

CBD and Health - US - May 2021

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This report looks at the following areas:

- Increases in sales during the COVID-19 pandemic
- The importance of healthy living routines to CBD growth and how to message toward them
- The importance of diverse product lines
- Opportunities with women and older consumers

CBD is a health product at its core with ample opportunities created by the COVID-19 pandemic, including increased use from current users and an influx of new users. Continued growth will require brands to expand their product lines to include a variety of formats and products that are more complex than CBD alone. Brands should maintain a focus on holistic health, which should include physical, mental and even spiritual wellbeing.



“COVID-19 brought a maelstrom of mental, physical and spiritual health concerns and many consumers turned to CBD to ease their pain, improve their sleep, lessen their anxieties and relieve some of their stress.

Unfortunately for consumers, stress and anxiety are not going anywhere even as we enter the next normal of daily life.”

– Michele Scott, Senior Analyst

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