



## **Hemp Industry Daily Announces Partnership with Nielsen Global Consumer Business to Gain Insights on Consumer Purchasing Behaviors**

FOR IMMEDIATE RELEASE:  
Tess Woods / 617.942.0336  
[TessW@MJBizDaily.com](mailto:TessW@MJBizDaily.com)

**Denver, CO and New York, NY—September 30, 2020—**[Hemp Industry Daily](#), the leading B2B news source for the hemp industry, and member of the Marijuana Business Daily family of resources, proudly announces they have joined the Nielsen Connect Partner Network, the industry's largest open ecosystem of technology-driven solution providers for retailers and manufacturers in the consumer packaged goods (CPG) industry. Nielsen, through its Global Consumer business, will provide insights from data on hemp and CBD retail markets and consumer purchasing behaviors to Hemp Industry Daily.

"We're very excited to come together with Nielsen. As CBD encroaches into the retail space, pairing our hemp industry knowledge and analysis with Nielsen's amazing intelligence and extensive consumer research will better enable us to provide our readers with the insights they need, beyond just the cannabis and hemp sector," said Shannon Shuman, Vice President, Hemp Industry Daily.

The first industry reports featuring access to this exclusive data will be in several forthcoming reports from Hemp Industry Daily, including: The CBD Consumer Report (10-22-2020) and CBD in the Pet Industry (10-8-2020), and the just released [Sector Spotlight: Opportunities and Challenges in Smokable Hemp](#) (9-2-2020).

Nielsen will also provide consumer data support during MJBizCon and at Hemp Industry Daily Symposiums and Conferences.

“We are excited to partner with Hemp Industry Daily, as we continue to grow the Nielsen Connect Partner Network with a diverse set of talented partners that allow us to best cover all corners of the CPG industry,” said Rick Maturo, Product Leadership, Nielsen. “The rapidly evolving CBD industry is especially exciting for us, as there is still so much to uncover and learn around consumer trends and preferences.”

Since launching in 2016, the Nielsen Connect Partner Network has been instrumental in driving business value for more than 175 unique Nielsen clients by simplifying industry collaboration and providing more relevant and accurate results from partners that better align to the way clients measure their business. Click [here](#) for additional information on Nielsen's Connect Partner Network.

#### ABOUT HEMP INDUSTRY DAILY

Hemp Industry Daily brings all of the latest B2B industry news, trends and stories that are critical to the development and commercial applications of hemp in the United States and abroad. Whether looking for information on business opportunities, production and processing best practices, or the status of legal or policy changes, professionals in all aspects of the hemp industry can gain the insight and information they need to stay competitive and grow their businesses.

#### ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Nielsen is divided into two business units. Nielsen Global Media provides media and advertising industries with unbiased and reliable metrics that create a shared understanding of the industry required for markets to function. Nielsen Global Connect provides consumer packaged goods manufacturers and retailers with accurate, actionable information and insights and a complete picture of the complex and changing marketplace that companies need to innovate and grow. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge.

An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit [www.nielsen.com](http://www.nielsen.com).

###