



CBD-Intel

Regulatory and Market Intelligence for the CBD Sector

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CBC consumer segmentation: who is using CBD in Europe and why?

CBD-Intel has carried out detailed surveys of consumers using a standard methodology across leading EU markets (and the US) in 2018 and 2019, and would present the analysis of these surveys to pull out the following information of interest to conference participants:

- Segmentation of CBD users, age, sex, profile
- Usage volume/frequency of CBD users
- Product type usage
- Distribution channel for purchasing
- Prices paid and variability between users
- Comparisons across EU markets, and comparison with the US and other international markets

CBD-Intel will also present how the consumption of CBD is changing over time, the impact that uncertain regulation is having on the development of the market, and future prospects for the sector.