



1st Edition

# Consumer CBD Products: U.S. Market Analysis and Opportunities

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Base Year: 2018

Forecasts to 2023

Regional Coverage: United States

A comprehensive qualitative analysis of consumer-use cannabidiol (CBD) health and beauty products, regulatory and legal status, currently available products, marketing channels, and outlook for CBD-based products. CBD is a key ingredient that can be found in everything from skin care products to pain relievers and dietary supplements.

## This Report Helps Subscribers to:

- Assess this dynamic market which is poised for strong growth
- Understand existing legal and regulatory barriers
- Analyze consumer attitudes and perceptions about CBD products
- Evaluate both claims being made and available product forms
- Learn about business opportunities and how to capitalize on this burgeoning space
- Prepare for potential threats to existing brands
- Examine markets outside the United States and how foreign cannabis markets behave where CBD is legal
- Make predictions about the CBD market in the United States



# Report Contents

## Introduction

### Executive Summary

- An Overview of Key Findings

### Regulatory Analysis

- U.S. laws on CBD products
  - 2018 Farm Bill
  - Cannabis-derived CBD laws
  - Hemp-derived CBD laws
  - How state and federal laws vary
  - Select clinical trials on CBD/Cannabis
- Product claims
- Legal marketing channels
- Cannabis market in Canada
- Cannabis market in Israel
- Expected regulatory changes in the U.S.

### Category Analysis

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

- Market overview
- Market trends and key players
- Regulatory overview
- Clinical studies
- Products available
- Product claims/benefits
- Pricing
- Consumer usage and awareness
- Competitive landscape
- Retail channels
- Outlook

**Table 1: Consumer CBD Categories to be Covered**

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

## Marketing Channel Analysis

- Marketing channels, including estimates of share of sales by channel
- Online sales
- CBD stores
- Smoke and vape shops
- Natural and specialty stores, retailers, and pharmacies
- Marijuana dispensaries
- Other outlets
  - Trade shows
  - Shopping malls and department stores
- Consumer reported marketing channels
- Outlook

## Consumer Attitudes and Perceptions

- Perceptions and attitudes toward CBD products
- Propensity to use CBD products
- Conditions the products are used for
- Relative interest in new CBD products
- Product claims of interest
- Perceived benefits of CBD products

**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, lotions, and shampoos
- Vapes and inhaled products





## Scope

**Consumer CBD Products: U.S. Market Analysis and Opportunities** is an appraisal of this dynamic burgeoning market. This study explores potential opportunities, assess the regulatory environment for CBD products, and forecast market potential by 2023. Included in the scope of this study are:

- CBD products used by consumers to treat minor ailments such as joint pain, back pain, muscle soreness, headache, occasional sleeplessness, anxiety, stress, as a dietary supplement or for beauty/personal care such as hair care or acne and skin treatments
  - Analysis of the more mature cannabis markets in Israel and Canada to understand market potential in the U.S.
- 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 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
  - Foods, beverages, edibles, or baking ingredients that contain cannabis or its derivatives
  - Consumer health or beauty products that contain only hemp and no CBD
  - Prescription marijuana or cannabis medications

## Key Benefits

This report assists companies in identifying opportunities within the U.S. cannabis industry and specifically provides subscribers with the information and insights to:

- Assess this dynamic market
- Understand legal and regulatory issues
- Evaluate claims being made
- Consider business opportunities and how to capitalize on them
- Prepare for potential threats to existing brands
- Learn how foreign cannabis markets behave where CBD is legal
- 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:

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

In addition to market research with the stakeholders listed above, Kline conducted online research with over 650 consumers to assess their attitudes, usage and perceptions of CBD products. This portion of the research is crucial to developing forecasts for future market potential.

### 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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