

CBD 2020

The 20 Most Important Questions about CBD in the Future of Consumer Healthcare

For the first time, Nicholas Hall's Reports investigates and answers the 20 most important questions about CBD facing the CHC industry. In an all-new format, this feature report dives into the issues surrounding when and how players should respond to the enormous commercial potential of CBD, across diverse healthcare and retail categories.



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The 20 Most Important Questions about CBD in the Future of Consumer Healthcare

CBD the cannabis extract has exploded in popularity across many world markets, from pharmaceuticals and supplements to food & beverages and cosmetics. As fast as it is growing, CBD remains confounded by regulatory issues, while consumer healthcare players looking to get involved face burning questions that must be answered.

3. What are the health benefits of CBD and how strong is the evidence?

| Citation | Compound | Study details |
|---|---|---|
| Nausea / vomiting | | |
| Duran et al. (2010) | Spray medication containing THC and CBD | double-blind, placebo-controlled phase II (RCT) |
| <i>Finding: More patients in intervention group experienced complete relief from vomiting and nausea.</i> | | |
| Obesity | | |
| Tudge et al. (2015) | Natural cannabinoid tetrahydrocannabinol (THCV) | controlled, within-subject, double-blind design |
| <i>Finding: Altered nerve response to pleasant and unpleasant food stimuli. Could be used to fight obesity in conjunction with other steps.</i> | | |
| Sleep disorders | | |
| Portenoy et al. (2012) | Sativex (cannabis-based extract) oral mucosal | RCT (no double-blind) |
| <i>Finding: Sleep disruption decreased on low dose.</i> | | |

Table 2 provides a selection of completed clinical studies for mental health symptoms.

Table 2: Completed studies assessing the effectiveness of CBD for mental health problems

| Citation | Compound | Study details |
|---|----------|--|
| Addiction | | |
| Hindocha, C et al. (2018) | CBD oral | UK double-blind cross-over study (RCT) |
| <i>Finding: Reduced salience and pleasantness of cigarette cues, compared with placebo, over overnight cigarette abstinence in dependent smokers.</i> | | |

continued overleaf

9. Who is using CBD?

Conclusion

Around the world, although CBD awareness is high, there is still a great amount of confusion between THC and CBD among consumers. Overcoming social stigma associated with CBD will be crucial to accelerating the process of normalising CBD use in society.


American consumers' perception of CBD differs greatly depending on the areas they live in; while Europeans are generally more liberal. Despite this, the majority of consumers across markets agree it should be made available for medical use.

CBD is generally accepted by consumers as useful in pain relief, anxiety and insomnia; a solid proportion of American consumers also use it for overall wellness. First-time CBD purchases are mostly planned, and consumers generally research CBD online and/or ask friends and family (although surprisingly rarely healthcare professionals) before purchasing.

Price is an important factor influencing CBD purchase; this is especially true for American consumers as 26% of respondents said they would not try CBD as it is too expensive. Similarly, for European consumers, price is also a primary factor when purchasing CBD, although quality of product is equally important.

In terms of brand awareness and loyalty, Europeans exhibit a fairly high degree of brand awareness and loyalty, as 67% of respondents commented that they always or usually purchase the same brands, although 20% reported that they are open to trying new brands.

One stark difference between European and American consumers is higher curiosity among the former, with more Europeans signaling they want to know more about CBD. Given their overall positive attitudes and liberal view of CBD, European consumers are much more likely to be encouraged to try CBD, representing an untapped market opportunity for CBD products.



13. How are CBD's delivery formats diversifying?

EDIBLES

- Fastest growing delivery format, includes gummies, confectionery, chewing gum, lozenges, tea, coffee – CBD is now available in wide array of foods and beverages
- "CBD gummies" third most-searched food term in 2018 according to Google's annual search data report
- Popular for flavour and convenience, but absorption is slow and variable, as must be metabolised first

VAPORISERS & INHALERS

- CBD vaporisers (and e-cigarettes) work by heating CBD oils, creating an inhalable vapour; available in range of flavours
- Potentially fastest delivery format – peak bloodstream levels occur approximately 10 minutes after intake
- CBD inhalers are similar to inhalers used to treat asthma; devices create a fine aerosol spray mist of water-soluble hemp oil, with benefit of measured precise dose

OTHERS

- Suppositories** – Generally positioned for localised treatment of menstrual pain, suppositories allow for direct absorption of CBD
- Toothpaste** – Amid claims that anti-inflammatory properties of CBD may benefit oral health, Colgate announced a new line of CBD-containing toothpastes, mouthwashes and lip balms in February 2020
- Bath products** – CBD bath bombs, bath salts and more are generally positioned for relaxation
- Sports nutrition** – CBD is increasingly being added to whey protein, sports shakes and other sports nutrition products
- Pillows** – First pillow embedded with CBD microcapsules entered USA in early 2020, claimed to deliver slow-release CBD through the night



Nicholas Hall Writes: CBD gives our industry its best growth opportunity and fills a gap that has been left by the diminution of Rx-to-OTC switches in recent years. Under the Best Case scenario, most countries will agree a regulatory framework for CBD supplements, topical products and vapes, sold with simple claims or possibly no claims in the most conservative markets. Some countries will improve OTC switches of Rx medical cannabis, but that depends on the major manufacturers commissioning new clinical research and building a strong public health case. Perhaps New Zealand will be a switch pioneer in this as in so many therapeutic areas, and Canada won't be far behind. Driving everything will be insatiable consumer demand for effective and safe new treatments for medical conditions with huge unmet needs: severe pain and mobility; sleep; stress, mood and anxiety; and many more indications. Will this happen? That depends on whether you are a natural optimist or pessimist. For me, the answer is "Why not!" and millions of consumers seem to be asking the same question.

1. Why does CBD matter to CHC?
2. Cannabis, marijuana, medical cannabis, hemp, CBD... what's the difference?
3. What are the health benefits of CBD and how strong is the evidence?
4. What are the risks and side-effects of CBD?
5. What is the current regulatory status of CBD?
6. What are the expected changes in CBD regulation?
7. How big is the CBD market?
8. How big can the CBD market get?
9. Who is using CBD?
10. Who are the main players in CBD?
11. What is needed to give the regulatory green light to CBD?
12. Switch or supplements - what is the best strategy?
13. How are CBD's delivery formats diversifying?
14. How is CBD impacting other consumer goods categories?
15. How is CBD priced?
16. How is e-Commerce impacting CBD growth?
17. What are the main CBD supply chain issues?
18. How do marketers develop trust in an under-regulated market?
19. What are the main challenges for CHC players?
20. What's next?

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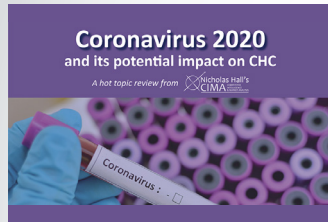
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March 2020



Digital Marketing & e-Commerce

Digital Marketing is now considered by many Consumer Healthcare players to be the most important way to engage with consumers and healthcare professionals.

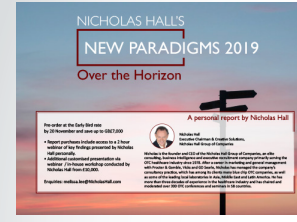
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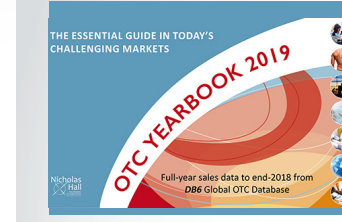
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August 2019



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April 2019



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December 2018



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This report investigates the competitive landscape in 12 key markets, establishing trends & developments, barriers to growth and emerging niches. Charts segment the market by ingredient and show proportion of sales generated by herbals & naturals.

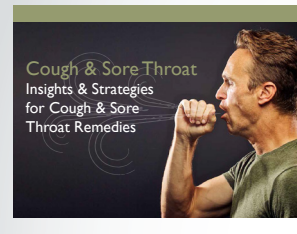
October 2018



Herbals & Naturals

This report examines the biggest and most exciting Herbals & Naturals categories in 9 leading global markets, from probiotics and herbal cough remedies to natural laxatives, topical analgesics and supplements for heart health, immunity and memory.

September 2018



Cough & Sore Throat

This report investigates the factors driving growth in the Cough & Sore Throat category, and those holding it back, considering what needs to change if higher growth is to be achieved, with detailed case studies of successful brand strategies.

June 2018



Allergy Relief

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