

Naturally Informed Event
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Phytocannabinoids:
Then, Now and Moving Forward

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Phytocannabinoids:
Then, Now and Moving Forward

- Just a few years ago, having even the slightest thought that Cannabis, in any form, or anything associated with it, could become a mainstream category in the Natural Products industry would have seemed impossible, very unlikely, and hands down improbable! Yet here we are.
- Statistics show that every year the popularity, as well as the consumers that are using Phytocannabinoids and CBD, are increasing dramatically.
- It is expected that U.S. consumer sales of cannabidiol (CBD) will reach around 1.8 billion U.S. dollars in 2022, which would represent a significant increase from around half a billion U.S. dollars in 2018. (Statista.com July 27, 2022)
- Data is showing that sales of cannabidiol (CBD) could reach as high as \$11 billion by 2027. Experts say the medication's popularity has continued to increase since the passage of the 2018 Farm Bill.

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How common is CBD use?

- 33% of American adults have used CBD once or more. (SingleCare, 2020)
- 64% of Americans are familiar with CBD and/or CBD products. (Gallup, 2019)
- An estimated 64 million Americans have tried CBD in the last 24 months. (Consumer Reports, 2019)
- Of those who use CBD, 22% said it helped them supplement or replace prescription or over-the-counter drugs. (Consumer Reports, 2019)

By [SingleCare Team](#) | Updated on Feb. 15, 2022. Medically reviewed by [Karen Berger, Pharm.D](#)

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CBD: Where were we, and where are we today?

CBD statistics in America Over the Years

- Hemp-derived CBD products are legal in all 50 states, if they contain no more than 0.3% THC. (Food and Drug Administration, 2020)
- In overall cannabis sales, Colorado tops the list, having sold over \$1 billion since 2014. (CNN, 2019)
- The top states for CBD sales in 2019 are California (\$730 million), Florida (\$291 million), and New York (\$215 million). (Statista, 2019), of course it has grown even more to date.
- Of the Americans who use CBD, the most common uses are for:
 - pain relief (64%)
 - anxiety (59%)
 - insomnia (42%). (Single Care, 2020)
- CBD web searches increased by 125.9% from 2016 to 2017 and 160.4% from 2017 to 2018. (JAMA Network, 2019)
- United States hemp farmland increased from 25,713 acres in 2017 to 78,176 acres in 2018. (Food Business News, 2019), but in 2022, there has been a downswing.
- Updated collected data for hemp grown in the open and hemp under protection has shown a change. Planted area for industrial hemp grown in the open for all utilizations in the United States totaled 54,152 acres, as of Feb 17, 2022.

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So, what is sparking this nationwide interest in Cannabinoids, and why have so many people decided to try using CBD?

Some great feedback to this question across different age brackets.

- They may not be getting the results with their traditional drug therapy.
- They have experienced too many side effects from their medication.
- They have seen little to no results with their drug therapy.
- They are looking for a more natural alternative therapy.
- They like the variety of available delivery systems, including liquid tinctures, soft gels, and gummies, allowing people to find the perfect fit for them.
- CBD tends to not be intoxicating or psychoactive.
- Positive feedback from their friends, family members, and co workers.

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Many frustrated patients are trying CBD. Why?

Pain

- 20.4% (50 million adults) of the US population has chronic pain.
- 23.4 million US adults experience pain on a regular basis.
- On average, people only experience a 30% reduction from pain management therapies and medicine.
- The number of people looking for natural ways to alleviate pain is on the rise, as they search out alternatives to opioids, and other medications.

Inflammation

- Inflammation is a strong driving force to all disease and discomfort. Unhealthy diets, bad lifestyle choices, and inactivity, are all common factors that also contribute to unmanaged inflammation.
- Today, anti-inflammatory drugs (NSAIDs) are the general pathway most frequently tried with most inflammatory situations. The trade off and path for achieving relief can be a laundry list of side effects. There also is the chance of having to increase the dosage of those medications, as the body starts to adjust to their effects, and when the discomfort levels start to elevate.
- Side effects include digestive problems, including stomach upset, heart burn, and a possibility of ulcers, as well as bruising, hives, rashes, and bleeding. There is also the possibility of elevated liver enzymes.

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Why are people experimenting with CBD?

Stress:

- Around the country, the public is in search of solutions to maintain wellness and to relieve stress. Political unrest, COVID-19, financial problems, and bad health, are the leading causes of stress across the general American population.
- With 82% of Americans agreeing that reducing stress is a priority (Berg Wellness Trends 2021), Daytime stress can seriously impact nighttime sleep, leading to insomnia, and other sleep disorders.
- Medications commonly prescribed for Stress are on the rise. For the longest time, the average consumer has been convinced that medications may be the only protocol.
- Alprazolam (Xanax), Clonazepam (Klonopin), Diazepam (Valium), Clonazepam (Klonopin), and Lorazepam (Ativan), are some of the commonly prescribed Stress-relief drugs.

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Why are people experimenting with CBD?

Mental Health

- COVID-19 pandemic has triggered a 25% increase in prevalence of anxiety and depression worldwide (World Health Organization). This on top of an already out-of-control mental health status in America.
- Nearly 1 in 5 American Adults will have a diagnosable Mental Health Condition in any given year. (Mental Health America)
- A 2015 study published in the journal *Neurotherapeutics* analyzed the existing preclinical studies on the use of CBD for anxiety and found that CBD was effective for several occasional anxiety conditions including:
 - Generalized anxiety disorder
 - Obsessive-compulsive disorder (OCD)
 - Panic disorder
- The therapeutic potential for using CBD for mental health issues is being continually investigated.
- "There is increasing evidence for cannabinoids in the therapeutic use for anxiety, depression, insomnia, psychosis, and opioid substitution."⁽¹⁾

(1) Prospects for the use of Cannabinoids in Psychiatric Disorders Front Psychiatry, 12 March 2021
doi:10.3389/fpsyt.2021.630077
<https://doi.org/10.3389/fpsyt.2021.630077>

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The Future of CBD?

- CBD has become Big Business, although regulatory challenges remain.
- Future Big-box retail access will spur sales, while stabilizing and improving supply chains.
- More big names will get into the game through acquisitions.
- Education, quality assurance and safety will skyrocket.
- The future of CBD is bright, but it still hinges on crucial developments, and there are barriers to crossover.
- The crucial developments that will remove these barriers are:
 - FDA classifying CBD as a dietary supplement
 - The industry's unrestricted access to financial services
 - An intelligent regulatory framework that increases product quality and safety across the board.

Forbes Magazine: The Future Of The CBD Industry In 2022 And Beyond
<https://www.forbes.com/sites/forbesbusinesscouncil/2021/10/21/the-future-of-the-cbd-industry-in-2022-and-beyond/?h=388b247254>

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Today's CBD AND Phytocannabinoids customer base is a mixed group of people looking for healthier resolutions and better health support.

Is CBD the answer? Possibly yes, but the jury is still out, and the tests are being done in real time.

With incredible feedback from consumers, and due to the wide selection of products that are now available, and with technology, and scientific breakthroughs providing groundbreaking delivery methods, there is now a product for everyone.

Thank You


