



INTERVIEW REGARDING

Amazon's Hemp Market

This interview was conducted by CBD Oracle via email on January 17, 2024, and is provided here for full transparency. Learn more about [CBD Oracle's Editorial Policy](#).

Amazon Seller

This seller asked to be quoted anonymously.

CBD Oracle: How would you describe the quality of hemp products available on Amazon?

Anonymous: Highly variable. However I think this is the situation in many natural product spaces. The big difference I think is consumers aren't aware of what they should use for their product goals. For example, many consumers think more CBD is better, but the reality is that is not true. It is about quality formulation and the goals of the person using the product. Many of our natural products have been around for decades and consumers can easily get guidance, but this is not the case in the hemp space yet.

CBD Oracle: Can customers be sure they're getting what is advertised?



Anonymous: No. Most companies do not provide certificates of analysis or go through any certification that their products are manufactured using basic health safety guidelines. I also think most consumers would not know how to read a COA. If you think about it, we do not have to read them in the vitamin space.

CBD Oracle: What has your experience selling hemp on Amazon been like?

Anonymous: Rocky. It seems like the more questionable the product the longer it stays up there. We have been kicked off several times and have to repeatedly appeal being on their platform.

CBD Oracle: Would you recommend it to other hemp brands?

Anonymous: No, but then we aren't one of the brands selling 26,000 mg products.

CBD Oracle: Many products on Amazon don't pass a basic sense-check (e.g. 2,600,000 mg, i.e. 2.6 kg, of hemp extract supposedly in a product weighing less than 250 g) and make unapproved medical claims. Do you think that products like this erode trust in genuine hemp products like yours?

Anonymous: Yes. 100%. People use a product and it does not work or makes them sick and then it erodes confidence in the overall market.

CBD Oracle: What would you recommend that Amazon does to improve the quality of hemp products on their site?

Anonymous: Yes. I would like them to allow a certification pathway to enable easy sales for legitimate products that often get kicked off and kick off the bad ones.■