

2nd Edition

Cannabis Beauty:

U.S. Market Analysis and Opportunities

Published May 2020
Base Year: 2019
Forecasts to 2024

Regional Coverage: United States

A new category of product launches has emerged in the constantly evolving beauty industry that includes the most talked-about ingredient of the year: cannabis. This report takes a deep dive into the dynamically growing market for cannabis beauty products. It depicts the regulatory status of the market; assesses key trends in the various categories in terms of products, packaging and formulations; takes a closer look at the competitive landscape; evaluates the retail channels; and provides an outlook for the next five years.

This Report Will Help Subscribers to:

- Assess the dynamic market for cannabis beauty products and the key factors driving its growth
- Understand the legal and regulatory barriers to entry and growth
- Evaluate claims made on the products
- Prepare for potential threats to existing market and brands
- Plan business opportunities and capitalize on this burgeoning space



Tentative Report Contents*

Executive Summary

- Overview of key findings
- Detailed introduction and explanation of cannabis and its role in beauty and personal care products
- Market size and growth, 2018-2019
- Market drivers and trends
- Channels of distribution
- Future outlook

Product Class Snapshots

- Product class size and growth
- Trends and new product introductions
- Product claims made
- Competitive landscape
- Outlook to 2024

Table 1 Product Class Snapshots Included

Hair care-a

Makeup

Oral care-b

Skin Care

Other toiletries-c

a- Includes shampoos, conditioners, hair styling products and sprays, and treatments.

b- Comprises of toothpastes, mouthwashes, as well as lip balms, jellies, and treatment products.

c- Includes deodorants and antiperpirants, personal care products, shaving products, and miscellaneous products.



Regulatory Analysis

U.S. laws on cannabis products

- 2018 Farm Bill
- Cannabis-derived laws
- Hemp-derived CBD laws
- How state and federal laws vary
- Set clinical trials specific in beauty and personal care

Brand Profiles

Profiles of 10 brands that market cannabis products in beauty. Information provided includes company overview, sales estimates, new product activity, marketing activity, product pricing, and primary distribution channel.

Table 2: Tentative List of brands to be profiled*

Beboe	I Pekar
Cannabliss	Leaf Organics
Cannuka	Kush Queen
CBD for Life	Lord Jones
CBD Daily	St. Jane Beauty
High Beauty	

*Based on charter subscriber input.





Scope

Cannabis Beauty: U.S. Market Assessment and Opportunities is an appraisal of this burgeoning market. This study will explore potential opportunities, assess the regulatory environment for cannabis in beauty products, and forecast market potential by 2024.

Included in this study are:

- Cannabis products used by consumers in beauty and personal care. Our assessment will include five product classes: hair care; skin care; makeup; oral care; and other toiletries, including deodorants and antiperspirants and personal cleansing products.

Excluded from this study are:

- Cannabis products used for serious medical conditions such as Alzheimer's disease, epilepsy, cancer, Crohn's disease, glaucoma, multiple sclerosis, or other diseases typically treated with prescription drugs.
- Foods, beverages, edibles, or baking ingredients
- Products used for non-serious medical conditions (i.e. those that will be covered in the Wellness/OTC volume and include anxiety and stress relief, sleep aids, topical pain relievers, vitamins and supplements).

Key Benefits

The report will assist companies in identifying opportunities within the U.S. cannabis industry and specifically provide subscribers with information and insights to:

- Assess the overall market and its future growth
- Understand legal and regulatory issues around the market
- Consider business opportunities and how to capitalize on them
- Prepare for potential threats to existing brands
- Make predictions about the market for the next five years



Methodology

Kline’s approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60 years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

Primary Research

We Know Who to Talk to. We Know How to Listen.



A high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline’s analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- Marketers/manufacturers
- Distributors
- Government agencies
- Retailers
- Suppliers
- Trade organizations

Secondary Research

We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/ industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline’s internal database, consisting of over half a century’s syndicated research.

Comprehensive Market Intelligence

We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s proven methodology allows exceptionally effective, precise, and reliable market

intelligence, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for 60 years.

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