



2nd Edition

CBD for Health and Wellness: U.S. Market Analysis and Opportunities

Published April 2020

Base Year: 2019

Forecasts to 2024

Regional Coverage: United States

A comprehensive analysis of consumer use cannabidiol (CBD) health and wellness products, regulatory and legal status, product claims, competitive assessment, marketing channels, and outlook for CBD health and wellness products. This report marks the 2nd edition to our highly regarded inaugural report Consumer CBD Products: U.S. Market Analysis and Opportunities.

This Report Will Help Subscribers to:

- Assess this dynamic market which is poised for strong growth
- Understand the legal and regulatory barriers that exist
- Analyze consumer attitudes and perceptions about CBD products
- Evaluate product claims being made and product forms available
- Gain knowledge on key competitors in the CBD market
- Prepare for potential threats to existing brands
- Make predictions about CBD health and wellness products in the United States



Tentative Report Contents*

Introduction

Executive Summary

- An overview of key findings

Category analysis

Detailed profiles of leading CBD health and wellness categories (shown in Table 1) in product forms (shown in Table 2) will be provided, including the following information:

- Market overview
- Market trends and key players
- Regulatory overview
- Products available
- Sales of key brands for 2018 and 2019
- Product claims
- Pricing
- Competitive landscape
- Marketing channels
- Outlook with sales forecast through 2024

Regulatory Analysis

- U.S. laws on CBD products
 - Hemp-derived CBD laws
 - How state and federal laws vary
 - The FDA's and other regulatory agencies' position on CBD
 - Regulatory actions taken recently
 - Laws on cultivation, dispensing, shipping, and possession
- Product claims
- Expected regulatory changes in the United States

Company profiles

Detailed profiles of leading CBD health and wellness marketers (shown in Table 3) will be provided, including the following information:

- Corporate sales and profits (or sales estimates if privately held)
- CBD brand portfolio
- Product claims
- Sales of CBD brands in 2018 and 2019
- Recent developments including acquisitions/divestitures/licensing agreements
- Retail distribution
- Consumer perceptions and attitudes
- Outlook through 2024

Consumer attitudes and perceptions

- Perceptions and attitudes toward CBD products
- Demographics of CBD users and purchasers
- Purchase channels shopped
- Frequency of purchase
- Average price per purchase
- Conditions for which the products are used
- Relative interest in new CBD products
- Comparison of findings from consumer A+U survey conducted in Jan. 2019

* Subject to charter subscriber input



Table 1: Health and Wellness CBD Categories to be Covered

- Anxiety and stress relief
- General pain relief (oral)
- Topical pain relievers
- Sleep aids
- Vitamins and supplements

Table 2: Product Forms to be Covered

- Capsules
- CBD flower (plant)
- Combination products
- Crystals
- Gummies
- Isolated powder
- Nasal sprays
- Oils, sublingual drops, tinctures
- Topical creams
- Vapes and inhaled products

Table 3: Companies to be Profiled

- Bluebird Botanicals
- Bluemoon Hemp
- CBD American Shaman
- CBDFx
- CBDistillery
- Charlotte’s Web/Stanley Brothers
- Curaleaf Hemp
- CV Sciences
- Diamond CBD
- Elixinol
- Endoca
- Functional Remedies
- Irie CBD
- Isodiol
- Mary’s Nutritionals
- Medical Marijuana, Inc.





Scope

CBD for Health and Wellness: U.S. Market Analysis and Opportunities is an appraisal of this dynamic, burgeoning market. This study will explore potential opportunities, assess the regulatory environment for CBD products, and forecast market potential by 2024. Included in the scope of this study are:

- CBD products used by consumers to treat minor ailments such as arthritis/joint pain, back pain, muscle soreness, headache, occasional sleeplessness, anxiety or stress, or products that are used for wellness such as dietary supplements
- Health and wellness CBD products sourced from hemp

Excluded from the scope of this study are:

- Products that are derived from marijuana or contain psychoactive components such as tetrahydrocannabinol (THC) above 0.3%
- Cannabis or CBD products used for serious medical conditions such as Alzheimer's disease, epilepsy, cancer, Crohn's disease, glaucoma, multiple sclerosis, or other diseases typically treated with prescription drugs
- Beauty or cosmetics products that contain CBD or hemp used for acne, skin care, makeup, or hair care
- Products that contain only hemp and no CBD
- Foods, beverages, edibles (other than gummy dietary supplements), or baking ingredients that contain cannabis or its derivatives

Key Benefits

This report will assist companies in identifying opportunities within the U.S. CBD industry and specifically provide subscribers with the information and insights to:

- Assess this dynamic market
- Understand legal and regulatory issues
- Learn about consumer perceptions of CBD products and how they are evolving over time
- Evaluate claims being made
- Consider business opportunities and how to capitalize on them
- Prepare for potential threats to existing brands
- Make predictions about the CBD market in the United States



Methodology

Kline’s approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60 years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

Primary Research

We Know Who to Talk to. We Know How to Listen.



A high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline’s analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

In addition to market research with the stakeholders listed above, Kline will conduct online research with consumers to assess their attitudes, usage, and perceptions of CBD products. This portion of the research will be crucial to developing forecasts for future market potential.

- Cannabis growers
- CBD product formulators and marketers
- Dispensaries and retailers
- Patient advocacy groups
- Consumer and trade groups
- Lobbyists
- Regulators
- Government agencies
- Suppliers

Secondary Research

We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/ industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline’s internal database, consisting of over half a century’s syndicated research.

Comprehensive Market Intelligence

We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s proven methodology allows exceptionally effective, precise, and reliable market

intelligence, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for 60 years.

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