



FC Global Strategies LLC

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# Enabling Brands to Enter and Succeed In the Hemp & CBD Markets



## The Hemp & CBD Markets

- The Brightfield Group estimates that the hemp and CBD markets could reach \$22 billion in annual revenues by 2022.
- The market for CBD-infused beverages only has been projected to reach \$260 million by 2022.
- The greatest potential market will likely be from big-box retailers and national chains who are eager to position themselves as early-to-market participants for food, beverages, and nutritional supplements containing hemp seeds, hemp seed oil and/or CBD.
- As the legalization of both cannabis and hemp spreads globally, the opportunities for consumer packaged goods companies (CPGs) are clear. CPGs can no longer sit on the sidelines.
- Companies including Constellation Brands, and Molson Coors were not content to wait. They are actively pursuing opportunities and product directions.
- While a legal global market for cannabis is years off, the American market for products including hemp seeds and/or hemp seed oil is here today.
- The legal market for CBD-infused food, health, wellness and nutritional products is fast approaching. Many CPG food, beverage and nutritional products companies are launching products containing CBD on a state-by-state basis in states that have legalized CBD as a food, beverage, or nutritional supplement.

## FC Global Strategies' Services For CPG Companies

- Evaluation, review and insight regarding current and likely future federal and state laws and regulations regarding the manufacture, marketing and sales of CPG products that include hemp seeds, hemp seed oil and/or CBD.
- Assistance in evaluating the market opportunities for CPG products including hemp seed, hemp seed oil and CBD.
- Assistance in formulating products that include hemp seeds, hemp seed oil and/or CBD/
- Assistance in developing a product launch strategy.
- Post-launch market analysis, market intelligence, and insight regarding industry trends for products containing hemp seeds, hemp seed oil and CBD.

*"I've never seen a market or industry that is as fast moving, evolving as quickly or provides as much opportunity as the potential for CPG products containing hemp seeds and/or hemp seed oil."*

*"The legal national market for hemp-infused products is here today. The legal market for products containing CBD on a state-by-state basis is here as well."*

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