

CBD Sales: Channel Comparison

52 weeks ending Dec. 29, 2019

Among mainstream retail channels, c-stores commanded the highest share of CBD product dollar sales in 2019, according to data from IRI and BDS Analytics. Sales nearly quadrupled in 2019 to more than \$70 million, which put CBD close to making the top 100 in-store categories by dollar sales.

That said, the c-store channel's sales are about one-tenth that of cannabis dispensaries—which IRI and BDS Analytics peg at more than \$678 million—and its growth rate is less than multioutlet, which includes not only c-stores but also channels such as dollar and mass merchandisers. But multioutlet is quickly catching up.

CHANNEL	SALES, CURRENT (\$ MILLIONS)	SALES, YEAR AGO (\$ MILLIONS)	CHANGE VS. YEAR AGO (\$ MILLIONS)	PCYA*
Cannabis dispensaries	\$678.5	\$588.8	\$89.7	15.2%
C-stores	\$70.8	\$14.4	\$56.3	390.1%
Multioutlet	\$54.9	\$5.5	\$49.4	895.3%
Food/grocery	\$17.5	\$1.8	\$15.7	856.8%

CBD Trends: Convenience Stores

Top CBD Product Segments

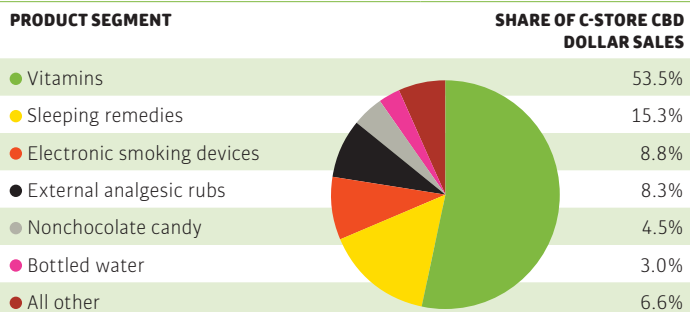
52 weeks ending Dec. 29, 2019

By dollar sales, vitamin products delivered more than half of c-stores' CBD sales in 2019, according to IRI and BDS Analytics. The rest of the top five product segments: sleeping remedies, electronic smoking devices—such as e-cigarettes and vaping—external analgesic rubs and nonchocolate candy (e.g., gummies).

PRODUCT SEGMENT	SALES, CURRENT (\$ MILLIONS)	SALES, YEAR AGO (\$ MILLIONS)	CHANGE VS. YEAR AGO (\$ MILLIONS)	PCYA*
Vitamins	\$37.9	\$10.6	\$27.3	258.3%
Sleeping remedies	\$10.8	\$1.0	\$9.7	939.4%
Electronic smoking devices	\$6.2	\$0.7	\$5.5	760.5%
External analgesic rubs	\$5.9	\$0.6	\$5.3	939.5%
Nonchocolate candy	\$3.2	\$0.2	\$3.0	**
Bottled water	\$2.1	\$0.4	\$1.7	430.3%
Jellies/jams/honey	\$1.2	\$0.0	\$1.2	**
Smoking accessories	\$0.8	\$0.3	\$0.4	117.9%
Refrigerated tea and coffee	\$0.6	\$0.0	\$0.6	**
Carbonated beverages	\$0.5	\$0.0	\$0.5	**
Total †	\$70.8	\$14.4	\$56.3	390.1%

CBD Product Segment Share

The top five product segments commanded more than 93% of c-store CBD dollar sales in 2019, according to figures from IRI and BDS Analytics.



Top CBD Brands

Five of the top CBD brands by dollar sales in c-stores in 2019 were from Healthy Certified Products' Hemp Bombs brand family, with its mineral supplements, sleeping aids and liquid vitamins leading the ranking, according to IRI and BDS Analytics. Brands from Reliva CBD Wellness also cracked the top 10 by dollar sales.

BRAND	DOLLAR SALES (\$ MILLIONS)
Hemp Bombs mineral supplements	\$20.1
Hemp Bombs sleeping aid tablets	\$10.7
Hemp Bombs liquid vitamins/minerals	\$6.8
Reliva CBD Wellness liquid vitamins/minerals	\$4.9
Hemp Bombs electronic smoking devices	\$4.3
Reliva CBD Wellness mineral supplements	\$3.9
Reliva CBD Wellness external analgesics/rubs	\$2.8
Hemp Bombs Pain Freeze external analgesics/rubs	\$2.6
Bolt CBD nonchocolate chewy candy	\$1.5
Zilla Pod electronic smoking devices	\$1.4
Just CBD shelf-stable honey	\$1.2
High Hemp smoking accessories	\$0.8
Hemp Bombs CBD gummies mineral supplements	\$0.7
Green Roads nonchocolate chewy candy	\$0.6
CBD Living Water convenience/PET still water	\$0.6
Mountjoy Sparkling seltzer/sparkling/mineral water	\$0.5
Fresh Leaf CBD nonchocolate chewy candy	\$0.5
Solti refrigerated teas	\$0.4
Hemp Bombs dog biscuits/treats/beverages	\$0.4
Medterra external analgesics/rubs	\$0.3

\$70.8 million
C-store sales of CBD products in 2019, according to IRI and BDS Analytics

CBD Trends: Multioutlet

52 weeks ending Dec. 29, 2019

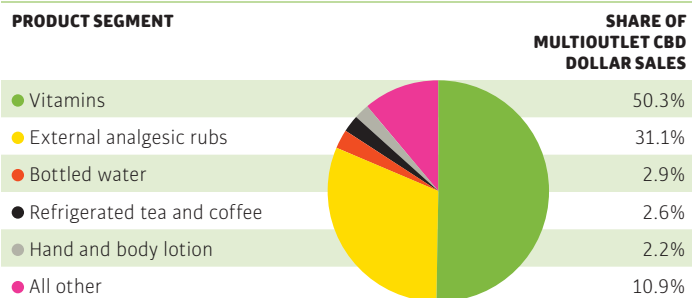
Top CBD Product Segments

Sales of CBD products in multioutlet—a classification that includes c-stores, food/grocery, drug, mass merchandisers, Walmart, club stores, dollar stores and military commissaries—hit nearly \$55 million in 2019, according to IRI and BDS Analytics.

PRODUCT	SALES (\$ MILLIONS)	CHANGE VS. YEAR AGO (\$ MILLIONS)	PCYA*
Vitamins	\$27.6	\$23.5	585.7%
External analgesic rubs	\$17.1	\$16.7	**
Bottled water	\$1.6	\$1.5	**
Refrigerated tea and coffee	\$1.4	\$1.2	930.4%
Hand and body lotion	\$1.2	\$1.1	**
Total †	\$54.9	\$49.4	895.3%

CBD Product Segment Share

Vitamins and analgesic rubs made up the bulk of CBD sales in multioutlet in 2019, according to IRI and BDS Analytics.



Top CBD Brands

Among CBD brands that cracked \$1 million or more in sales in multioutlet locations in 2019, Ananda Hemp Inc., with four vitamin and mineral products, had the most.

BRAND	DOLLAR SALES (\$ MILLIONS)
Ananda Professional liquid vitamins/minerals	\$7.9
Telebrands external analgesics/rubs	\$4.9
Ananda Hemp Ltd. liquid vitamins/minerals	\$4.5
Betel Natural Inc liquid vitamins/minerals	\$3.8
Sagely Naturals external analgesics rubs	\$2.0
Medterra external analgesics/rubs	\$1.8
Bulbhead external analgesics/rubs	\$1.6
Ananda Professional mineral supplements	\$1.4
Ananda Hemp Ltd. mineral supplements	\$1.2
CV Sciences Inc. external analgesics/rubs	\$1.1
Abacus Health Products Inc. external analgesics/rubs	\$1.0

CBD Trends: Food/Grocery Stores

52 weeks ending Dec. 29, 2019

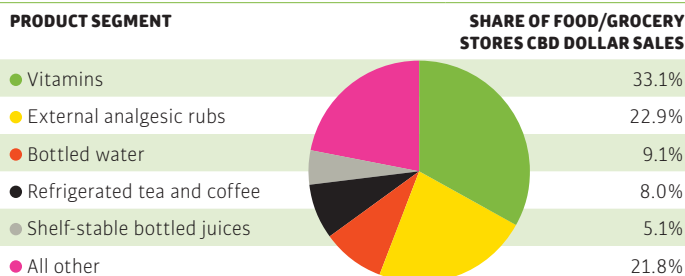
Top CBD Categories

With less than \$18 million in CBD sales in 2019, grocery stores place far behind c-stores, according to figures from IRI and BDS Analytics. However, the category is seeing very strong dollar growth in the channel, albeit off a small base.

PRODUCT SEGMENT	SALES, CURRENT (\$ MILLIONS)	SALES, YEAR AGO (\$ MILLIONS)	CHANGE VS. YEAR AGO (\$ MILLIONS)	PCYA*
Vitamins	\$5.8	\$0.6	\$5.2	819.2%
External analgesic rubs	\$4.0	\$0.1	\$3.9	**
Bottled water	\$1.6	\$0.1	\$1.5	**
Refrigerated tea and coffee	\$1.4	\$0.1	\$1.2	930.4%
Shelf-stable bottled juices	\$0.9	\$0.4	\$0.6	153.3%
Total †	\$17.5	\$1.8	\$15.7	856.8%

CBD Product Segment Share

In 2019, more than three-quarters of CBD dollar sales in grocery stores came from five product segments, led by vitamins and external analgesic rubs, according to figures from IRI and BDS Analytics.



Top CBD Brands

CBD brands from CV Sciences Inc., including external analgesic rubs, liquid vitamins and mineral supplements, ranked among the highest in grocery dollar sales in 2019, according to IRI and BDS Analytics.

BRAND	DOLLAR SALES (\$ MILLIONS)
CV Sciences Inc. external analgesic rubs	\$0.9
CV Sciences Inc. liquid vitamins/minerals	\$0.8
Medterra external analgesic rubs	\$0.6
Vybes LA shelf-stable bottled fruit drinks	\$0.6
CV Sciences Inc. mineral supplements	\$0.6
Rise Relief liquid vitamins/minerals	\$0.5
Living Wellness Partners LLC tea bags/loose	\$0.4
Tropiceel Products Inc. external analgesic rubs	\$0.4
Medterra liquid vitamins/minerals	\$0.4
Comfy House Foods Inc. refrigerated teas	\$0.4
Total †	\$17.5

Sources for all charts on this page: IRI, BDS Analytics | * Percent change from a year ago | ** Greater than 1,000% | † Includes product segments not shown

CBD Trends: Cannabis Dispensaries

52 weeks ending Dec. 29, 2019

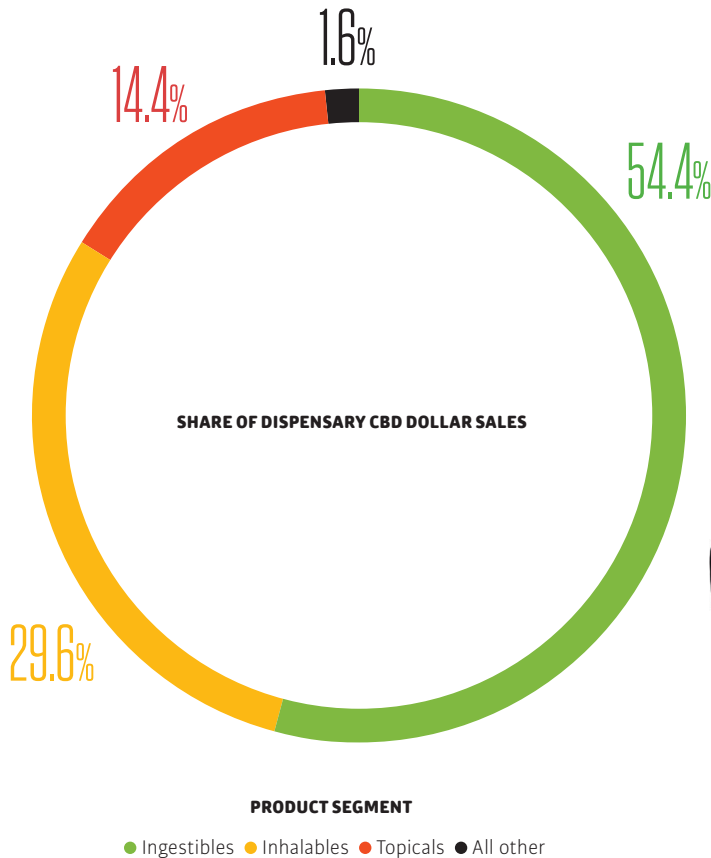
Top CBD Categories

With more than \$679 million in sales in 2019, cannabis dispensaries are the most mature market for CBD. That said, sales still rose by double-digit percentages, led by strong growth in ingestibles, according to data from BDS Analytics, shared by IRI.

PRODUCT SEGMENT	SALES, CURRENT (\$ MILLIONS)	SALES, YEAR AGO (\$ MILLIONS)	CHANGE VS. YEAR AGO (\$ MILLIONS)	PCYA*
Ingestibles	\$369.2	\$292.2	\$77.0	26.4%
Inhalables	\$200.8	\$204.5	(\$3.7)	(1.8%)
Topicals	\$98.0	\$82.9	\$15.1	18.2%
Other cannabis	\$10.4	\$9.2	\$1.2	13.3%
Total †	\$678.5	\$588.8	\$89.7	15.2%

CBD Product Segment Share

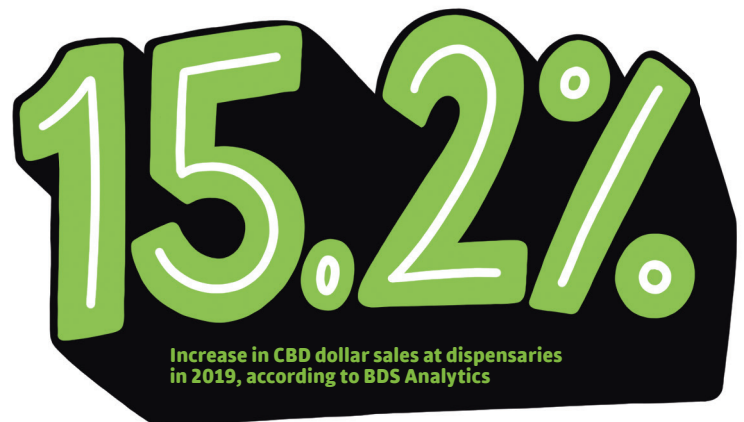
More than half of CBD dollar sales in dispensaries came from ingestibles in 2019, according to data from BDS Analytics.



Top CBD Brands

Dispensaries racked up millions in sales of inhalable and ingestible CBD products in 2019, with a wide variety of brands ranking within the top 20.

BRAND	SALES, CURRENT (\$ MILLIONS)	SALES, YEAR AGO (\$ MILLIONS)	CHANGE VS. YEAR AGO (\$ MILLIONS)	PCYA*
Dosist inhalables	\$30.1	\$41.4	(\$11.3)	(27.3%)
Care by Design ingestibles	\$23.0	\$15.4	\$7.6	49.1%
Papa & Barkley topicals	\$22.6	\$16.9	\$5.7	33.6%
Papa & Barkley ingestibles	\$21.8	\$16.0	\$5.8	36.1%
Wana Edibles ingestibles	\$20.5	\$13.2	\$7.3	55.7%
Wyld ingestibles	\$20.3	\$10.7	\$9.6	89.4%
Plus Products ingestibles	\$18.9	\$9.6	\$9.3	96.6%
Flower inhalables	\$14.4	\$15.8	(\$1.4)	(8.9%)
Care by Design inhalables	\$12.1	\$9.5	\$2.5	26.7%
Select Oil ingestibles	\$11.6	\$9.2	\$2.4	26.3%
1906 Chocolates ingestibles	\$8.9	\$5.7	\$3.2	56.7%
Mary's Medicinals ingestibles	\$8.7	\$5.0	\$3.7	72.8%
Edibles ingestibles	\$8.3	\$19.0	(\$10.6)	(56.1%)
Care by Design ingestibles	\$8.1	\$5.7	\$2.3	40.9%
Luminous Botanicals ingestibles	\$7.9	\$6.6	\$1.3	19.7%
Flower inhalables	\$6.9	\$10.3	(\$3.3)	(32.4%)
Select Oil inhalables	\$6.0	\$7.1	(\$1.1)	(15.5%)
Vet CBD other cannabis	\$5.9	\$3.3	\$2.5	75.3%
Mary's Medicinals topicals	\$5.9	\$4.4	\$1.4	32.3%
Sunderstorm ingestibles	\$5.8	\$0.4	\$5.4	**



Sources for all charts on this page: IRI, BDS Analytics | * Percent change from a year ago | ** Greater than 1,000% | † Includes product segments not shown