



The Trends Driving CBD Forward

CBD Market Overview and Growth Drivers

A little bit about Brightfield.

Who we are:

We provide multi-source consumer insights and market intelligence for the CBD and Cannabis industries. We have been answering difficult business questions with data-driven answers for these industries since 2015.



Our methodology:

We take a modern approach to a modern industry.

By integrating innovative technologies like machine learning, social listening, and natural language processing with robust human analysis across regulations, market sizing, and more, we are able to get a 360-degree view of the CBD and Cannabis industries.

A little bit about me.



Alyssa Jank

Consulting Services Manager

- Manages all custom projects and consulting services across CBD, Cannabis, and Wellness
- Drove 2019 and 2020 hemp research
- Tracking the cannabis market since 2016, previously working with Constellation brands

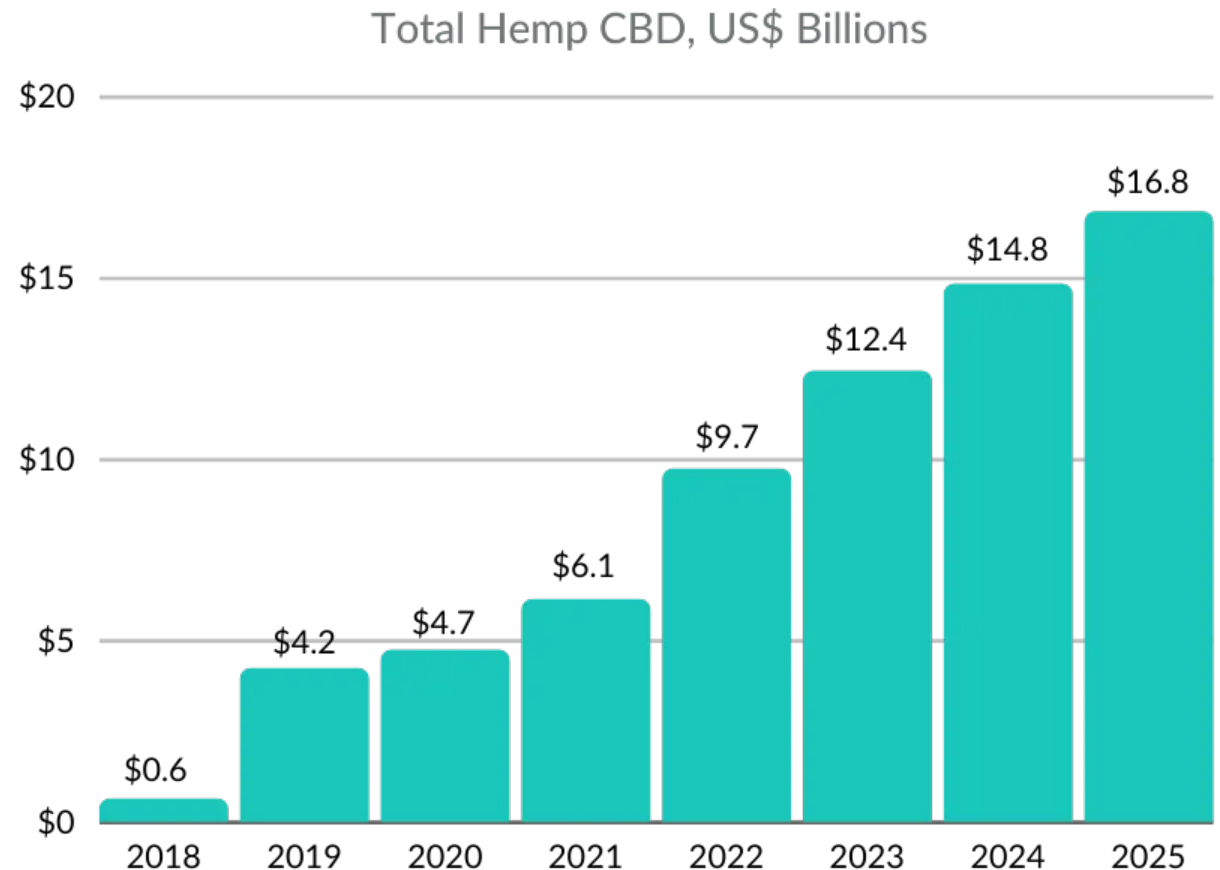
US CBD Market

2020 Overview

The US hemp CBD market will grow at a 29% compound annual growth rate (CAGR) from 2020-2025.

Growth driven by:

- New consumers entering the market as prices decline and educational efforts by manufacturers and retailers raise consumer awareness of CBD's benefits
- Growing retail penetration
- A regulatory framework from the FDA , accelerating growth of edibles and drinks



Growth Driver Highlight: Price Compression

- Over 2020, hemp farmers saw the price of their crops drop sharply due to the increase in supply.
- Lower prices will help draw new consumers into the CBD market and help convert them into loyal shoppers.

69%
of US CBD consumers
rank ***price*** as the most
important factor in their
CBD purchasing

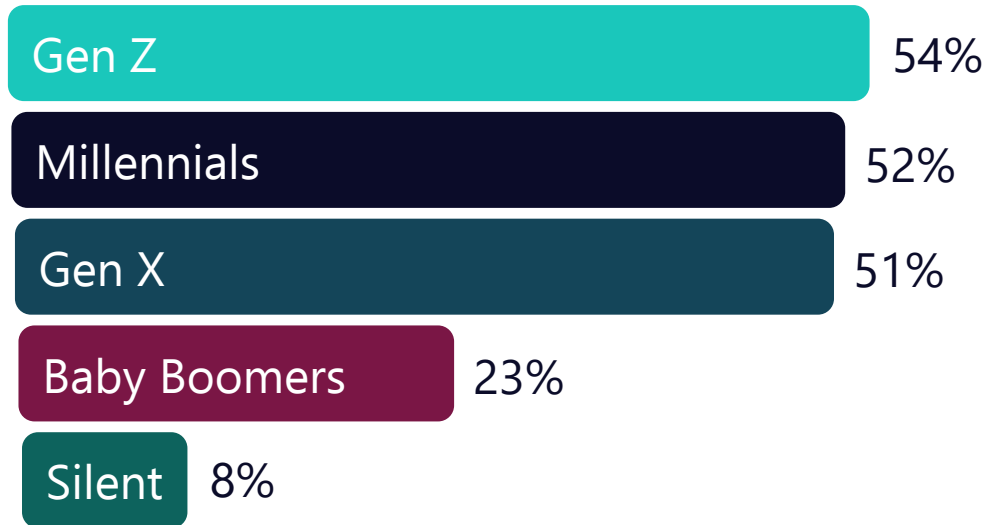
Growth Driver Highlight: Innovation



Consumers continue to find CBD helpful.

Changes in CBD Use by Generation

% using CBD more frequently



Total: Increased to 51%

Q2: 39%

Q3: 44%

79%

agree "CBD helps me deal with the stress of the pandemic"

Up from 75% in Q3

52%

switched to buying CBD online

Up from 44% in Q3

53%

recently started purchasing CBD at physical stores again

Up from 41% in Q3

Thank you!

Any questions?

Feel free to reach out at marketing@brightfieldgroup.com