

September 2020

Consumer Interest in CBD in Food and Drink: Incl Impact of COVID-19 - US

“CBD in food and beverage is a tricky business, perhaps more so than any other cannabis-related endeavor. While hemp-derived CBD is legal at the federal level, the FDA has not approved it for use in foods and beverages. Yet, a crop of brands are dipping their toes into the water ...

Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

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CBD in Health and Wellness: Incl Impact of COVID-19 - US

“Now, more than ever, consumers want to be and feel healthier, and CBD is well-positioned to assist with those goals. Current CBD use is still nascent, yet consumer curiosity was piqued well before the pandemic. The events and repercussions of the events of 2020 have elevated stress levels to new ...