



Euromonitor  
International

# CBD Global Market: Opportunities Across Fmcg

January 2023

Table of Contents

## CBD IN CONTEXT

CBD and regulatory standpoint around the world

CBD is only a part of the total cannabis market

## CBD GLOBAL MARKET

Prevalent markets around the world

International expansion of CBD will happen across the board

CBD is expanding its footprint in fmcg

How is CBD different around the world?

## UNDERSTANDING THE CBD CONSUMER

Why (or not) consumers look for CBD?

Relaxation is closely connected to consumption occasions

Consumers find more replacement opportunities and value in features

## HEMP PRODUCTS AROUND THE CBD MARKET AND BEYOND

Hemp products riding the wave of the cannabis industry

Hemp could find better footing with sustainability

More hemp product examples

## CBD IN PACKAGED FOOD

Hemp products are a first step into the cannabis market

CBD's functionality must reconcile with consumers' snacking occasions

Pet products in response to changing lifestyles

## CBD IN DRINKS

CBD plays well to niche need states in drinks

## CBD IN DRINKS

Adult non-alcoholic drinks and casual functionality

## CBD IN BEAUTY AND PERSONAL CARE

CBD presence in beauty shrinks as industry self regulates

The paradox of general wellness vs specific beauty functionality

## CBD IN CONSUMER HEALTH

CBD stagnates during pandemic immune craze

Is collagen a good model for CBD?

Beyond CBD and stacking is the potential next move

## CBD OPPORTUNITIES AND CHALLENGES

Usage mission is more important than product format

Intersection of CBD and industry growth

Major challenges for CBD

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cbd-global-market-opportunities-across-fmcg/report](http://www.euromonitor.com/cbd-global-market-opportunities-across-fmcg/report).