

HOW DO CONSUMERS FEEL ABOUT CBD PRODUCTS?



Consumer Experts, Insight Driven

The following are based on our Q3 Global and Regional CBD Survey - 25,000 respondents.

Brands and manufacturers are creating products that contain cannabis oil. In its simplest form, these products contain concentrated legal forms of cannabis extracts that are said to offer physical and mental health benefits.



39%

Of global consumers have heard of the term CBD, and 36% have not heard of CBD.



22%

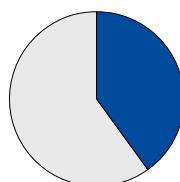
Of global consumers who have heard of CBD currently use these products.

43% of consumers who use CBD products currently use it to help relieve anxiety.
With **54%** saying they have been effective.

Once consumer had a better understanding of CBD 40% said they would be willing to try these products however 29% are still not willing.



40%



Of consumers who said they would not be willing to try CBD is because **4 in 10** people do not feel they have enough information.

Of brands provided more information consumers would be more willing to try CBD products.

One of the main reasons why consumers would choose to use CBD products is to help with sleeping patterns.

How appealing do products sound that contain CBD oil that help address the following health claims?

Sleeping Patterns



Very Unappealing Somewhat Unappealing Not Sure Somewhat Appealing Very Appealing



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