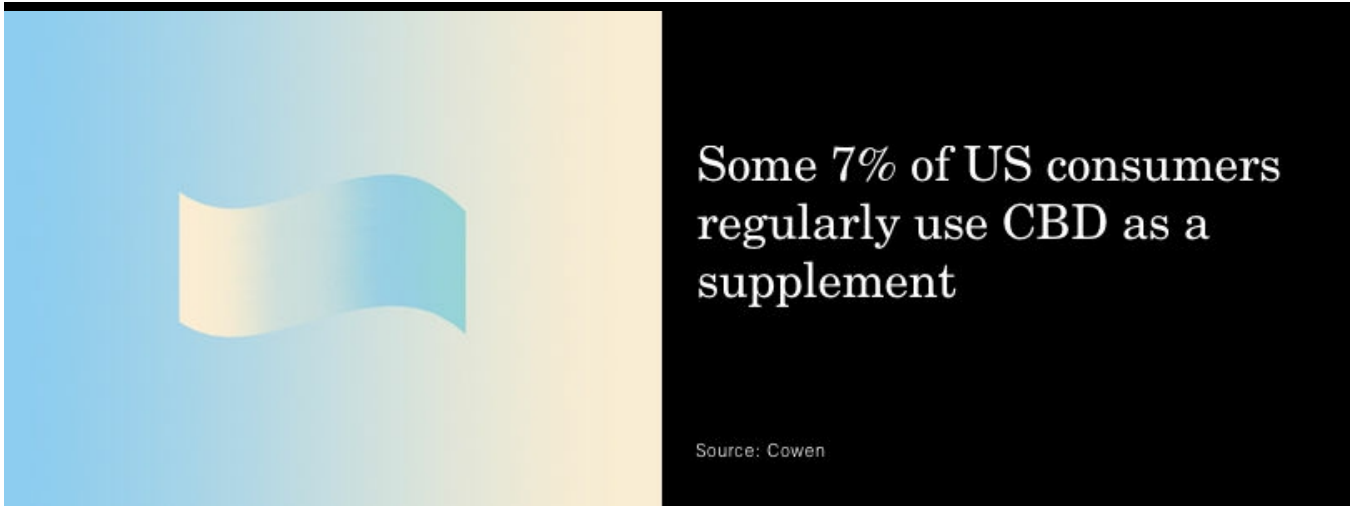


STAT: CBD'S CROSS-SECTOR POTENTIAL IS BLOOMING

By Livvy Houghton and Rhiannon McGregor

11 : 03 : 2019 Health : Wellness : CBD



New research from investment banking company Cowen & Co. reveals the CBD market in the US to be going from strength to strength as consumers – predominantly between the ages of 18 and 34 – take it as a wellness supplement. Of the 2,500 people surveyed, 44% chose to take CBD in tincture form, followed by topicals (26%), capsules (22%) and beverages (19%).

The researchers conservatively predict that the number of US-based consumers using CBD will grow to 10%, or 25m consumers, by 2025. 'We can envision a scenario where a consumer that uses a CBD tincture or capsule may also be inclined to convert his or her beauty regimen to include CBD,' explained Cowen & Co.'s report, signifying the importance of these findings for the future of sectors like beauty. For more on what's driving both consumer and brands' obsession with CBD, read our [viewpoint](#) with Melisse Gelula, co-founder of Well + Good.