

August 2021

Cannabeauty: CBD and Hemp in BPC - US

“Cannabeauty straddles both the BPC and cannabis worlds, benefiting from market growth within each. Similarly, lines between outward appearance and inner wellbeing are not steadfast, and brands should help consumers understand that personal care and beauty are, in fact, intimately related. COVID-19 boosted interest in hygiene and the need for ...

July 2021

Consumers and the Economic Outlook - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...

CBD and Pets - US

“CBD for pets products are one of the newest additions to the cannabis market and are not dissimilar from CBD for people. Issues like regulations complicate the consumer experience, particularly in regard to what vets can – and cannot – say or do when it comes to CBD for pets ...