

Abstract for proposed presentation to EIHA Hemp Conference, 16/17<sup>th</sup> June 2020  
Cologne, Germany; Nova-Institute

**CBD: Is this new sector a fad or the future? Forget the hype, what is really going on?**

- CBD-Intel's latest data on consumer demand for CBD products: what are consumers buying across Europe, how do different markets compare?
- What products are popular in key European markets, and how are markets affected by regulatory differences?
- What is the churn rate on new users of CBD? How can we value the size of the market, and its growth rate?
- De-averaging and segmenting CBD users: a look at some specific user groups, such as sports consumers, cosmetics, long-term pain sufferers, and
- What will the impact of new food regulation on the CBD sector mean for its future in Europe and worldwide? What other legal change do we expect to see over the next year? Where are the opportunities for the market as the regulatory landscape begins to become clearer?