

# CBD Global Market: Opportunities Across Fmcg

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CBD and regulatory standpoint around the world CBD is only a part of the total cannabis market

#### **CBD GLOBAL MARKET**

Prevalent markets around the world International expansion of CBD will happen across the board CBD is expanding its footprint in fmcg How is CBD different around the world?

# UNDERSTANDING THE CBD CONSUMER

Why (or not) consumers look for CBD?

Relaxation is closely connected to consumption occasions

Consumers find more replacement opportunities and value in features

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# **CBD IN DRINKS**

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### CBD OPPORTUNITIES AND CHALLENGES

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