

CBD in Health and Wellness - US - 2022

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This report looks at the following areas:

- Health-related conditions for using CBD and formats of interest
- Attitudes toward CBD health and safety
- Attitudes toward CBD and spiritual health
- Attitudes toward CBD and sexual health

Health is a strong driver of CBD use. 26% of US adults have used CBD for health in the past year, holding a slight advantage over recreational use at 23%. What's more, consumers who turn to CBD for health reasons represent the most likely group to have started to use CBD in the past year, suggesting that proving efficacy related to health concerns will be a strong driver of CBD sales.

Consumers express interest in the category for a range of health needs. No fewer than two thirds of consumers who use or are interested in using CBD would turn to it for any of the measured conditions. Pain management (88%) leads but only slightly outpaces sleep (85%), general wellness (84%) and mental health (83%).

While under 45s drive CBD use, 55-64s are most likely to use CBD primarily for health reasons. CBD brands have an opportunity to take the lead in encouraging older consumers to treat lesser-addressed maladies, such as mental and sexual health, which, while identified as sources of worry among this group, largely go untreated.



“While health is a strong opportunity for CBD brands, market players shouldn't assume consumers know the benefits of the compound and the products that contain it. Education efforts are still in order to communicate what CBD is, what it does, how to use it and, most importantly, that it works.”

- Fiona O'Donnell, Senior Director – US Reports

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