

## The Big Business of CBD

CBD has become wildly popular in the U.S., seemingly overnight. This is likely because, unlike its better known cousin, THC, CBD is legal in all 50 states, and available in many forms like edibles, capsules, body creams, and flowers. Because of the widespread availability and legality, the CBD industry is expected to explode in the next few years.

A recent Nielson report projects the CBD market will see over \$2 billion in revenue in 2020, with a projected growth to \$6 billion by 2025! The projection relies on the presumption that ingestible CBD products will be more widely available from large retailers such as Kroger, Walgreens, and CVS. Additionally, there are efforts to educate healthcare providers, who could be pivotal in the popularity of CBD as an alternative to pharmaceuticals. One study showed that 50% of participants would be willing to use CBD products if their doctor recommended it.

Of course, there are roadblocks to overcome, such as the FDA's refusal to rule CBD as Generally Recognized as Safe (GRAS), but as more studies are conducted, and more people discover the awesome benefits of it, we can expect CBD to hit the mainstream and continue to make huge waves in the consumer goods industry.