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# International CBD Report, 2022: Global Trends & Projections

August 2022 – Non-Client Report



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# Learn more as a Brightfield Partner!

This report includes **just a fraction of the data and insights** that Brightfield Group clients receive. Contact us **to access the full report** and learn how consumer **insights amplify Point-of-Sale data** to help you better understand the roadblocks and opportunities across the CBD market.

**In the full report, you'll learn everything here, plus:**

- All charts included here with coverage extended to 2018-2019 and projections from 2025-2027
- CBD Sales CAGR by Country (Europe)
- European CBD Product Trends
- European Regulation Report
- European Spotlight: United Kingdom (CBD sales and trends)
- Latin American Spotlight: Columbia (CBD sales and trends)
- APAC & ME Spotlight: Israel (CBD sales and trends)

To learn more about our solutions for CBD, [request your demo here.](#)

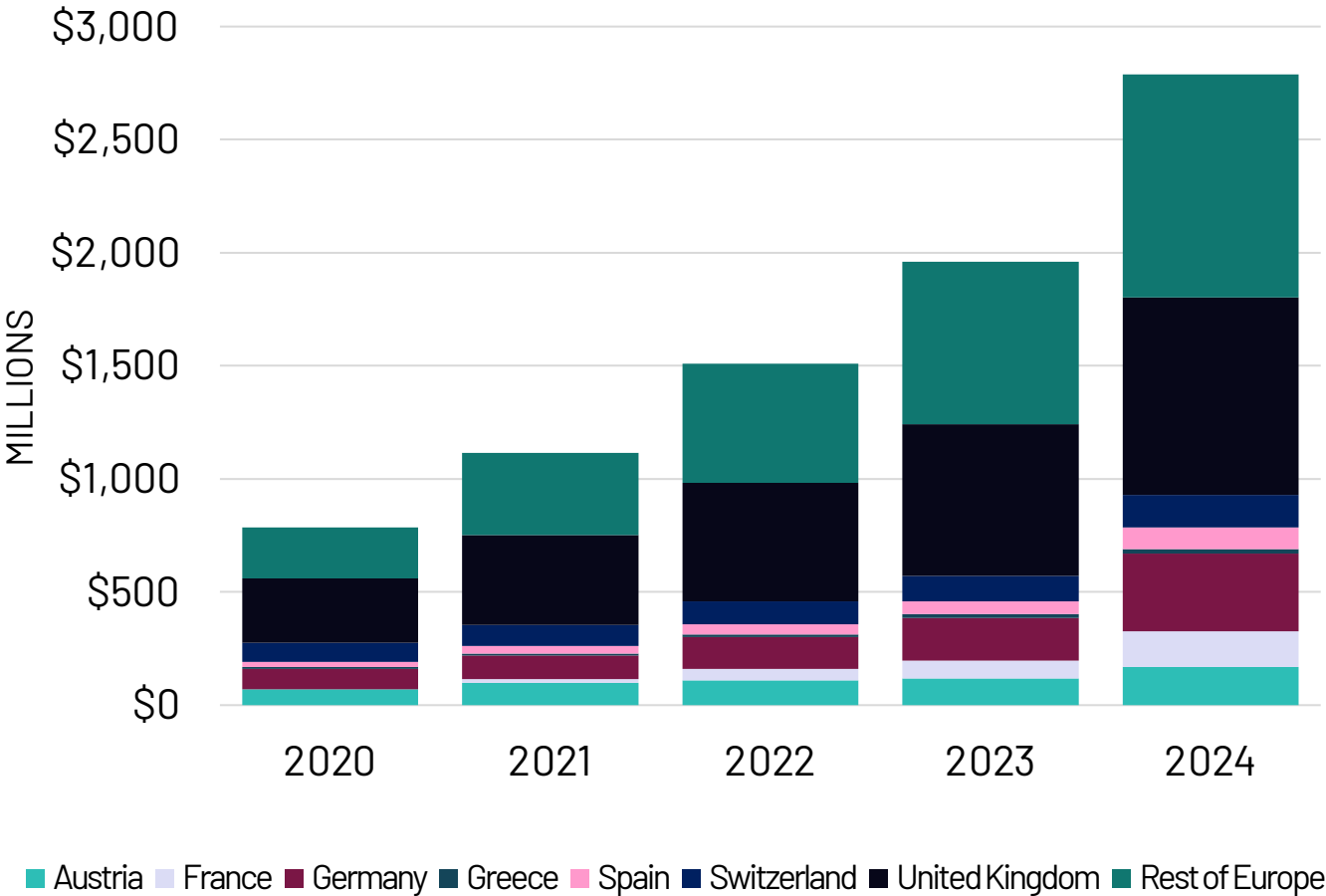


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## CBD in Europe

- The European regulated CBD market is forecast to hit **\$1.5 billion in sales in 2022**.
- **Markets in the region can vary significantly in both regulations and age**, requiring firms entering the region to navigate a complex web of national directives.
- **The United Kingdom is the single largest CBD market**, with annual sales nearly quadruple those of the next closest country.
- Growth in the region will be driven by **increased ingestible sales following Novel Foods approval, continued retail adoption, and country-level regulatory changes**.

## EUROPE CBD SALES (BY COUNTRY, 2018-2027)

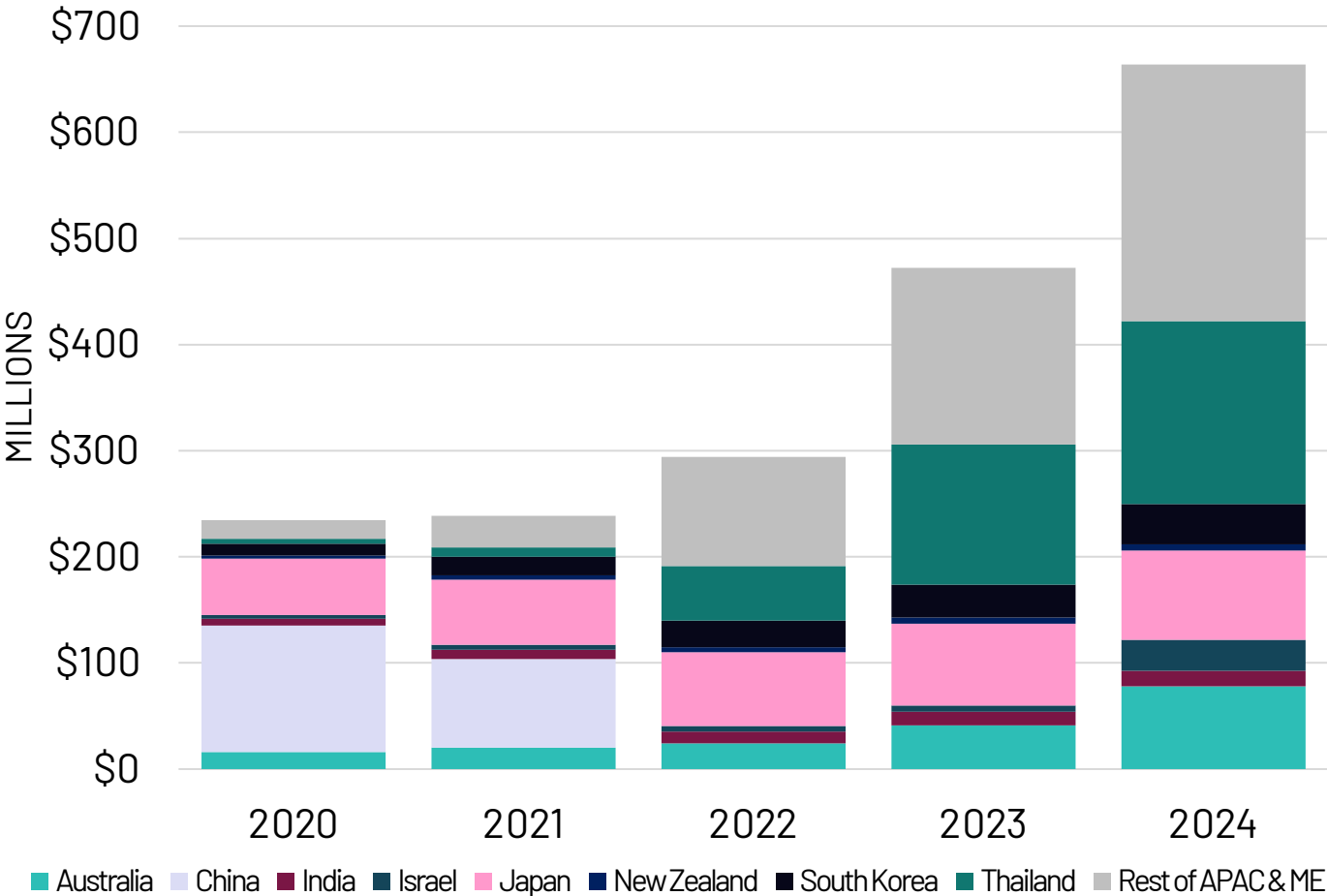


Source: Brightfield Group; 2022

## CBD in Asia Pacific & Middle East

- The Asia Pacific & Middle East (APAC & ME) regulated CBD market is **forecast to hit \$294 million in 2022**.
- **CBD markets** in the Asia Pacific & Middle East region **run the regulatory gamut**, ranging from fully legal to even newly criminalized/
- **As of 2022, Japan has the largest sales of any individually forecasted nation in the region**, though the “Rest of” subregion ranks higher largely due to growth in the populous Pakistani market.
- Growth in the region will be driven by the **implementation of regulatory changes in Australia and Israel**, **continued growth in Thailand’s consumer market**, and **increased cultural acceptance of CBD**.

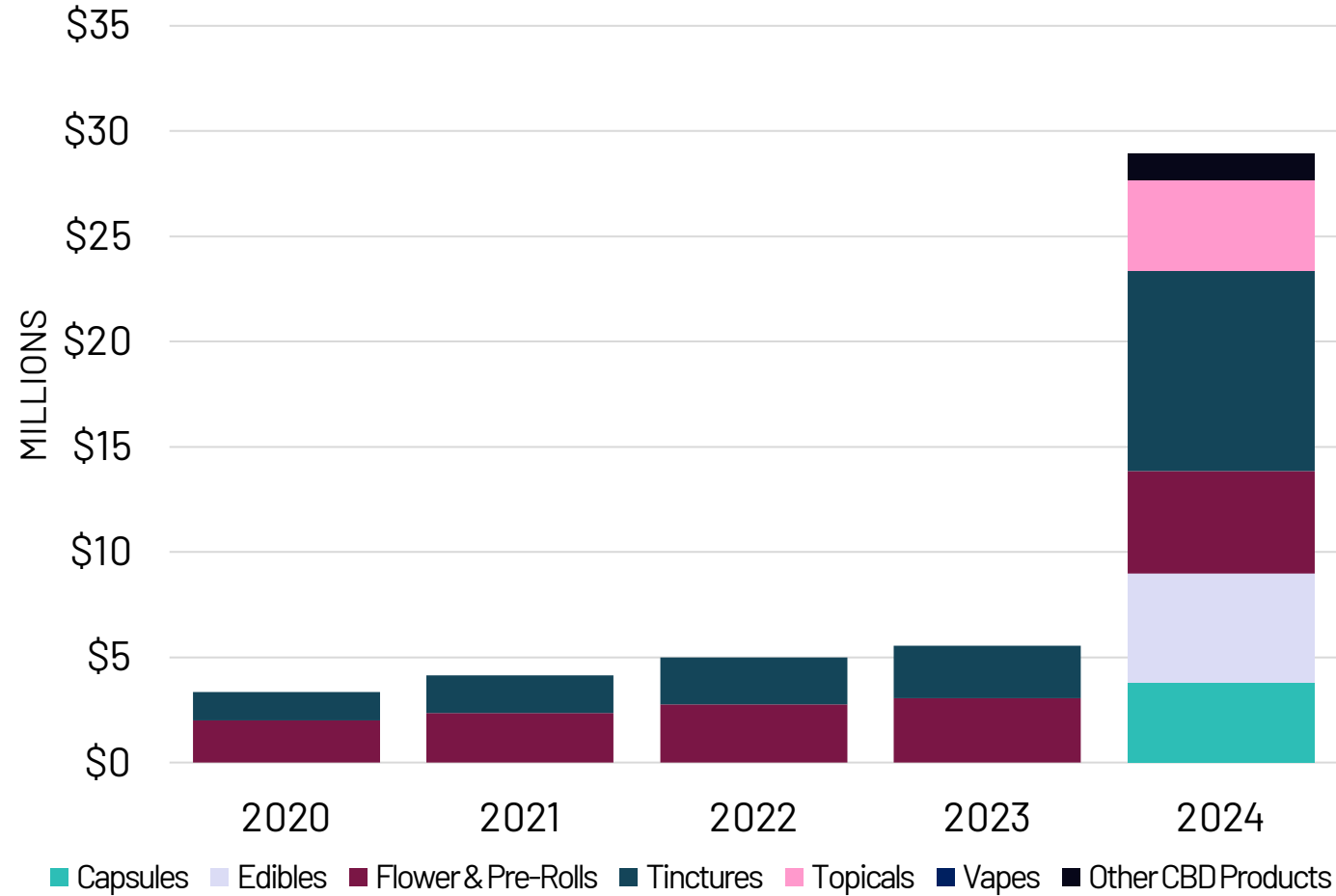
## ASIA PACIFIC & MIDDLE EAST CBD SALES (BY COUNTRY, 2018-2027)



Source: Brightfield Group; 2022

# ISRAELI CBD SALES

(BY PRODUCT TYPE, 2018-2027)



Source: Brightfield Group; 2022

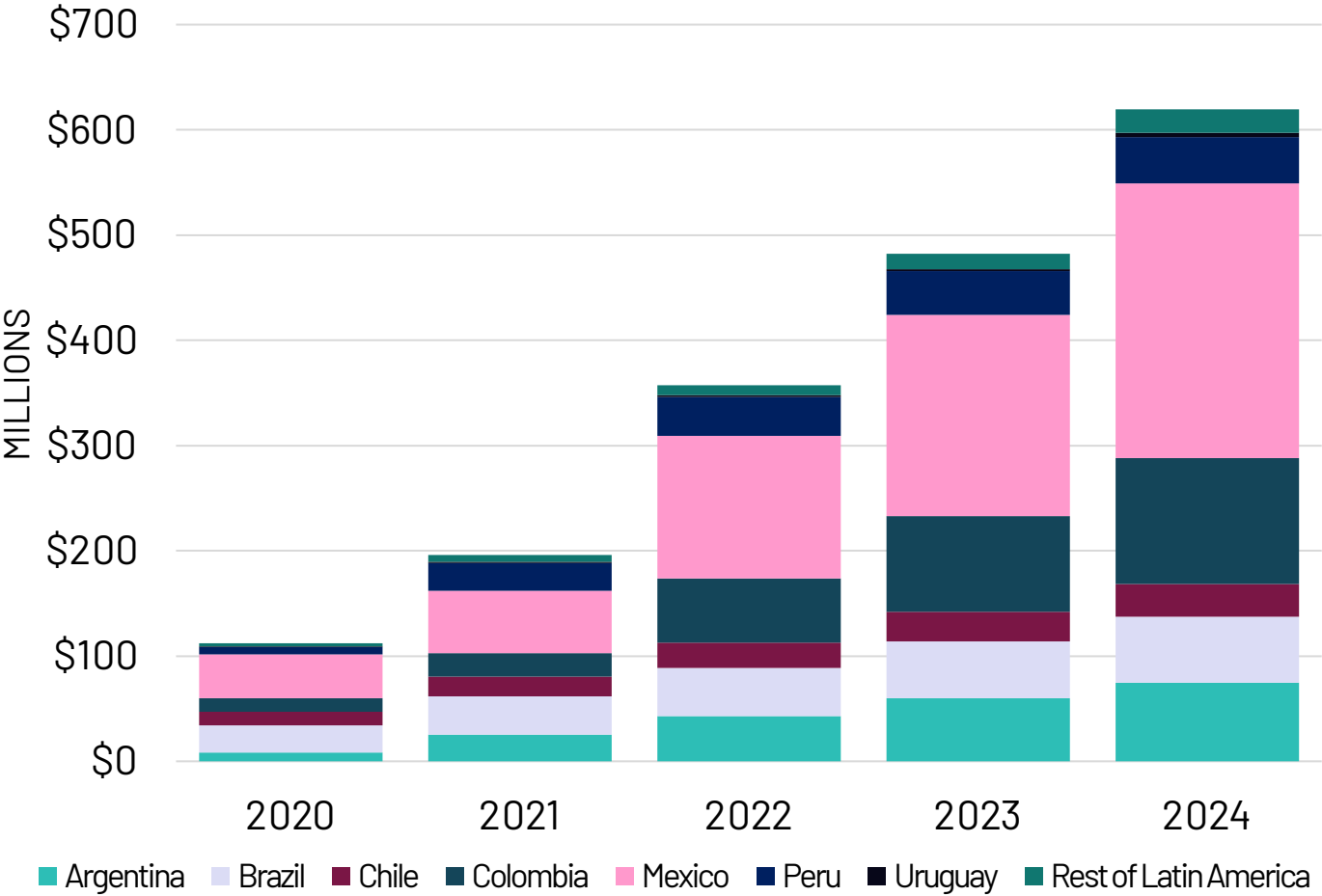
## APAC & ME Spotlight: Israel

- **Israel has the largest compound annual growth rate (CAGR) from 2022-2027 at nearly 70%**, reflecting pent-up demand that will result in explosive sales following the implementation of reforms.
- **As of 2022, CBD sales in the country are limited to Israel’s medical cannabis market**
- The nation’s **Ministry of Health removed CBD from its Dangerous Drug Ordinance** this year and is reviewing the safety of CBD in food and cosmetic products, with the **first products expected to be approved by early 2024**.

## CBD in Latin America

- The **Latin American regulated CBD market is expected to reach \$357 billion in 2022.**
- CBD Sales in Latin America are **just starting to ramp up following the legalization of hemp-derived CBD for consumer use.**
- Growth in Latin America’s CBD market will be driven by **continued positive regulatory developments, increased cultural acceptance, foreign investment in the region, and additional nations implementing regulations and beginning sales.**

## LATIN AMERICA CBD SALES (BY COUNTRY, 2018-2027)



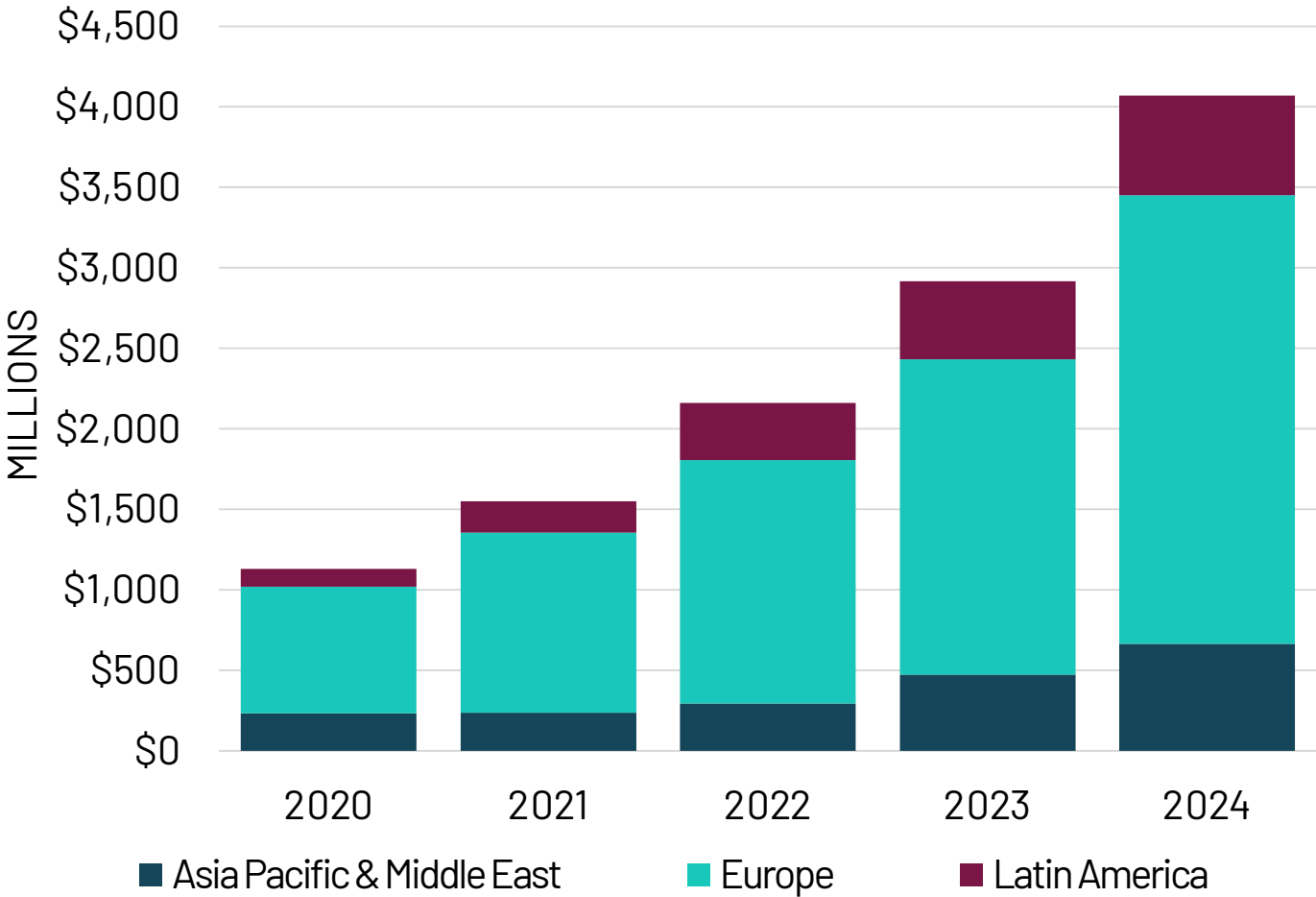
Source: Brightfield Group; 2022

## International CBD: Summary

- CBD sales across international markets are forecast to surpass \$4 billion by 2027.
- Europe is the largest CBD market outside of North America as of 2022.
- Both the Asia Pacific & Middle East and Latin America regions are set to reach \$1 billion by 2027.
- Regulatory systems vary significantly from country to country.

## INTERNATIONAL CBD SALES

(BY REGION, 2018-2027)



Source: Brightfield Group; 2022

# See what's next in CBD and Cannabis, and emerging CPGs with user-friendly data on:

## Market Landscape

Understand market position for strategic planning

### Market Sizing

- Overall sizing and 5-year forecasts by product type and distribution channel.

### Product Innovations

- Up-to-date product trends and innovations.

### Company Profiles

- Detailed profiles with positioning, strengths, news and more to understand the composition.

### Global Reach

- Understand the landscape across the US, Europe, LaAm, and Asian Pacific region.

## Consumer Insights

Foster authentic customer relationships

### Identify Target Personas

- Utilize standard personas or create your own for robust segmentation.

### Understand Product Usage

- Insights into how, when, why, and which cannabis products consumers use.

### Recognize Market Needs

- Take a forward-looking view at cannabis consumers to understand market needs.

*Data collected quarterly via balanced survey, N = 5000/quarter. Integrated with social media. First collection was Q3 2019.*

## Brand Health

Monitor brand performance across the top CBD brands

### Understand the Competitive Landscape

- Track where you rank alongside competitors within the purchase funnel and across key satisfaction metrics.

### Perfect Your Brand Positioning

- Leverage consumer data on your brand to hone in on the right audience that aligns with your brand strategy.

### Diagnose Brand Roadblocks

- Solve marketing pitfalls across your purchase funnel—awareness, consideration, purchase, and loyalty.

*Data collected quarterly via balanced consumer survey, N = 5000/quarter. First collection was Q3 2019.*

To learn more about our solutions for CBD, [schedule a demo](#).

**Brightfield Group** is the leading research firm for emerging categories including CBD, cannabis, and wellness. By integrating multi-source data with AI and research expertise into our cross-comparable data lake, we uncover robust insights as new markets develop. We have helped Marketing, Innovation, and Insights leaders drive customer-centric strategies on their next big idea since 2015.

See what we can do for you at [brightfieldgroup.com](https://brightfieldgroup.com).



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