

The background features a dark, textured image of a cannabis plant with several leaves and a glass bottle of CBD oil. The plant is rendered in a light blue/white outline style against a dark background. The bottle is positioned vertically on the right side of the frame.

CBD IN AMERICA

An insight into consumer perception & value

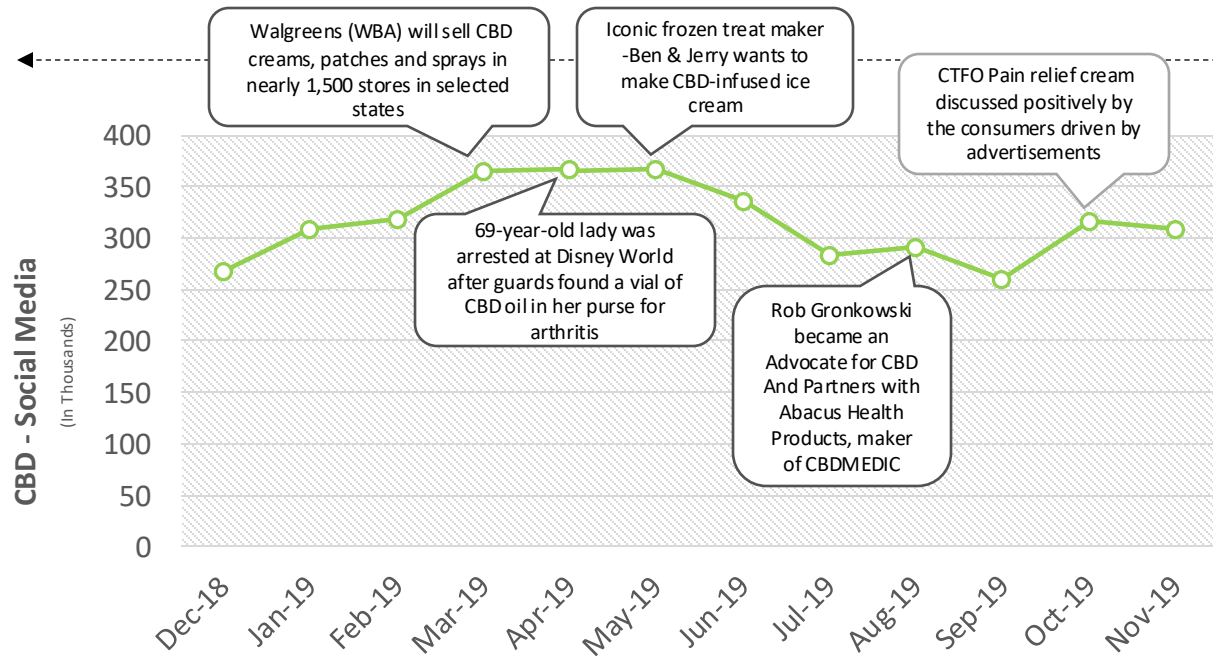
Jan, 2020

U.S. CBD Market Projected to Grow at 107% Annual Average (CAGR) Through 2023

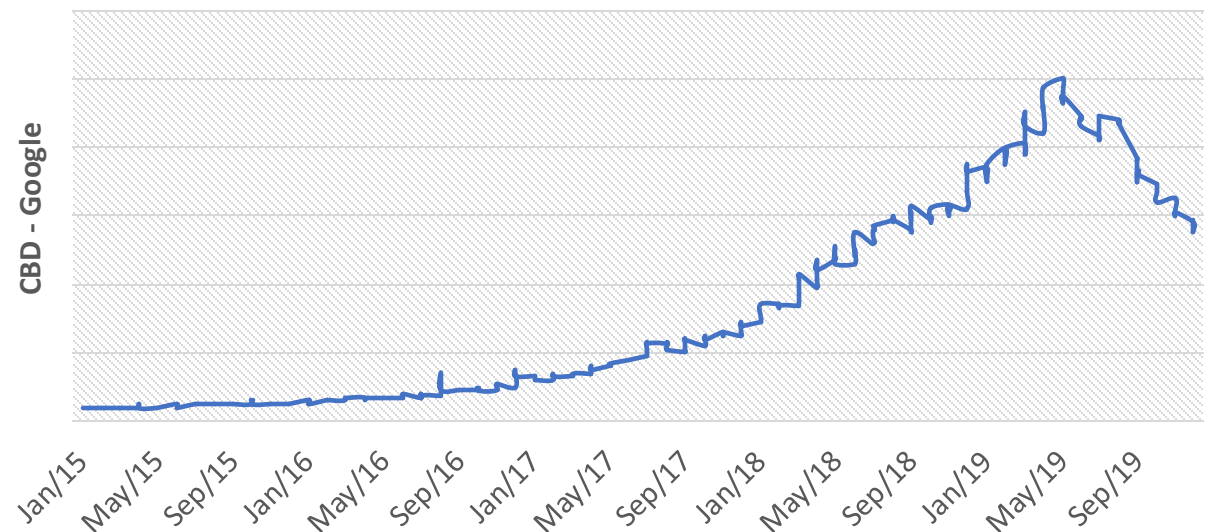
In America, although the Farm Bill, distinguishes hemp from marijuana, the D.E.A. still considers CBD a controlled substance.

Two additional barriers to understanding and approaching the CBD market are misinformation and lack of information among potential and current CBD consumers.

Top searches around cannabidiol are themed around information gathering including adverse effects and toxicity

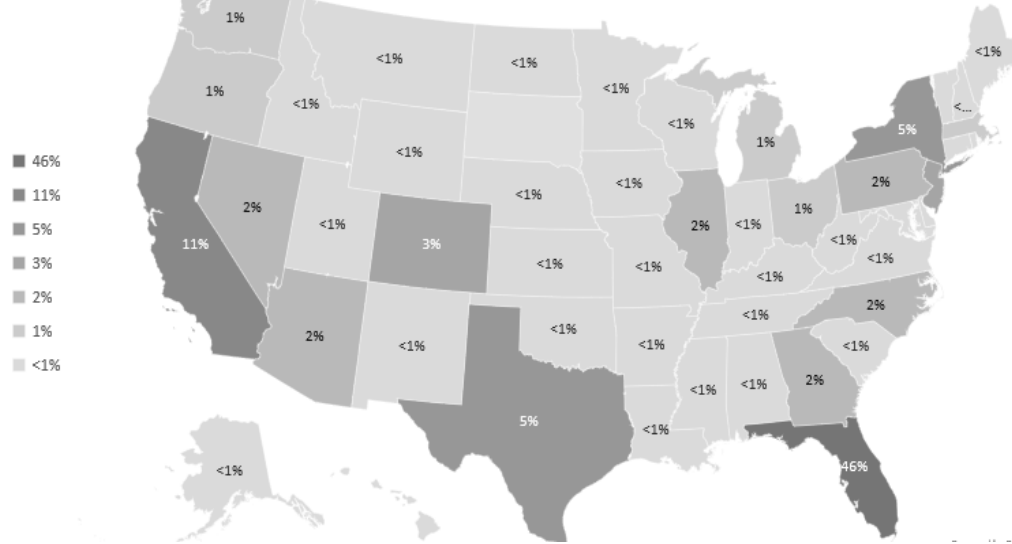


TRENDLINES

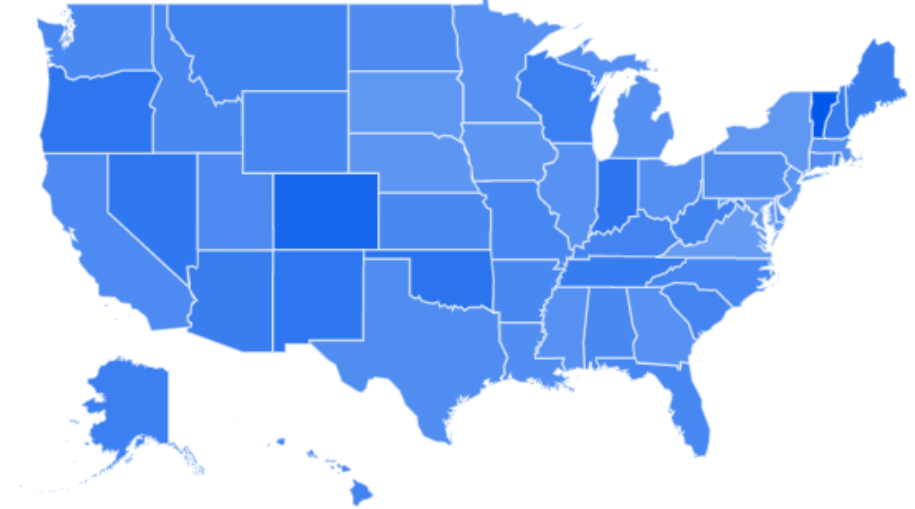


Geographic Spread Of Social Posts & Web Searches

Social Media



Google



While social media buzz came mostly from Florida, California and Texas, Google trends peaked in Vermont, Colorado and Oklahoma

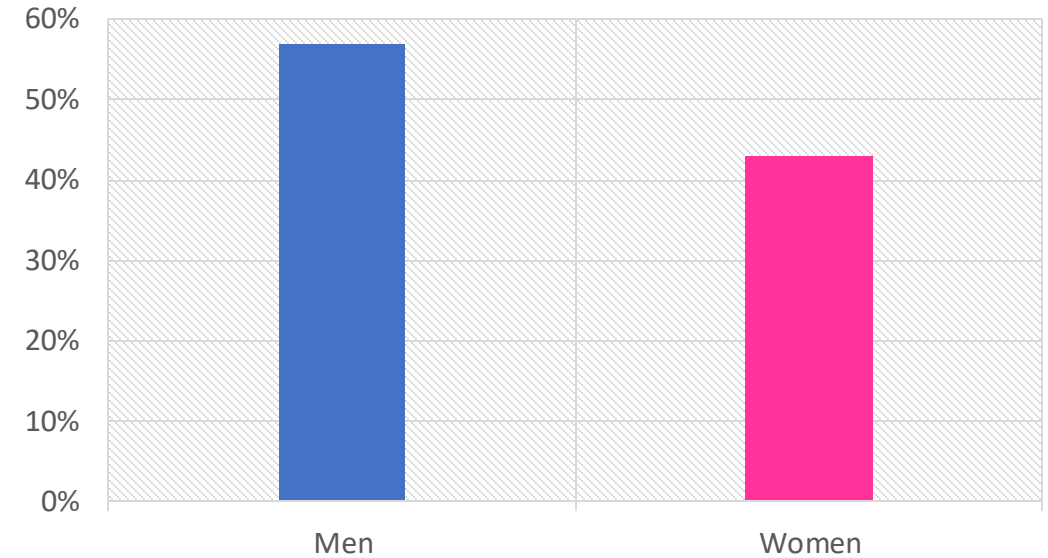
- 1/3 of **Vermonters** have used hemp based products. Search trends indicate interest in Sunsoil CBD and gummies
- **Colorado** has one of the least restrictive laws on hemp (incl. CBD) which explains the variety buzz. Many searched for Carl's Jr. CBD burger, CBD cigarettes and questions if CBD shows on drug screening. There were many also curious about full spectrum CBD oil as well. The state is pinning industry development of the product
- **Oklahoma** – search for CBD stores in the vicinity, CBD for dogs and CBD vape pen
- In **Florida**, the CBD expo in Miami generated curiosity. While there were many researching specific brands, legality is a continued concern
- Awareness levels in markets like **California** are high as most searches are for specific brands such as Garden Of Life, Game Up, Vasayo and Bioreigns

The Audience

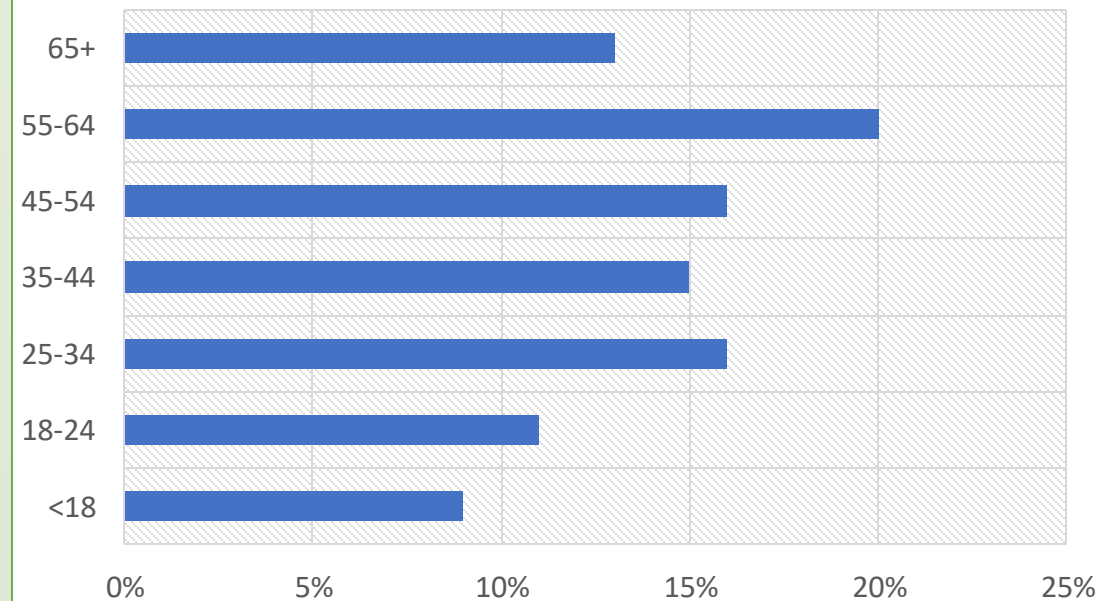
Majority of conversations came from the those between 55-64, as this group tends to suffer more from chronic pain and arthritis. CBD products are increasingly seen as a reliable solution

Millennials are the second largest group talking about CBD products, usually linking it as an answer to dealing with stress and insomnia

DEMOGRAPHICS

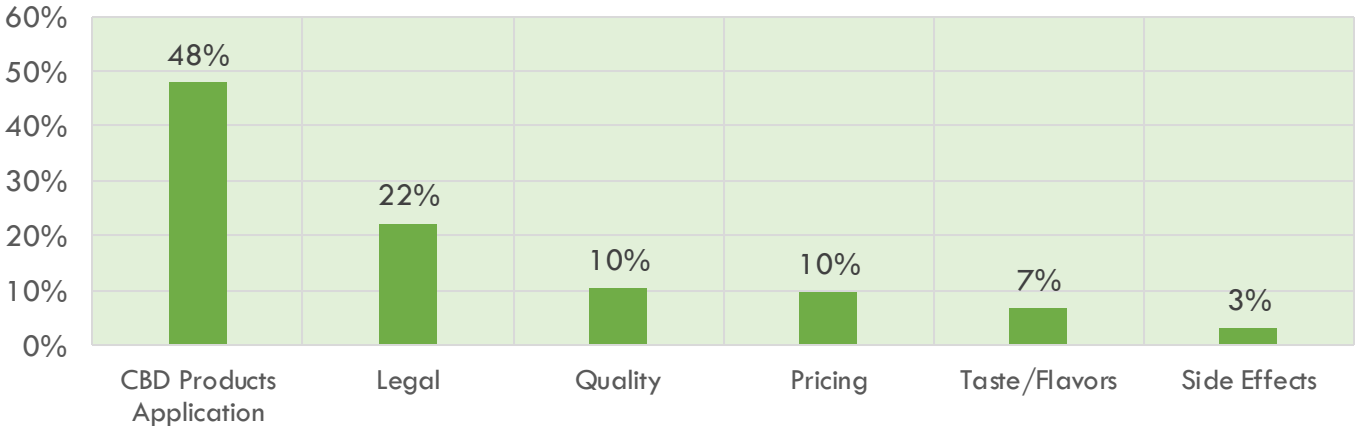


AGE GROUP

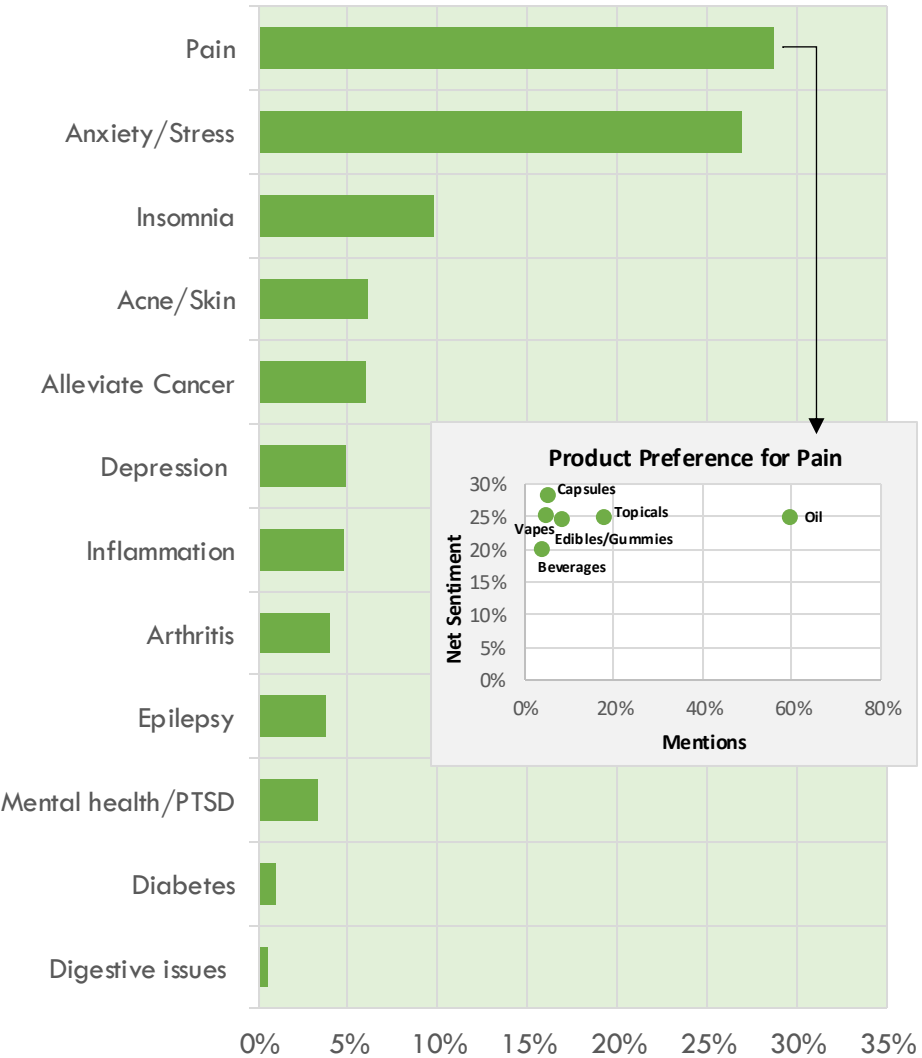


How was CBD discussed in America?

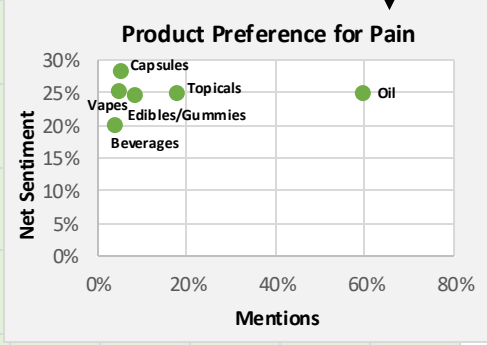
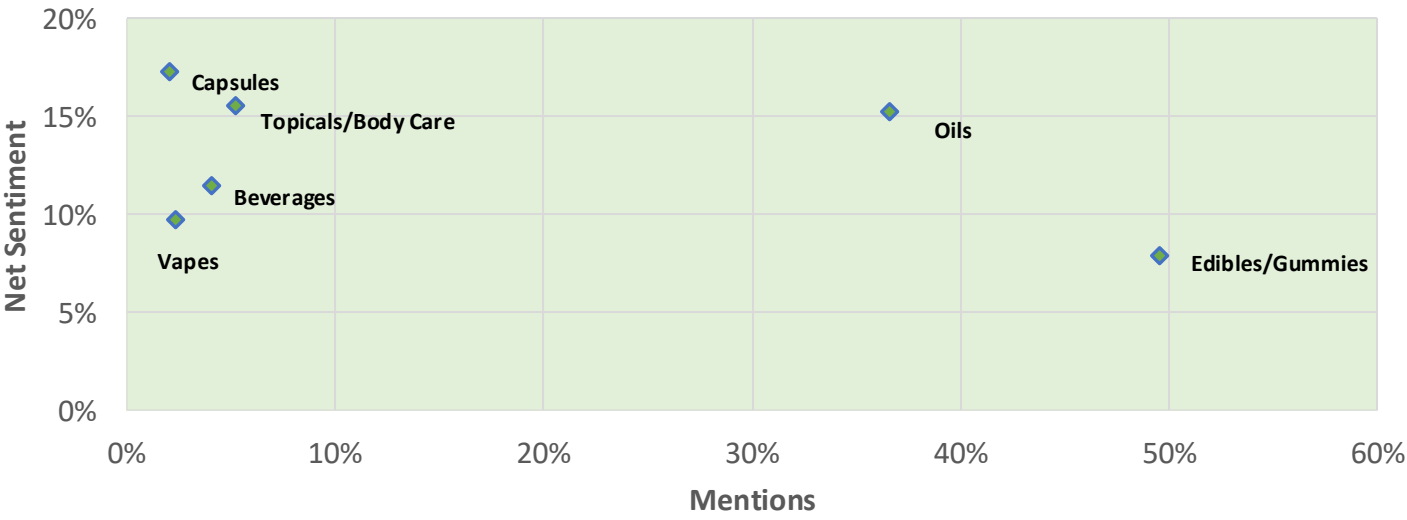
Conversation Themes



CBD Product Applications



Product Categories



Consumer Verbatim:

Laviedefawn

"I'll just come right out and say that I truly love Emerald. I've been reaching for this green goddess every morning and night since I first opened the box. I am well aware that CBD/hemp skincare products have been somewhat overhyped this year - but I think this oil is totally worth the price tag (\$48). The lightweight oil claims to provide the skin with a lit from within glow - and for me, it does. Emerald is formulated with some excellent ingredients: cannabis sativa (hemp) seed oil, ashwaganda, turmeric root, shiitake mushroom, helichrysum, squalane, meadowfoam seed, and borage seed oil."

bubsbuds

"I would go the route of purchasing CBD isolate from a reputable source and making your own tincture or edibles. Isolate is by far the cheapest source of CBD and from a reputable source will have zero thc whatsoever. Good luck my friend"

TheP1Fan

"Cbd gives clear headed relief, doesn't constipate you, and theres no physical/mental dependence on it. The only drawback, is that it cant be covered by insurance so it can get pricey. Beats overdosing or having withdrawals, right?"

Starryniteee

I m trying out cbd for my anxiety and this tincture is working perfect so far I haven't felt relief like this in months

doil_cb

*"Standing in a parking lot Run Over By a Truck Ankle Broken in 2 places & My Foot Smashed. The Pain was Unbearable.
Tried #CBDOil forl Pain Relief. It WORKED FAST!"*

GoodDayAtlanta

"With the country in the middle of an opioid addiction crisis, Dr. Bergquist says, CBD has real potential, especially for people who aren't getting relief from prescription medication. #fox5atl"

BlueMeanieBWO

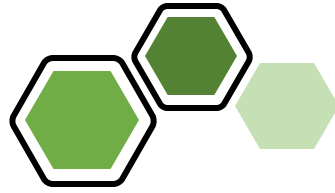
"I haven't tried their oil yet but @greenroadsworld has some great edibles. It's helped me knee problems and has help my focus."

PositivelyJoan

"Many millennials prefer natural medicine: "The most anxious generation" is getting anxiety relief from CBD oil - <http://NaturalNews.com>"

KEY TAKEAWAYS

for brands in the industry



- With aggressive growth projected for the CBD industry in America, awareness and education about usage and safety of CBD products is critical
- Regulatory support is also important, as many fear possession of an illegal contraband
- However, consumers suffering from chronic pain, anxiety/stress and insomnia among others are constantly looking for reliable products that are safe and effective, which form the pillars of value definition.
- High Price is not a barrier for many who are looking for better relief and fewer to no side effects that accompany prescription drugs
- Evidently, many are now looking for easy access to CBD Oil, which was the most discussed product for chronic pain, followed by gummies

WHAT'S MAKING NEWS?

Over the last few years, there were cases registered against those in possession of CBD products in states like Florida. This was despite the product being purchased at a registered retailer, which created a confusion in the minds of consumers. Although charges were either dropped or reduced to a misdemeanor, many remain unclear of the local law