

Cannabeauty: CBD and Hemp in BPC - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior, the BPC market and cannabeauty.
- How beauty and wellbeing are intertwined and how cannabeauty stands to benefit.
- Differences in consumer perceptions of and habits related to hemp-based and CBD-based cannabeauty products.
- How cannabeauty brands can gain consumer loyalty by building trust.

Beauty and personal care products with hemp or CBD are growing in popularity as a means for self-care that offers support toward beauty and wellbeing goals. In fact, a mixed approach to cannabeauty as a beauty-through-wellness product will go far in communicating value, an important consideration for consumers still struggling with post-pandemic financial troubles. Stress relief will be a cornerstone, also a remnant of the difficult year COVID-19 ushered in. 58% want to see studies backed by clinical data, so beware of claims that are unsubstantiated or overstated.



“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.”

– Michele Scott, Senior Analyst

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- Health rhetoric matters, clinical trials are time consuming and expensive

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