

CBD in Food and Drink - US - 2021

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This report looks at the following areas:

- How COVID-19 created growth for CBD food and drink and how to maintain this momentum
- How to build consumer trust through retail locations and branding
- How interest in specific food and beverage formats has changed since last year
- How CBD food and drink create an "experience of wellbeing"

CBD food and drink is among the fortunate markets that benefitted from the COVID-19 pandemic, but future growth will depend on how brands execute on marketing, product launches and innovation in the next normal. Wellness will remain a key driver, but shifts should consider what new health challenges will be present post-pandemic. Threats to the market include supply of hemp and FDA regulations, while key opportunities include strategic brand partnerships and pairing CBD with other functional ingredients. Marketing messaging should reflect how consumers think about CBD: as a product that straddles food, drink and supplements as demonstrated by the 60% of consumers that would feel safe purchasing CBD at a natural grocery store.



"COVID-19 influenced the specific uses that are currently trending – like stress relief and immunity-boosting – so brands must be prepared to pivot towards a new generation of CBD food and drink as consumers enter their next normal. What will remain constant is the emphasis on total wellbeing, proactive solutions and mental health as a non-negotiable."

- Michele Scott, Senior Analyst

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- **Impact of COVID-19 on CBD in food and drink**

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- **Diversify product placement**
- **Lean on foodservice**

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