Inflammatory And Soothing Properties	+3.2%	Global, accelerating in Asia-Pacific through advanced skincare channels	Medium term (2-4 years)
Increasing Prevalence of Skin Conditions Such as Acne, Eczema, And Psoriasis	+2.1%	Global, with higher relevance in North America, Europe, and Asia-Pacific	Medium term (2-4 years)
Rising Demand for Clean-Label And Wellness-Oriented Beauty Products	+2.4%	North America, Europe, and premium Asia-Pacific markets	Short term (≤ 2 years)
Strong Influence of Social Media, Celebrities, And Wellness Influencers	+1.9%	North America, South Korea, and Southeast Asia	Short term (≤ 2 years)
Growing Investment And Product Innovation by Skincare Manufacturers	+2.5%	Global, with strong innovation hubs in North America, Europe, and Asia-Pacific	Long term (≥ 4 years)
Source: Mordor Intelligence			

Competitive Landscape

Competitive Landscape

The CBD skincare market exhibits a highly fragmented competitive landscape characterized by the presence of numerous regional and international players. No single company holds a dominant share, as the market is still in a relatively early stage of development and continues to evolve rapidly. A large number of small and mid-sized brands are actively competing by offering differentiated product portfolios, including creams, serums, oils, and masks infused with CBD. These companies often focus on niche positioning, such as organic formulations, vegan skincare, or clean-label beauty products, to attract targeted consumer groups. Intense competition has also led to frequent product innovation and branding strategies aimed at improving consumer trust and product visibility.

The competitive intensity is further heightened by the strong presence of direct-to-consumer (DTC) brands and e-commerce-focused companies. Many players leverage online platforms and social media marketing to build brand awareness and directly engage with consumers without relying heavily on traditional retail channels. Strategic partnerships with ingredient suppliers, cosmetic formulators, and wellness influencers are also commonly used to strengthen market positioning. In addition, companies are increasingly investing in research and development to enhance product efficacy and differentiate their offerings in a crowded marketplace.

Despite fragmentation, the market is witnessing gradual consolidation as larger beauty and personal care companies enter the CBD skincare space through acquisitions, partnerships, and new product launches. Established cosmetic brands are leveraging their distribution strength and R&D capabilities to capture share in this growing segment. Meanwhile, smaller players continue to innovate rapidly, creating a diverse and competitive ecosystem. Regulatory developments across different regions are also influencing competitive dynamics, as compliance requirements impact product formulation and market entry strategies.

CBD Skincare Industry Leaders* Charlotte's Web Holdings, Inc.

* Elixinol Global Limited

* Endoca B.V.

* CBD For Life, LLC

* Isodiol International Inc.

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global CBD Skincare Market Report ScopeCBD skincare products are personal care and cosmetic formulations infused with cannabidiol (CBD), a non-psychoactive compound extracted from the Cannabis sativa plant, typically from hemp varieties. The CBD skincare market is segmented by product type, category, end user, distribution channel, and geography. By product type, the market is segmented into creams and moisturizers, serums, oils, cleansers, masks, and other product types. Based on category, the market is segmented into mass and premium. Based on end user, the market is segmented into men, women, and unisex. Based on distribution channel, the market is segmented into supermarkets/hypermarkets, pharmacies and drug stores, online retail stores, and other distribution channels. By geography, the market is segmented into North America, Europe, Asia-Pacific, South America, and Middle East, and Africa. For each segment, the market sizing and forecasting have been done in value terms (USD million).

By Product TypeCreams and Moisturizers |
Serums |
Oils |
Cleansers |
Masks |
Other Product Types |

Segmentation Accordion Item

By GeographyNorth America | United States |
| Canada |
| Mexico |
| Rest of North America |
Europe | Germany |
| United Kingdom |
| Italy |
| France |
| Spain |
| Netherlands |
| Poland |
| Belgium |
| Sweden |
| Rest of Europe |
Asia-Pacific | China |
| India |
| Japan |
| Australia |
| Indonesia |
| South Korea |
| Thailand |
| Singapore |
| Rest of Asia-Pacific |
South America | Brazil |
| Argentina |
| Colombia |
| Chile |
| Peru |
| Rest of South America |
Middle East & Africa | South Africa |
| Saudi Arabia |
| United Arab Emirates |
| Nigeria |
| Egypt |
| Morocco |
| Turkey |
| Rest of Middle East and Africa |

Frequently Asked Questions

What is the current size of the CBD skincare market?

The CBD skincare market is projected at USD 2.87 billion in 2026 and is expected to reach USD 6.11 billion by 2031, growing at a 16.31% CAGR over 2026 to 2031.

Which product type leads CBD skincare sales today?

Creams and moisturizers lead current demand with 37.61% of 2025 product revenue because they fit daily routines and align with the most familiar use cases such as soothing and hydration.

Which format is expanding fastest in cannabidiol skincare products?

Serums are the fastest-growing product format, with a projected 17.49% CAGR through 2031, supported by concentrated active positioning and improved delivery through advanced formulation systems.

Why is online retail so important for CBD-based skin products?

Online retail held 35.61% of channel revenue in 2025 and is growing at 18.76% through 2031 because digital channels are better suited to explain concentration, extraction, and delivery details.

Which region leads global revenue for CBD skincare products?

North America led with 42.61% of 2025 revenue, supported by established hemp supply chains, strong consumer familiarity, and a mature e-commerce and brand ecosystem.