

45% OF CBD USERS

REPORTED THAT THEY BEGAN IN THE LAST

6 MONTHS

FOR PRODUCTS PURCHASED ONLINE,
THE CBD CONCENTRATION WAS
LABELED ACCURATELY ONLY

31% OF THE TIME

62% OF ADULT CBD USERS

CITED STRESS REDUCTION/RELAXATION
AS THEIR REASON FOR USING

CBD PRODUCTS GENERATE OVER

\$4 BILLION

IN SALES

ANNUALLY

26%
OF U.S. ADULTS
HAVE USED
CBD PRODUCTS

60%

OF U.S. ADULTS REPORT
HAVING USED CBD BEFORE

OVER \$2 BILLION

OF SALES, ABOUT HALF OF
ALL CBD SALES, ARE ONLINE

270,000+

U.S. STORES SELL CBD PRODUCTS