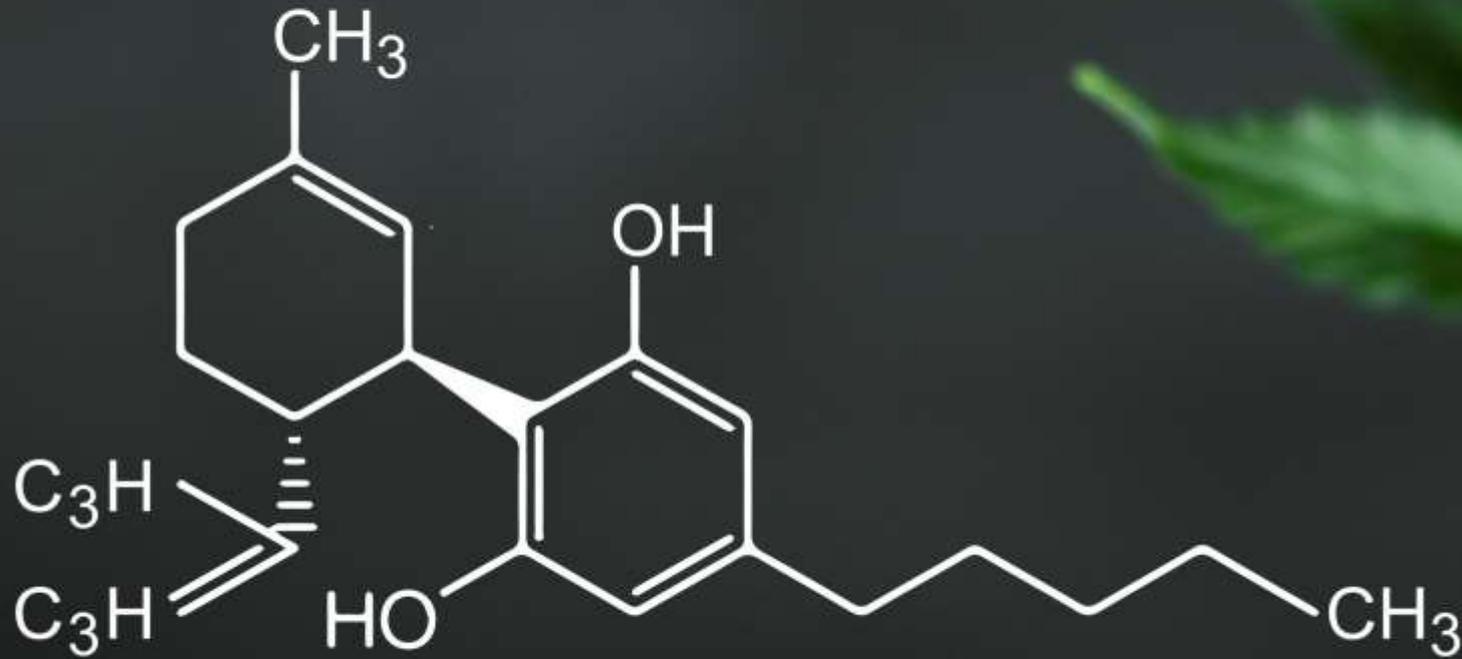


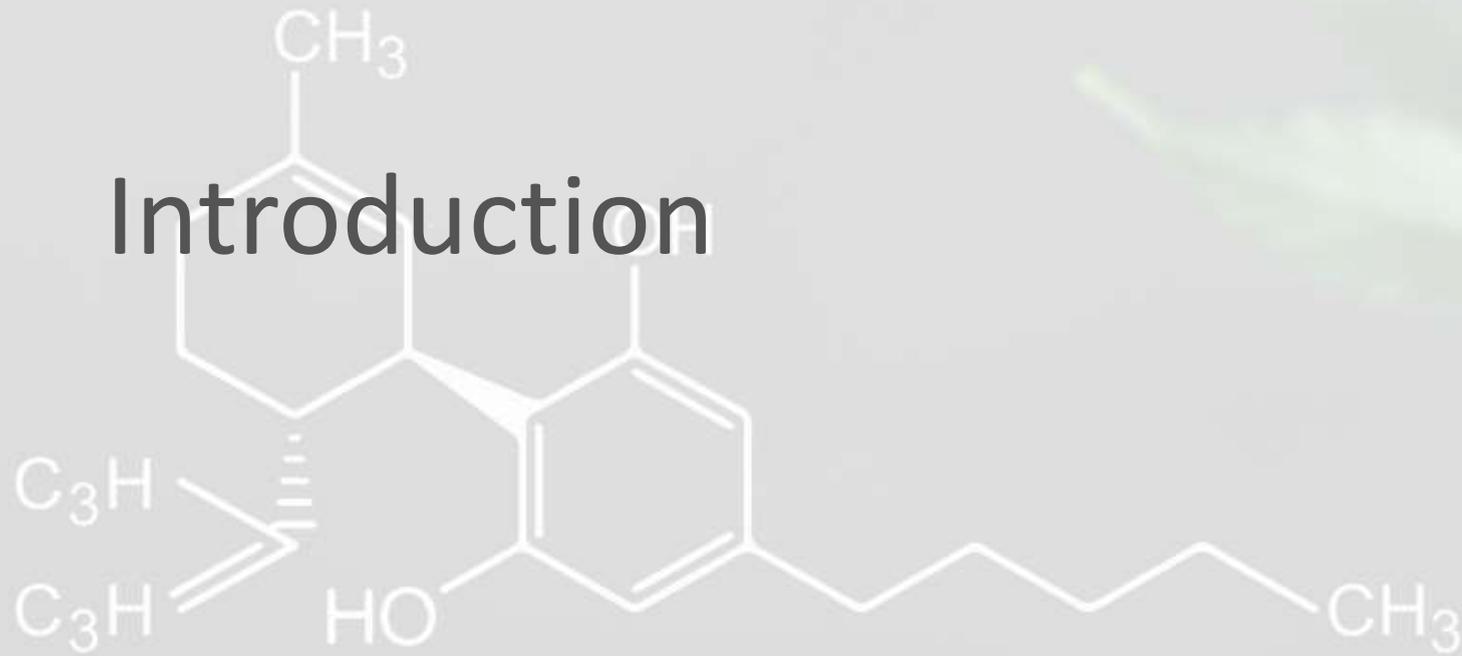
The CBD

Consumer Experience: I



CBD

Introduction



Welcome to the CBD Consumer Experience, Part One

Why are we publishing this report?

Even while the federal government sorts out how to treat CBD, a tremendous number of businesses, from start-ups to cannabis industry leaders, to big-box stores and massive multinationals, are paying attention. As a result, discussions about the current state and potential future of CBD consumers are taking place everywhere. We have made it our mission to contribute fact-based insights to such conversations.

What doesn't appear in this report?

For sake of space and brevity, the CBD Consumer Experience contains only the key points of our study. We welcome inquiries from readers interested in additional detail.

Where do we go from here?

Part One will be followed by an analysis of the trade-offs consumers are making between CBD, alcohol, pharmaceuticals, and supplements.

Who can I speak to with questions?

You can find our contact information below. We would welcome the opportunity to field your questions and comments.

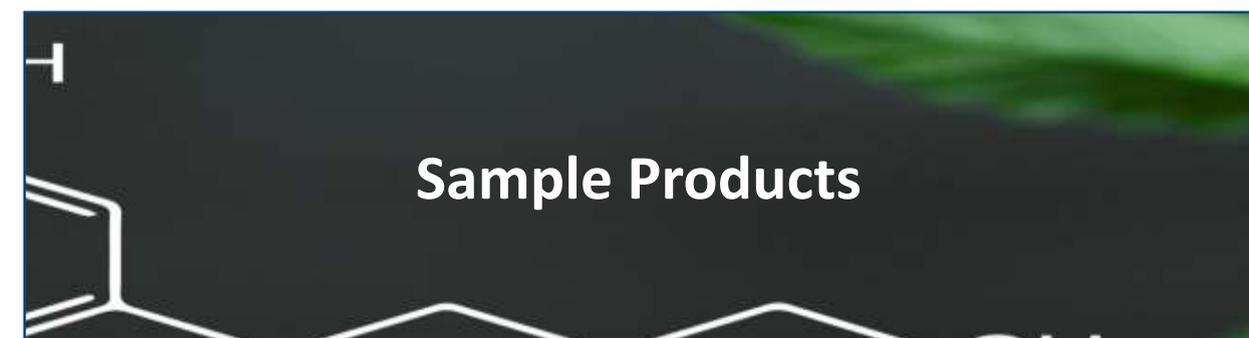


Eric Giandelone
Co-Founder
eric@highyieldinsights.com



Mike Luce
Co-Founder
mike@highyieldinsights.com

Contents include:



How was the report created?

The CBD Consumer Experience: Part One draws from an online national representative (mobile and desktop) survey of U.S. adults aged 21+. The survey was fielded January 14-23, 2019 among 2,000 consumers, 1,500 of whom reported currently using CBD products in the past 3 months, and 500 who reported not using CBD products. Respondents spanned all areas of the US, including adult use states (507), medical states (874), and states without legalized cannabis (619).*

Why use online surveys?

- Cost Efficiency
- Reach and Scalability
- Anonymity
- Objectivity
- Accuracy
- Structured Data for Analytics

By leveraging this methodology, High Yield Insights can provide high-value, reliable data to readers cost-free. Reporting and analytics were conducted using SPSS, R, Q, and Microsoft Office.

Who contributed to the report?

Prior to fielding the survey, High Yield Insights interviewed thought leaders in the following areas for contribution to survey design and analysis:

- Packaging
- Product Formulation
- Innovation
- CBD Brands
- Ingredient Suppliers
- Infused Product Manufacturers
- Industry Relations



Who produced this report?

The High Yield Insights team consists of professionals with a diverse background including consumer insights, survey design and data collection, data science, communications strategy, editorial, and legal expertise. Across all verticals, leadership has 100+ years experience providing solutions to strategic stakeholders in branding, marketing, product design, customer understanding, and analytics. High Yield Insights maintains a presence in the Midwest (Chicago), West Coast (Oakland), and East Coast (New York).

Why is this report free?

In keeping with the High Yield mission statement, the report is intended to contribute to fact-based discussions on the current and future cannabis market and consumer. To maintain objectivity, High Yield Insights did not solicit sponsorship or investment from any outside parties.

*Legal definitions per the NCI available [here](#).

What is the purpose of this report?

The *CBD Consumer Experience: Part One* provides a comprehensive and in-depth study into the CBD consumer's motivations, usage and attitudes as it relates to CBD-only and other products, including cannabis with THC.

What does "CBD-only" mean?

This report focuses greatly on CBD-only products. As it was defined for participants, this means products that do not contain THC or contain less than 0.3% THC and are non-psychoactive. Great care was taken to ensure consumers understood the purpose of this study and the terminology of "CBD Only" was carried throughout the survey. For ease of use, "cannabis with THC" refers to those products that contain THC and may also contain CBD.

Does the source of CBD matter?

For the purposes of this study, respondents were not asked to identify the source (industrial hemp and/or "marijuana") of CBD products taken. There is extensive literature available regarding the cultivation, extraction, and manufacturing of cannabis products, and the therapeutic benefits that may come about by consuming different product types. The study does include questions regarding various forms of CBD. (See *Product Usage* section.)

What other definitions do I need to know?

Besides CBD only, this report also references other cannabis product types that may not be familiar to readers, this includes:

- *CBD Heavy*—Products with a high CBD to THC ratio, such as 4:1 CBD to THC. *THC Heavy*—Products with a high THC to CBD ratio, such as 4:1 THC to CBD.
- *Entourage Effect*—Mechanism through which the combined properties of whole-plant extractions which include THC, CBD, terpenes (aromatic organic oils present in cannabis and a variety of other plants), and other compounds work synergistically to magnify a product's therapeutic effects.
- *Certificate of Analysis (COA)*—Third party certified lab results on the quality and purity of CBD products. Typically available on company websites.

Who should use this report?

We believe that all participants in cannabis benefit from understanding the consumer experience and this is especially true in the burgeoning CBD product space. *The CBD Consumer Experience Part One* covers topics ranging from usage patterns, drivers for usage, products, and attitudes towards new brands and regulations, and should be useful to a wide range of readers.

CBD

Consumer Profiles



The CBD Consumer Experience (I) aims to define and understand current, potential, former, and non-users of CBD

CBD consumers run the gamut. For the purposes of this report, respondents were selected on the basis of having recently used products containing CBD *only*. From there, consumers sorted out into various groups. Even those who previously used CBD products but do not today, the potentially interested, and the absolutely *uninterested* are accounted for in the report.

CBD can be extracted and administered in a myriad of ways. Consumers experience products containing CBD across a wide range of forms. (Be it topicals like balms and salves, administered orally via tinctures, taken in pill or capsule form, as an infused edible product, via a disposable vape pen or vape cartridge, and many others.)

For purposes of understanding consumers, the following presents both a high level view of various groups and, upon close inspection, a series of consumer personas by demographics and usage behaviors.

Defining the user groups

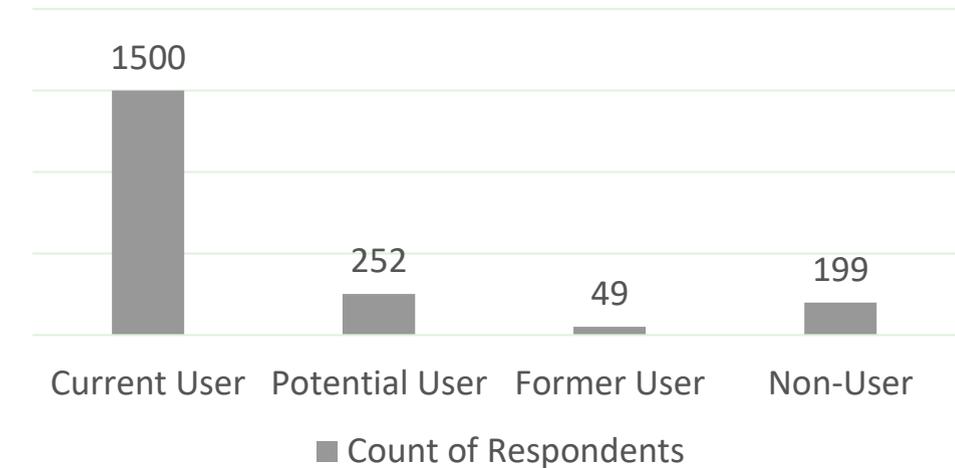
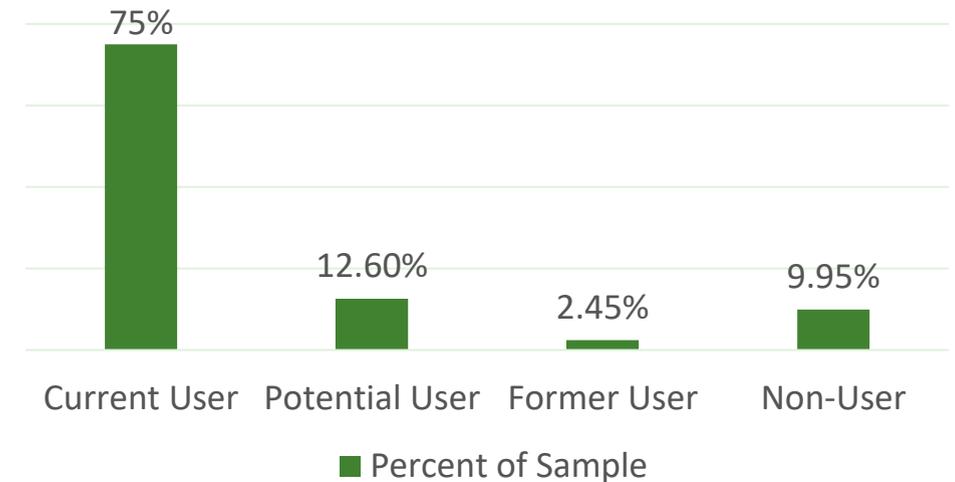
This report defines users as follows:

- **Current** users use CBD products at least somewhat regularly, at minimum within the past three months
- **Potential** users express interest in exploring CBD products
- **Former** users have prior experience with CBD products but CBD is no longer part of their engagement with cannabis (in part or in total)
- **Non-users** have either no knowledge of CBD and no interest to learn about CBD further or have some familiarity with CBD but have not used in the past and have no intent to use going forward

Consumer Personas

Analytics algorithms identified five significant consumer personas. Readers will find more information about each later in this section.

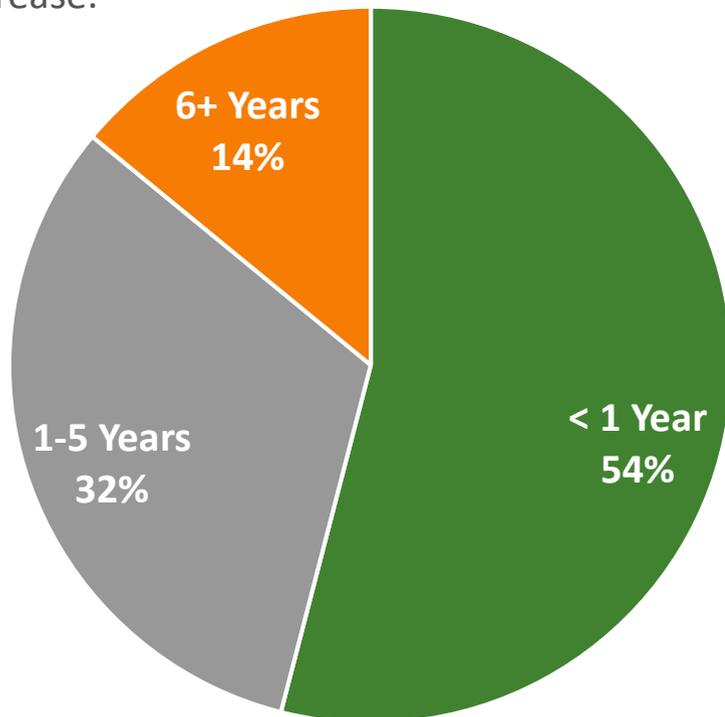
Composition of user groups in this report:



Emerging consumers for an emerging market

For or many consumers, CBD is new to their lives. For over half (54%) of current CBD users, their tenure with the product is less than one year, with 86% of current consumers having used for less than 5 years.

This relatively “new” consumer spurs optimism for growth in CBD. As the market continues to expand with new products and awareness, it’s likely that the share of new customers will only increase.



New solutions to old aches and pains

New (less than one year) users of CBD-only products are seeking new solutions to recurring and chronic conditions. While anxiety and insomnia might come and go, aching joints from arthritis and chronic muscle pain call for more than a spot solution. As new users get comfortable with the diverse ways in which CBD products are manufactured and the wide array of product types available, it’s likely users will assemble a toolbox of solutions, each geared to a need state.

Conditions new users treat with CBD

- Anxiety (44%)
- Depression (29%)
- Chronic joint pain / arthritis (27%)
- Chronic muscle pain (23%)
- Insomnia (21%)

Veterans take more confident approach

CBD “old hands” (using for 6+ years) view the world through the lens of greater experience. While attitudes follow similar lines as all users taken in total, some issues are of less concern to these more tenured consumers.

Can distinguish safe & effective products:

19% of all users agree vs. **25%** of veterans

Confident in the safety of CBD products:

34% of all users agree vs. **38%** of veterans

Comfortable without professional guidance:

62% of all users agree vs. **67%** of veterans

Even so, veterans feel much the same as all other CBD users on issues related to skepticism of accurate labeling and a shaky understanding of how much CBD to consumer to reach the desired effect.

Potential users waiting for the right signal

Roughly 40 percent of U.S. adults age 21 and over indicated a willingness to explore CBD under the right conditions.

Key data points on the Potential User

- 40% of adults 21+ express interest in CBD
- Most (64%) are 35+ years old
- Majority are female (56%)
- Have college experience (79%)

Motivations for trying CBD

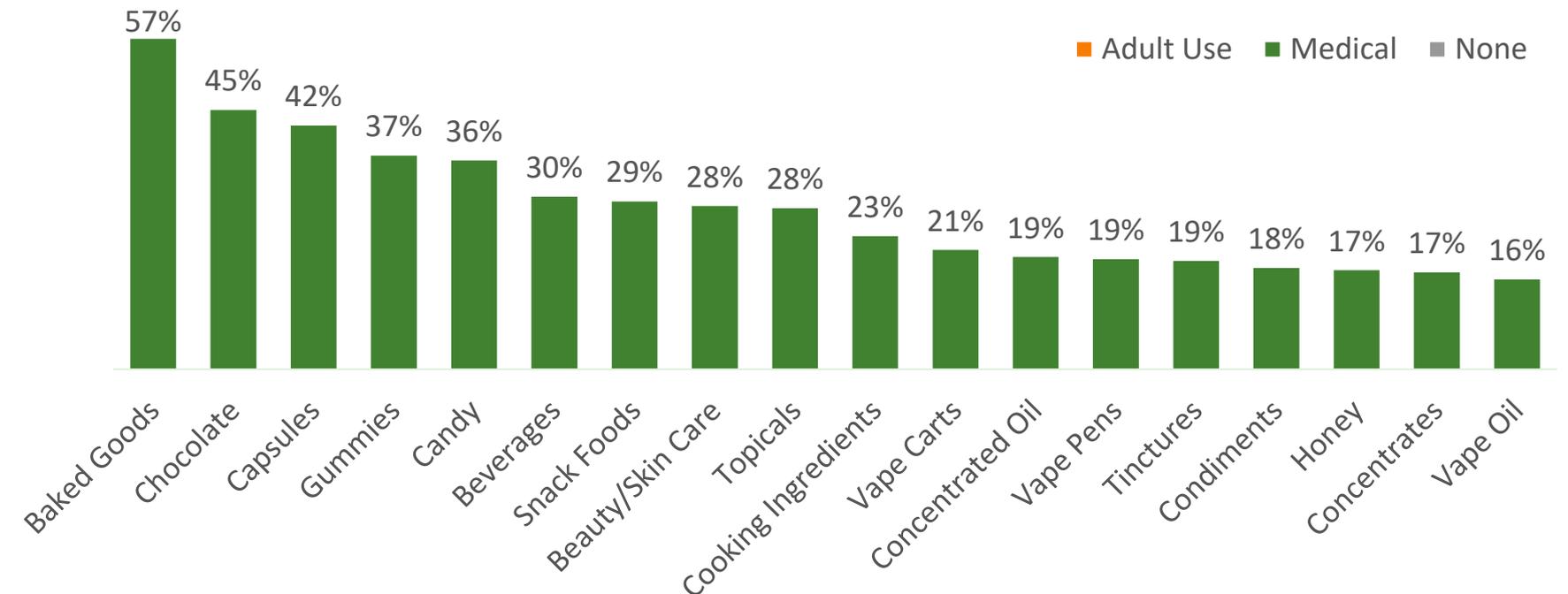
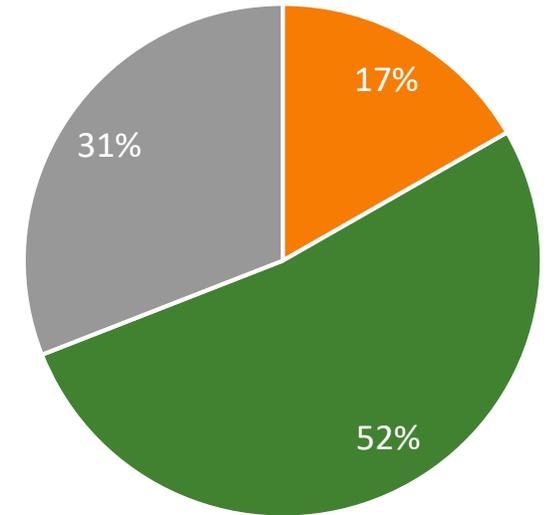
- Easier access to products (42%)
- Availability of independent research (44%)
- Physician's recommendation (34%)

Where are potential users located

The majority of potential users reside in a state with a legal cannabis program, in particular medical states. Potential users in states without a legal program will be difficult for the industry to convert but as the wave of legalization spreads across the US, these users are attuned to the promising possibilities of cannabis particularly CBD products.

Products of Interest

Among products potential users might consider, accessible forms such as chocolates and baked goods rank high along with types resembling familiar OTC products such as capsules.



Price tag and skepticism turns off would-be users

Among those consumers that previously used CBD only products and stopped, their top reasons were too be expected - that the products are too expensive and a preference for the “head high” experience of cannabis products with THC.

But as noted elsewhere, non-users concerns about product efficacy (27%) and ingredient sourcing (14%) are also mirrored by current CBD users. As CBD continues to grow - and attract both positive and negative attention - consumers and media will ask questions about these two topics at an increasing rate. Already the FDA has stated its intent to crack down on products making beneficial claims. Industry leaders have taken note. Going forward, winners will provide transparency into sourcing, testing, and safety.

Feedback from former, non-users aligns with prior research

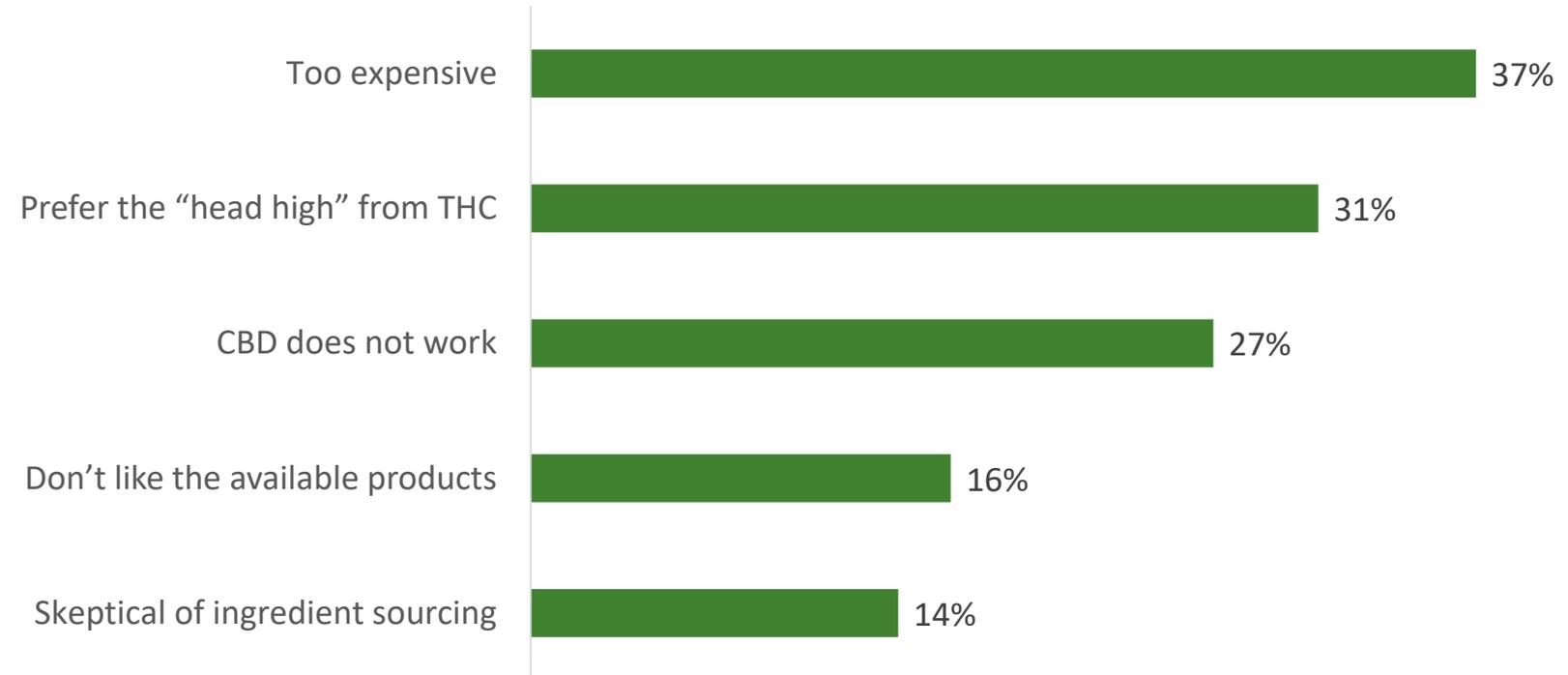
Results from this study track closely with qualitative feedback gathered during prior research. Former – perhaps one-time only – users and non-users echo some of the same concerns identified by former and would-be CBD users.

It's too hard to figure out how potent edibles are
- Female 45-54

I just haven't tried them yet, but I want to. I have been to just one dispensary and their display of edibles didn't look good.
- Male 45-54

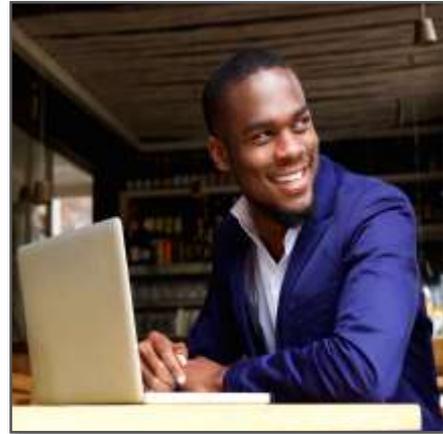
Difficult to gauge how much I need
- Male, 25-34

Barriers to Adoption

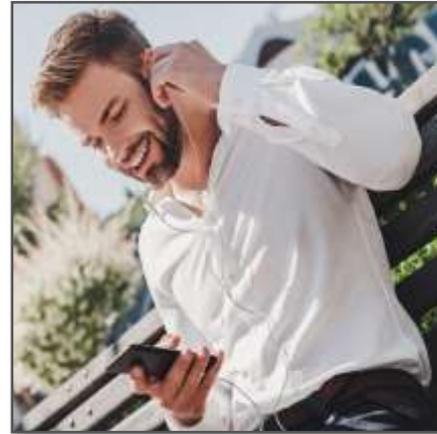




Senior Susan



Entrepreneur Ed



Millennial Marc



Goop-y Gwyneth



Dosing Dad

CBD consumers can be segmented into distinct personas

Several demographic factors plus legal status (consumers residing in an adult use, medical, or “no program” state) were input as possible clustering variables in a Two-Step Cluster Analysis. The resulting clusters represent distinct personas of today’s consumer. The data listed indicates primary preferred product and other defining characteristics. By assessing the personas, interested parties can align objectives against opportunities with today’s CBD users.

Senior Susan

- 14% of users
- CBD-Only (45%)
- All age 55+
- Female (53%)
- Retired (49%)
- White (84%)
- College educated (34% Bachelor’s Degree+)
- Lower income (52% under \$50,000)
- No children < 18 at home (88%)
- Medical state (46%)

Entrepreneur Ed

- 12% of users
- CBD-Only or CBD Heavy (59%)
- Age 21-34 (66%)
- Male (57%)
- FT Employed (56%)
- Single (60%)
- All African American
- High school + college degree (51%)
- Modest income (54%, \$25,00-\$75,000)
- Children < 18 (53%)
- No program state (46%)

Millennial Marc

- 26% of users
- CBD-Only (33%)
- Age 21-34 (71%)
- Male (55%)
- FT Employed (50%)
- Single (100%)
- White (76%)
- High school + some college (54%)
- Modest income (54%, \$25,00-\$75,000)
- Adult use state (31%)

Goop-y Gwyneth

- 31% of users
- CBD-Only or CBD Heavy (57%)
- Age 21-34 (46%)
- Female (94%)
- Homemaker (40%)
- Married/partner (78%)
- White (79%)
- High school + some college (51%)
- All income ranges
- Children < 18 (62%)

Dosing Dad

- 18% of users
- CBD-Only (45%)
- Age 35-44 (34%), 45-54 (23%)
- Male (91%)
- FT Employed (76%)
- Married/partner (87%)
- White (76%)
- College educated (52% Bachelor’s Degree+)
- Higher income (43%, \$75,000-\$149,000)
- Children < 18 (63%)
- Military veteran (13%)
- Medical state (50%)

CBD

Consumer Perspectives



Current CBD users overwhelmingly view cannabis as a solution to a range of health and wellness challenges.

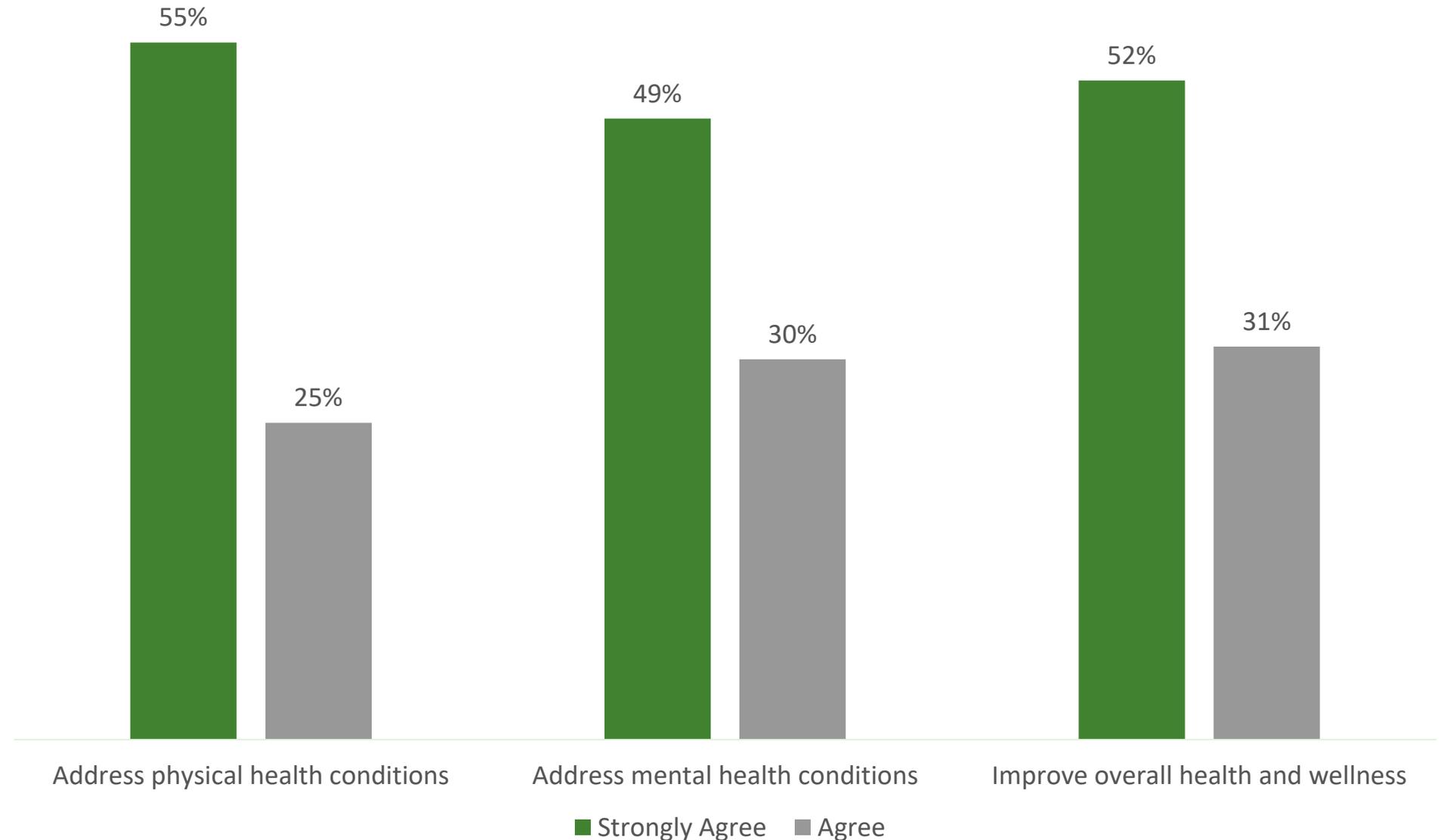
From physical health conditions such as pain and soreness to mental health conditions like sleeplessness and anxiety, CBD users have a favorable view of cannabis as solution to a range of challenges. Note that this perspective is on cannabis in general, not necessarily CBD alone or CBD-only products specifically. That halo reinforces the opportunity for CBD products.

80% of CBD users agree that cannabis can address physical health conditions

79% of CBD users agree that cannabis can address mental health conditions

83% of CBD users believe cannabis can improve overall health and wellness

Perspectives on Cannabis Among CBD Users

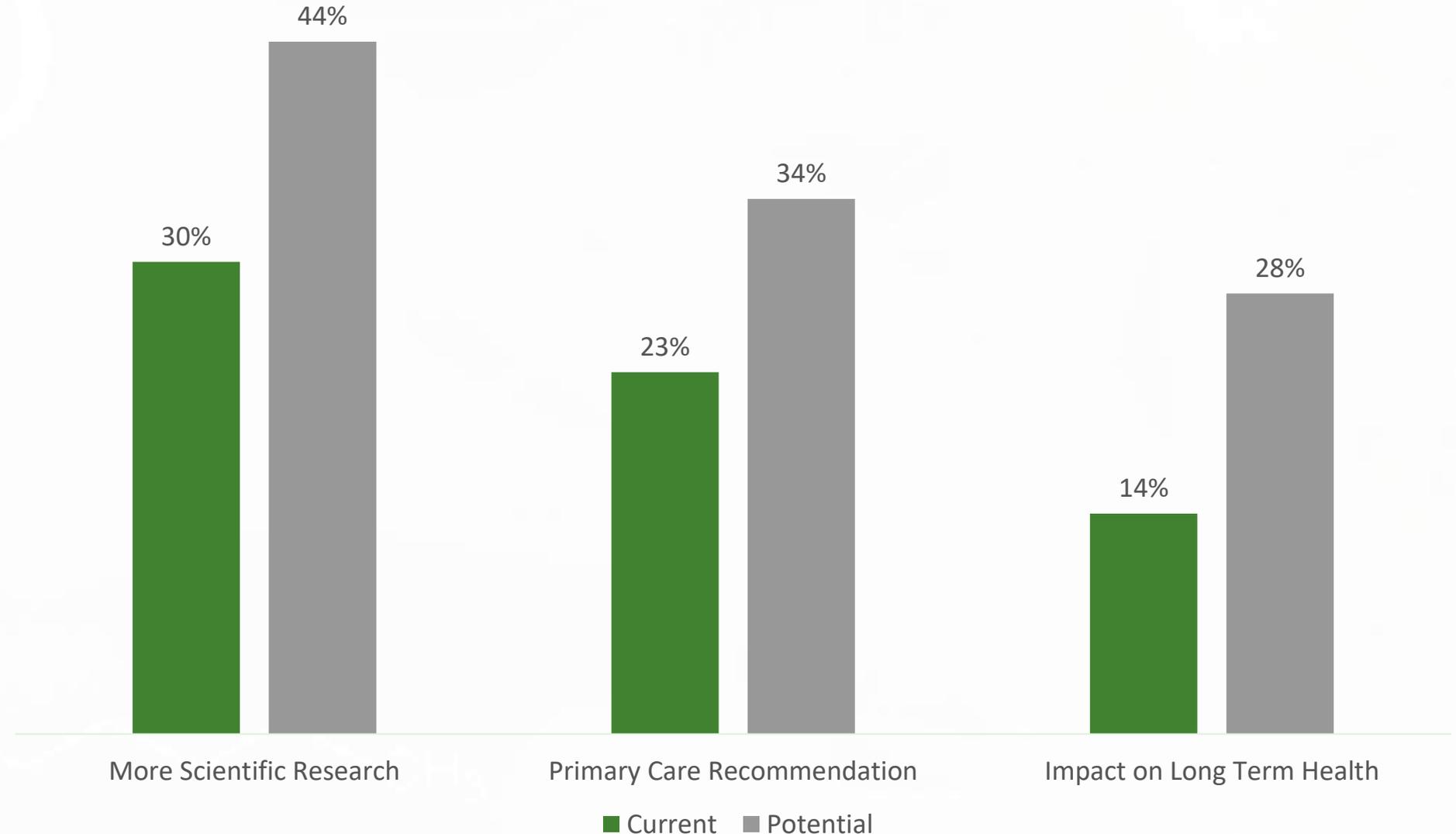


Key Take-aways

Potential users are seeking reassurance and more information prior to trying CBD.

- People interested to explore CBD are looking for “third party” (medical journals, etc.) evidence
- The likelihood of a recommendation from a primary care doctor isn’t a guarantee as acceptance and openness to CBD varies physician by physician
- While there’s little reason to believe that CBD has a negative effect on long-term health, having a better understanding of the issue has that factor following the broader trend of “comfort” among potential users

Likelihood to Use More Regularly / Try



Government regulation and legal issues remain the top two critical drivers for the cannabis market. Absent any further action by Washington, any cannabis-related products - including those made from industrial hemp - will face some degree of limitation on growth.

When the 2018 Farm Bill was signed by President Trump in December 2018, one of the biggest winners of the bill was the cannabis industry. The bill legalized the growing, cultivation and processing of industrial hemp, a key source of CBD.

That stroke of the pen will undoubtedly accelerate hemp's uses in other applications, such as packaging, textiles and even building materials.

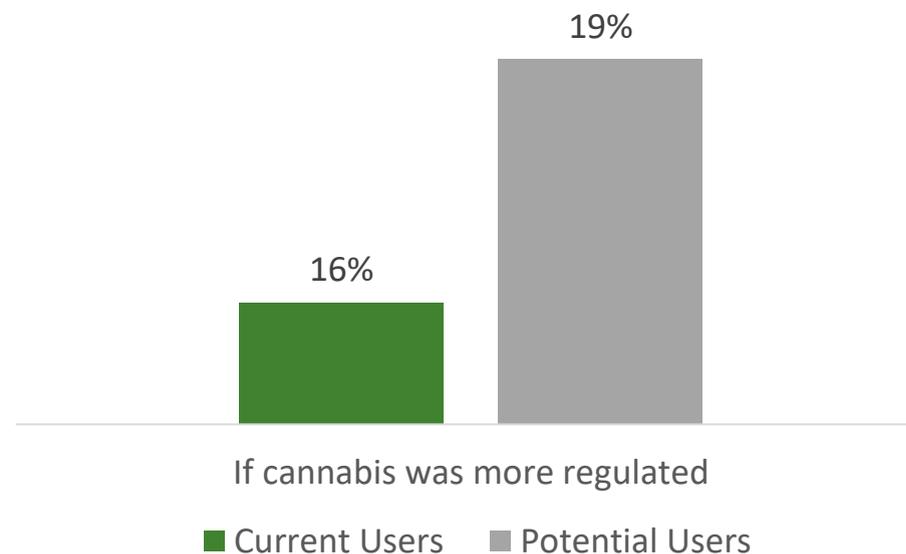
The Food and Drug Administration (FDA) has yet to make any declarations on how it will regulate CBD products, including supplements and CBD food items. Of particular concern to the FDA are those products that make health claims, such as pain relief, anxiety treatment or even cancer cures. Such claims would require products to go through the FDA drug approval program, which would likely be onerously expensive.

Consumer Perspectives on Regulation

While CBD products begin appearing more widely far beyond specialty stores, a positive for those seeking broader access, false and misleading claims on products have hit the market and made headlines.

Partially as a result, consumers are looking for a greater degree of comfort. Consumers new to CBD (and cannabis in general) have a gap in understanding all the regulations already in place, especially the demanding regulatory framework for products sold through licensed dispensaries.

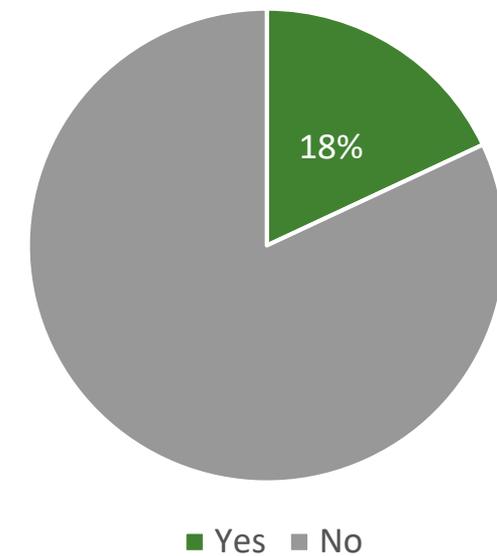
Likely to Use CBD More Regularly / to Try CBD



Awareness of CBD Pharmaceuticals

The FDA broke from precedent to approve a medication derived from marijuana in June 2018. Epidiolex, produced by UK-based GW Pharmaceuticals, is the first such pharma product in the US. All prior cannabis-related medications were some form of synthetic. Yet few current CBD users are aware of this development.

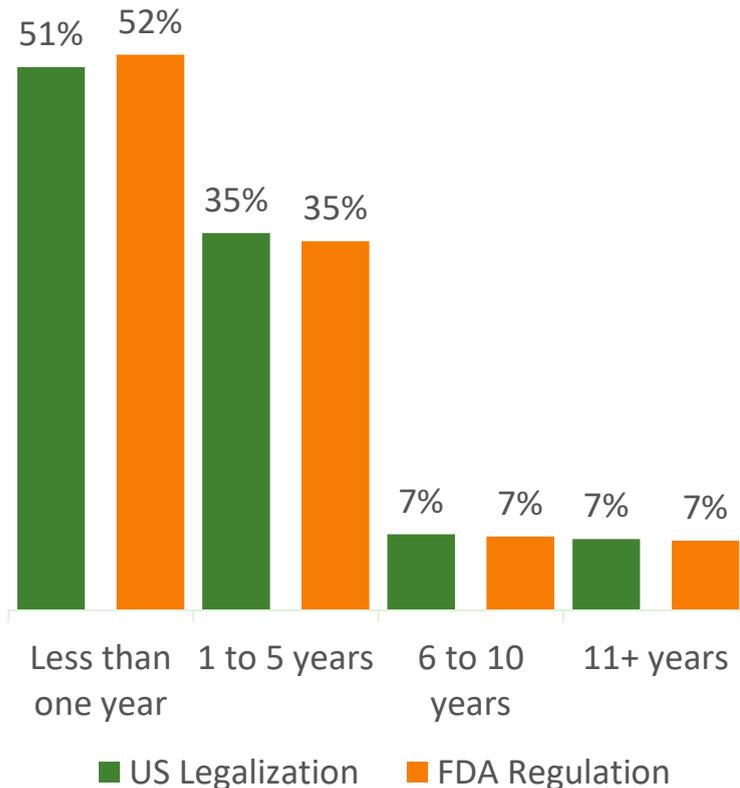
Aware of Pharmaceutical CBD



For Current Users, Potential Impact of Legalization, Increased Regulation Declines with Experience

Longer 'tenure' with CBD products leads to less impact of both factors (regulation, legality) to virtually the same degree.

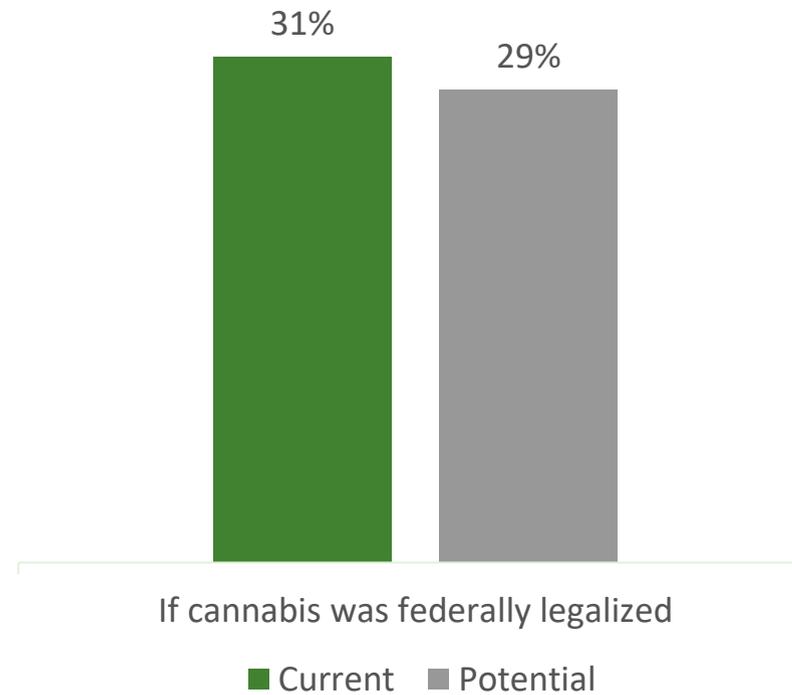
Likelihood to Use More Regularly (Current Users Only)



Adult Use Legalization & CBD

Consumer adoption of CBD is being impacted the legal status of cannabis at both a state and federal level. All consumers eyeing CBD seem to be waiting for another signal – adult use legalization – as an indication that cannabis is being broadly embraced.

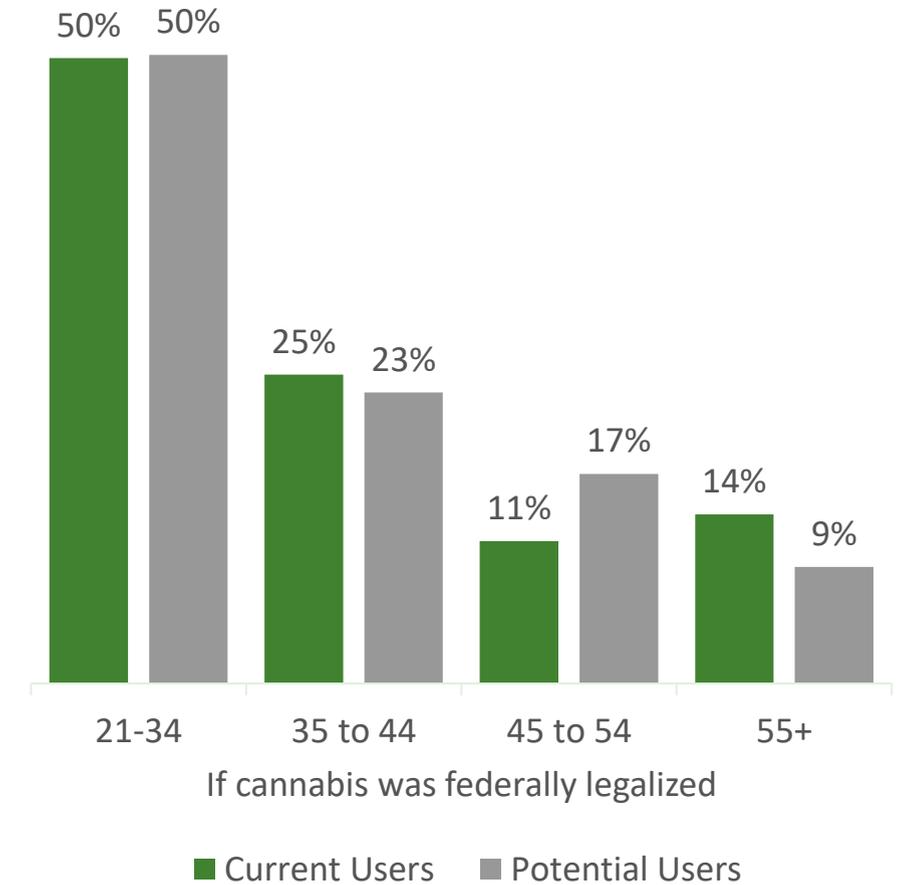
Likelihood to Use More Regularly / Try



Less Focus On Federal Legalization For Older Consumers (Both Current and Potential Users)

Older generations show marked less interest in federal legalization. The 21-34 demographic are so promising, the spike should be noted.

Likelihood to Use More Regularly / Try



34% of current users are confident in the safety of CBD products

Those with more experience are less concerned but generally this is an issue across the board. Location didn't prove significant, as respondents in adult use, medical, and other markets gave remarkably similar feedback.

Nor did age produce much difference as all groups responded similarly - safety, in general, appears to be an issue in the minds of users.

16% of current users are confident in the accuracy of the potency or concentration on product labels.

To date, consumers have not been presented with much standardized information on potency. No wonder that, when presented with a wide range of options, users are often left having to puzzle through labeling information.

19% of current users can distinguish safe and effective CBD products

Experience does make some difference with this issue. Consumers who have been using CBD for 6+ years are more comfortable distinguishing safe and effective (25%) CBD products from less reliable options, but that is probably still an uncomfortably low number for the industry.

29% understand how much CBD to take to achieve the desired effect

Surprisingly, this issue also holds true across the board. Experience and location make no difference. Nor does age. Given the strict limits on testing to date, it shouldn't come as much surprise that users are left to guess-and-check on their own.

62% of current users are comfortable using CBD without professional guidance

In the absence of resources that might otherwise assist planning a treatment regimen, most are comfortable taking a DIY approach.

How is the industry responding?

With an unclear future of external regulations and oversight, the industry has been forming and adopting standards internally. Certifications – “stamps of approval”, effectively – from organization like the U.S. Hemp Roundtable could prove especially effective.



On Entrance of Big Brands

Interest and (Some) Excitement In CBD from Big Brands

Despite an anti-corporate legacy in the cannabis community, CBD users are likely to welcome these entrants especially as new consumers seek the safeguards and consistency typical to mass-produced medications.

65% of current CBD consumers are open to cannabis products from well-known companies in CPG (such as OTC brands)

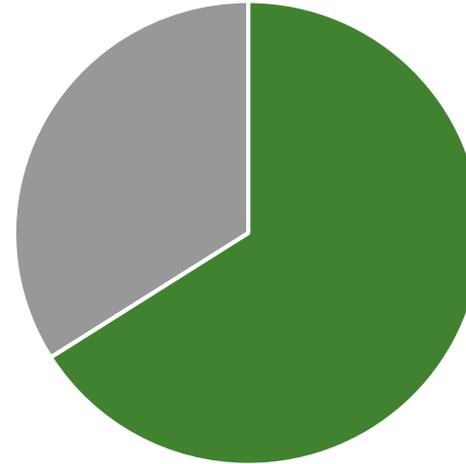
37% of current CBD users are “excited” about potential new cannabis products from CPG companies.

However, there is some pushback:

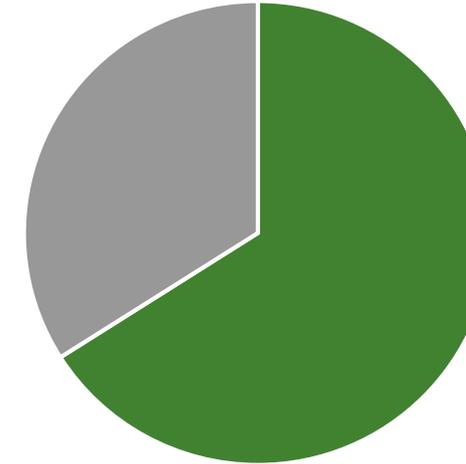
21% of current CBD users “fear cannabis is going to become too corporate”

Open to Big Brands:
Holds True Across the Board

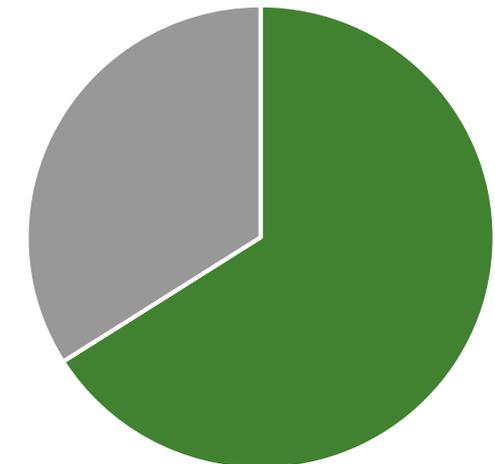
All Age Ranges



All Years of Experience

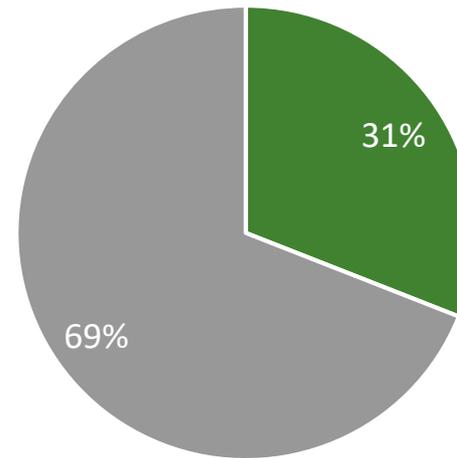


All Legal Statuses

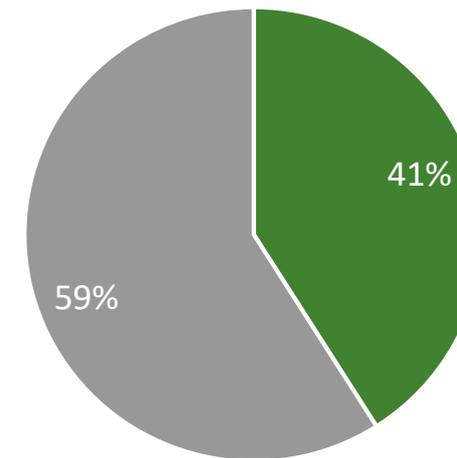


Excited About Big Brands:
Differs by Legal Status

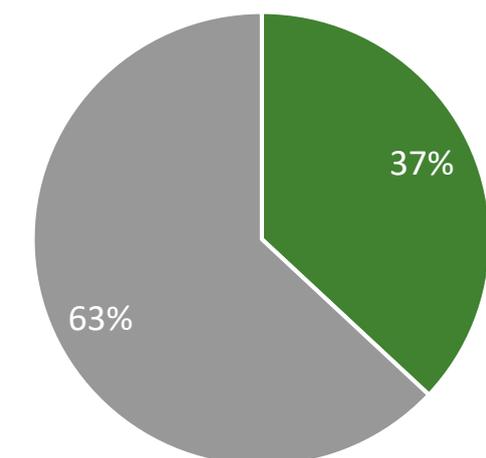
Adult Use States



Medical States



States with No Program



■ Agree ■ Disagree

■ Agree ■ Disagree

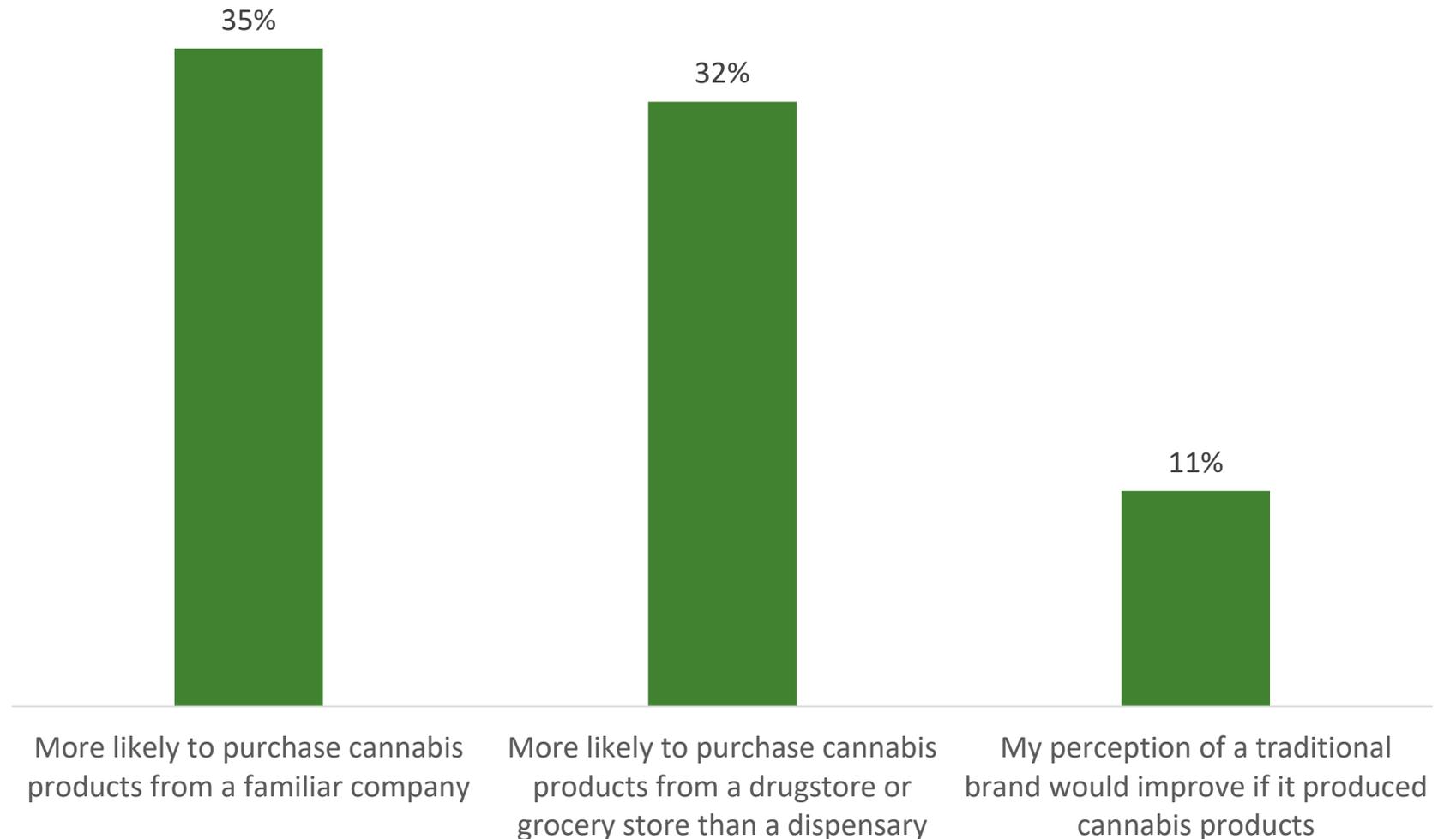
■ Agree ■ Disagree

The opportunity is now for new entrants

While current CBD brands have some time, the message is clear: mainstream consumer brands are eyeing CBD as an area of growth. For some companies, expanding into CBD is a logical extension of the brand image. For others, taking a position may be an attempt to replace or shore up shrinking other business units. As these larger companies weigh the pros and cons, existing players can differentiate and explore partnership opportunities to create a moat against looming competitors.

The openness to products from well-known companies may seem against the ethos of cannabis' counter-culture roots, but most CBD consumers are using for health and wellness reasons. As such, risk tolerance on a poor experience is diminished. Companies with household names are likely to take strict precautions on any cannabis products put on the market, so as not to harm its core brands. The same may also be true to a lesser extent for products at a drugstore or grocery store. Depending on the retailer, there may be an additional quality check that communicates safety to the consumer.

Perspective of Current CBD Users



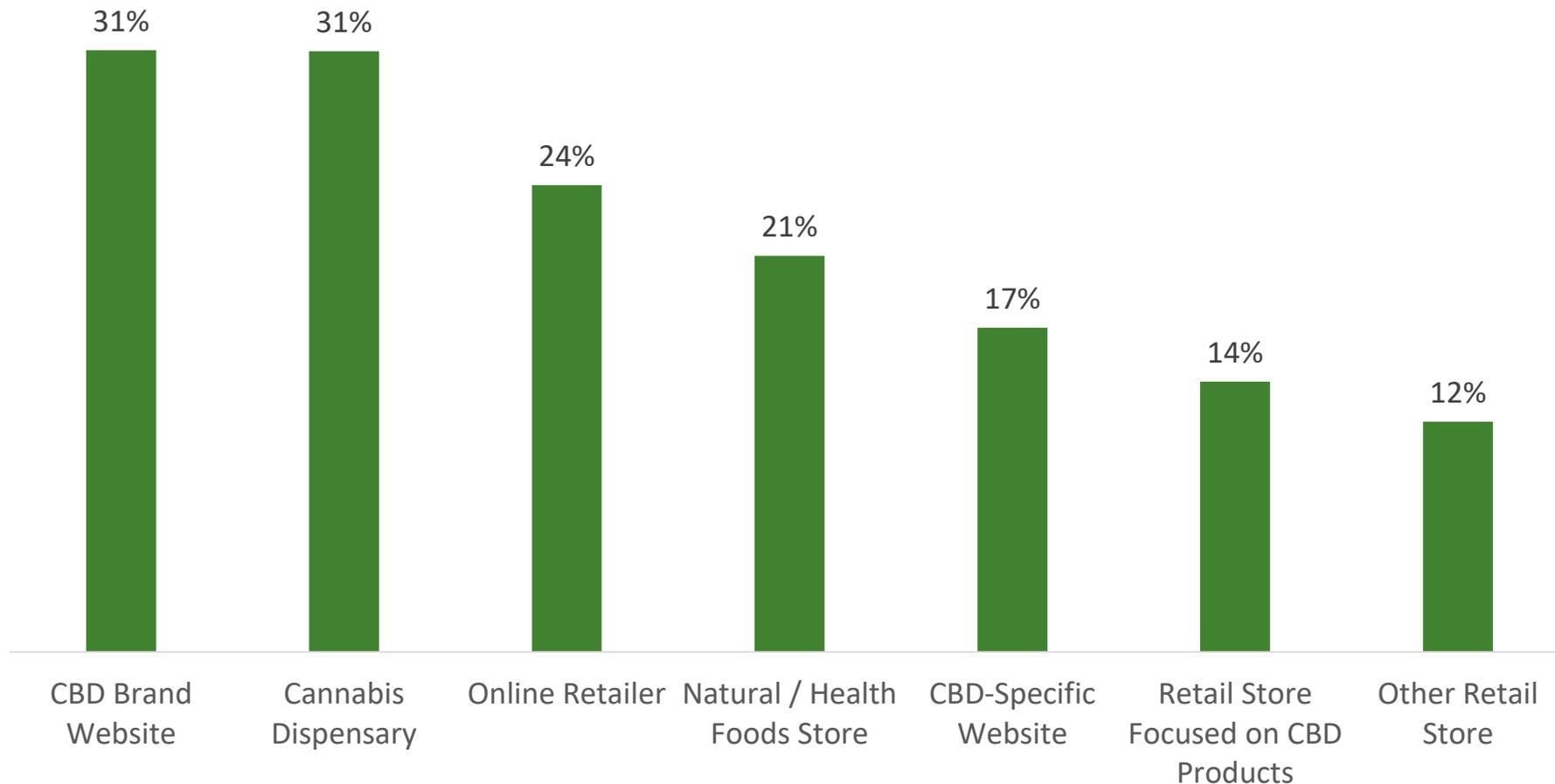
CBD

Product Usage & Preferences



CBD users purchasing online or at licensed dispensaries (for now)

This data may look quite different in the near future as the FDA clarifies its position on CBD products appearing outside dispensaries. For now, most users are buying online or at a dispensary. With the majority of consumers using products with CBD only and some level of THC, the dispensary offerings span all types of products but selection for CBD-only products is broader if users venture online. Further, new guidelines recently released by USPS indicate that the federal agency will now ship hemp products.



CBD hitting the shelves

Big box drug store chain CVS recently announced that CBD topicals will begin appearing in stores in Alabama, California, Colorado, Illinois, Indiana, Kentucky, Maryland and Tennessee. CVS is reportedly partnering with manufacturer Curaleaf to sell products in 800 stores.



43% of current and potential users are seeking “easier access” to CBD products, giving ample reason to believe that CVS and other Main Street retailers can provide a welcome destination for CBD consumers.

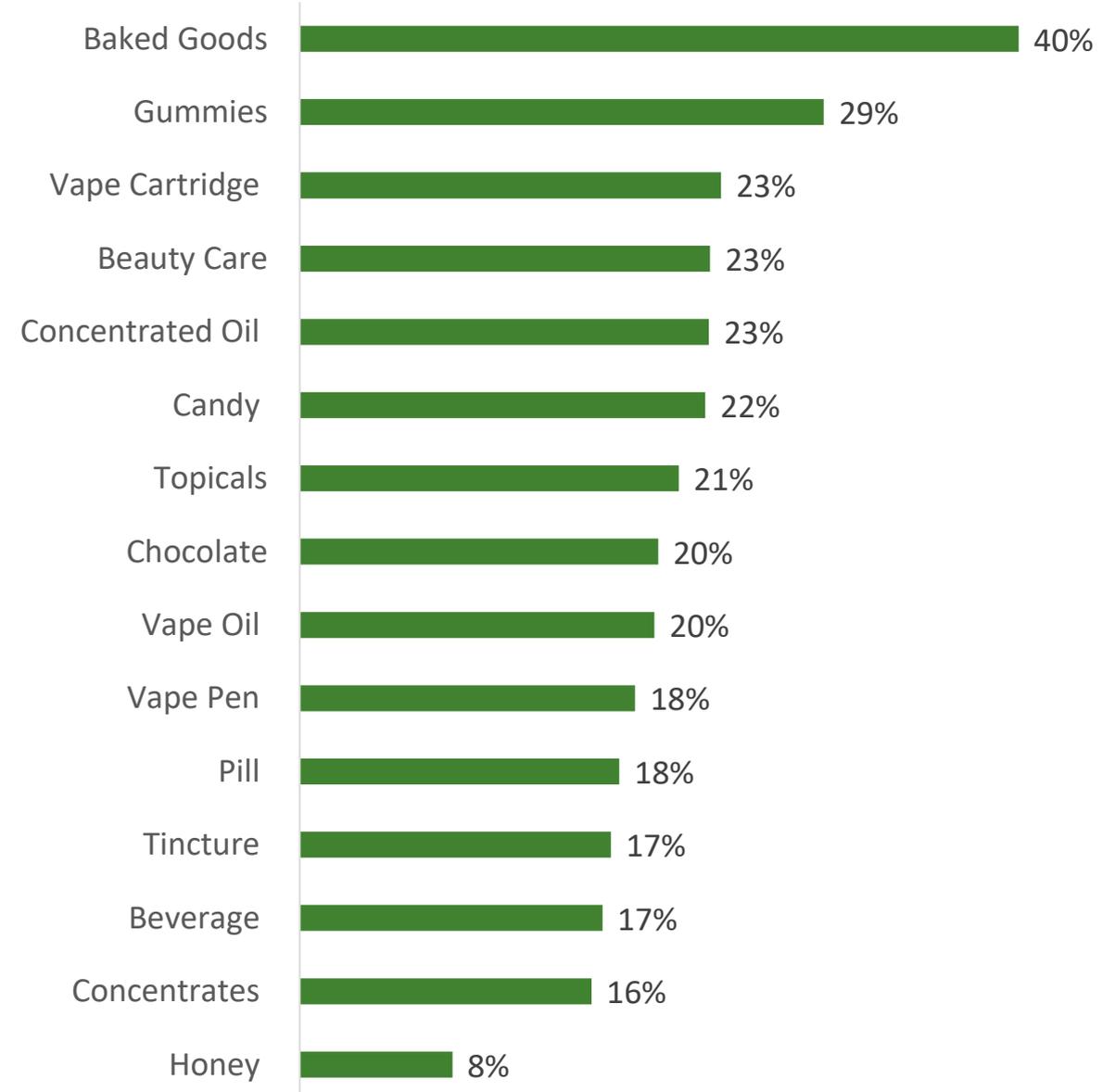
What are the popular forms of CBD products?

Just as edibles and vapes are popular in cannabis generally, (see High Yield Insights [Edibles and Smoking and Vaping reports](#)) these same forms are the most popular options among CBD consumers. With nearly 90% of current CBD consumers also current users of other cannabis products containing THC, it's likely that users tend to select the same for administering CBD.

What is the most popular form by age range?

- Age 21-34: Vape Pens (disposable)
- Age 35-44: Chocolate
- Age 45-54: Topicals
- Age 55+: Tinctures

Popular Product Types, All Current Users



Usage varies widely, linked to need state associated with the type of product

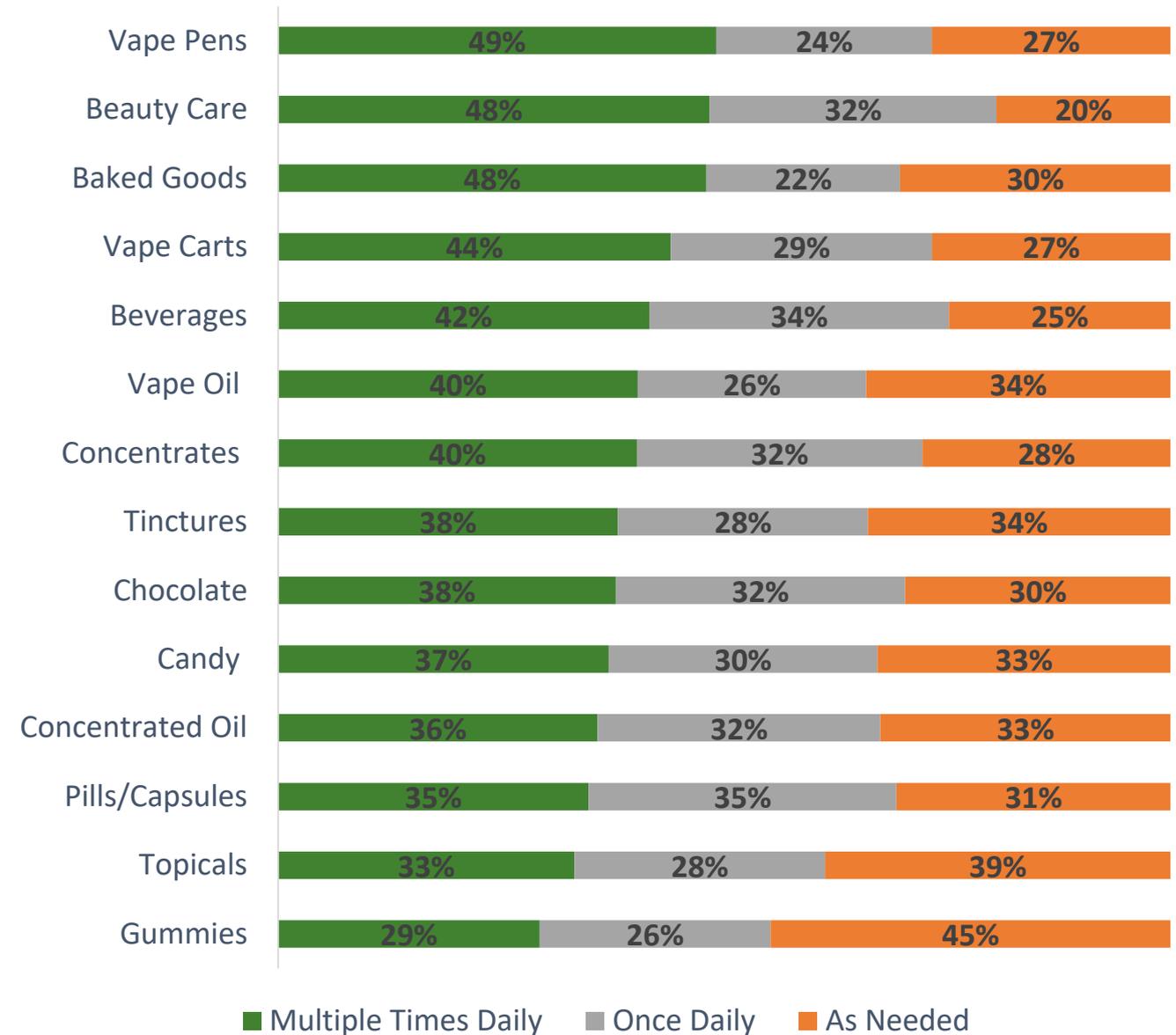
Among the popular CBD products, those that can be consumed or applied in “micro” doses are more likely to be used multiple times per day. Vape pens deliver a small amount of CBD per inhalation (approximately 1-2 mg per inhalation) and work well for multiple applications throughout the day.

Mints, small chocolate bites, and gummies and other convenient, discrete applications enable users to regulate medicating throughout the day.

Of those CBD products that are more likely to be utilized once per day or only on an as needed basis, the type of product may be highly potent (RSO, for example) or require a set routine.

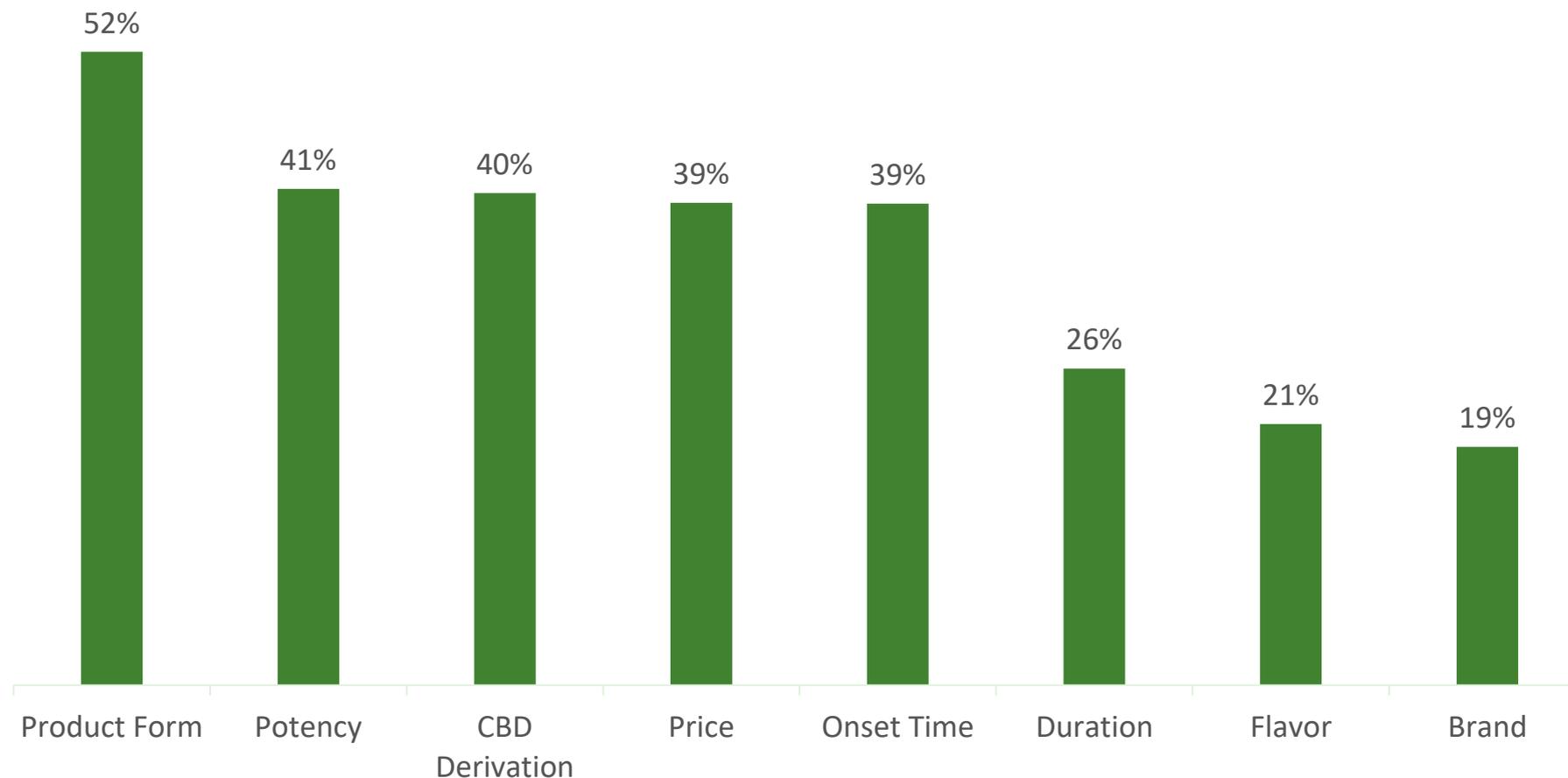
Products like pills and gummies are very convenient for consumers and popular among current CBD users (used by 18% and 29% of consumers, respectively). Topical usage with creams or ointments likely fits with an overall consumer routine - first thing in the morning or on an as needed basis when pain flares.

Usage Frequency, Key Product Types



Key attributes considered at purchase

From selecting a channel to selecting a product, when shopping for CBD products, consumers first look at the product type. From there, given a wide selection of claims, prices and potency, the selection criteria narrow to product and experience-specific criteria that match the intended use. With a majority of CBD consumers having used for less than one year, the weakness of “brand” on the product purchase decision should be expected.



Brands make little impact at present

While there are several well-known brands in each category and within certain states, none are top of mind for most consumers.

When asked, nearly half of consumers surveyed for the High Yield [Consumer & Edibles report](#), nearly half (45%) reported that they either had no brand preference or didn't know the brand they preferred. The most cited brand listed comprised just 5% of all responses.

The importance of CBD content to cannabis users, not just CBD-only users

47% of all medical users check CBD amount when selecting a cannabis product vs.

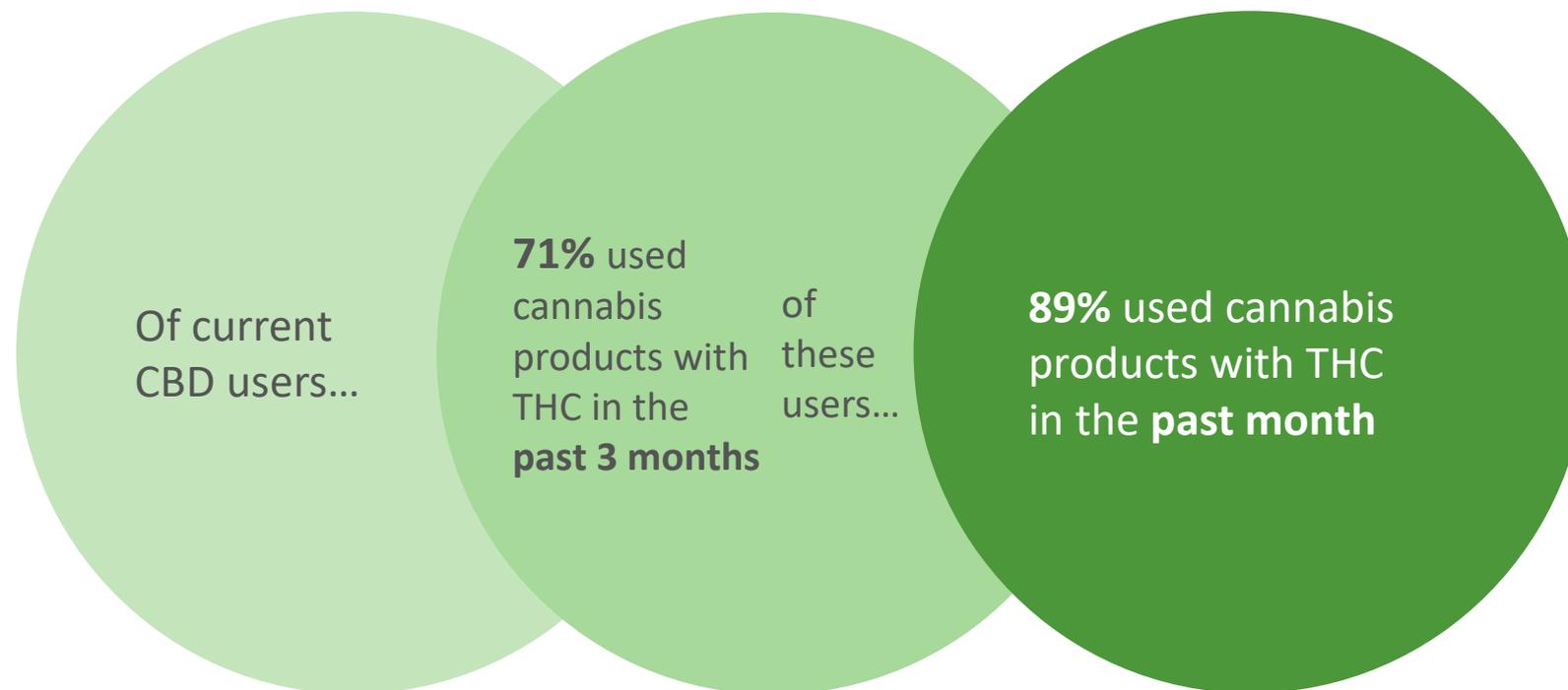
25% of all adult use consumers

(source: [The Medical Cannabis User, 2018](#))

CBD-only users highly likely to also use products containing THC

Nearly three-quarters (71%) of CBD-only users report using cannabis with THC in the past 3 months, a figure that dwarfs the usage rate of non-CBD users, which stands at 19% reporting having used cannabis with THC in the past 3 months. Among CBD users who have used cannabis with THC in the past 3 months, 89% report usage in the past month; for non-CBD users that figure drops only 10 points to 79%.

It's likely that having familiarity with cannabis with THC, consumers are more likely to extend that trust to CBD only products, along with the benefits CBD products are known to provide.



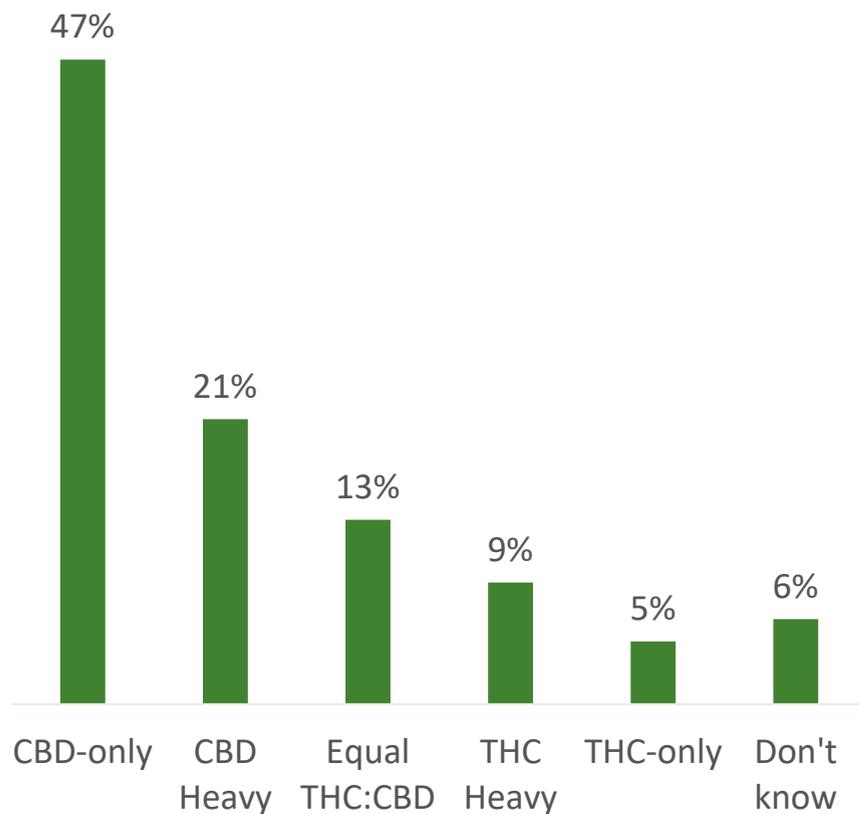
Current CBD-only users focus primarily on products containing CBD however some lean more heavily toward THC

As evidenced below, current consumers of CBD-only products don't necessarily treat those products as a go-to solution.

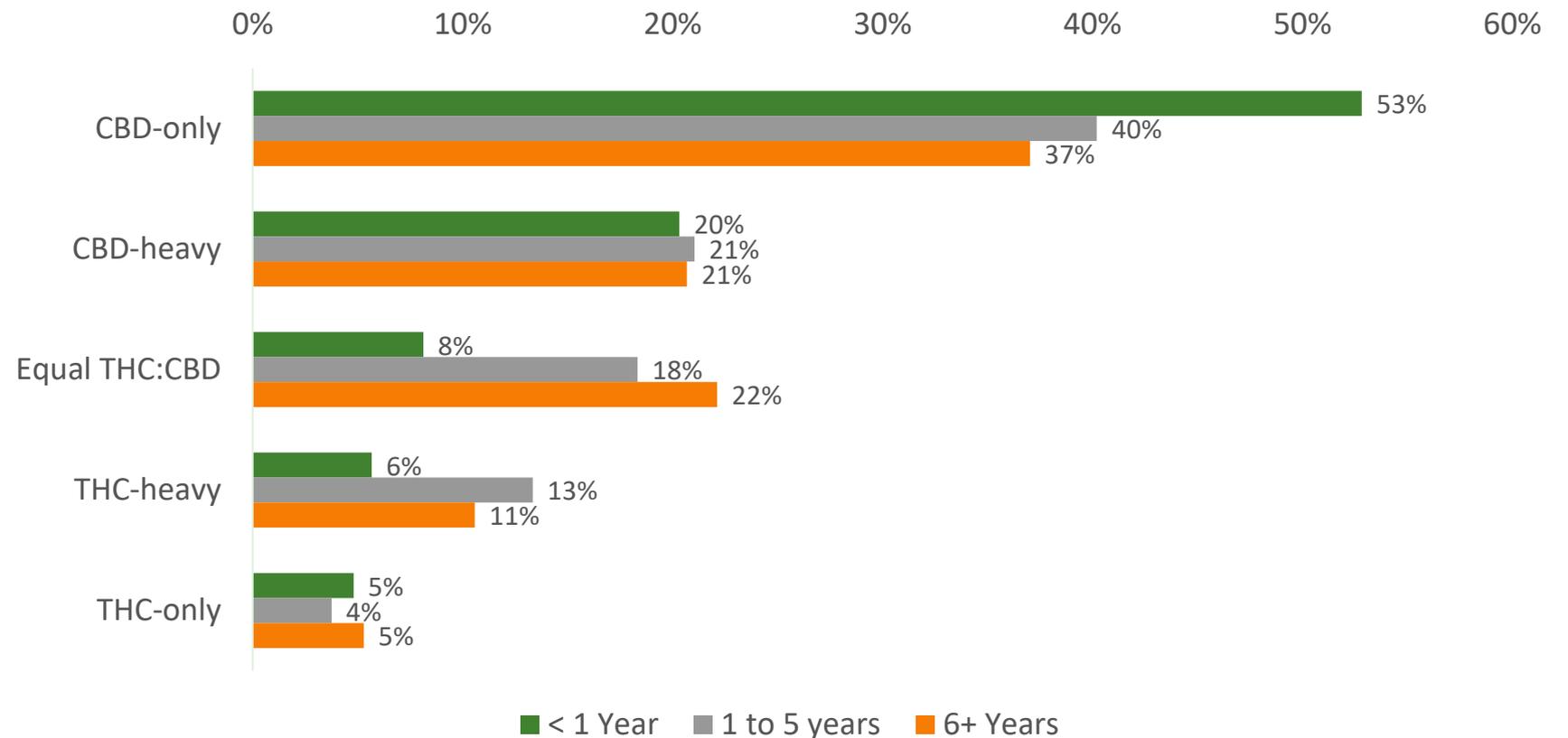
Consumers Gravitate to THC Over Time

While partially a result of availability (products containing THC have been more readily available in some markets longer than products containing only CBD), consumers seem to prefer gradually incorporating some THC into a wellness regimen.

Primary Products Used



Primary Products Used by Tenure



CBD

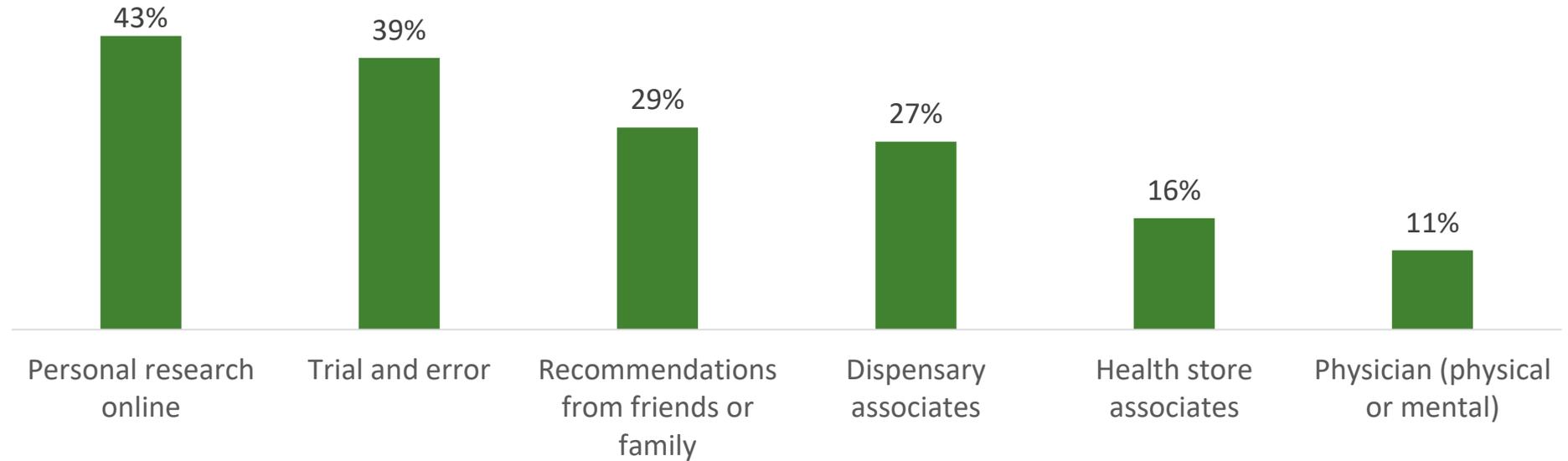
Sources of Trusted Information on CBD Products



Driving the customer purchase decision

CBD users are seeking out their own information in order to learn about CBD products, with users relying primarily upon a mix of online research, trial and error, and recommendations to make the appropriate decision. The quality of available information runs the gamut from anonymous commentary on Reddit, to Facebook user groups, to personal discussions with physicians, friends and family members.

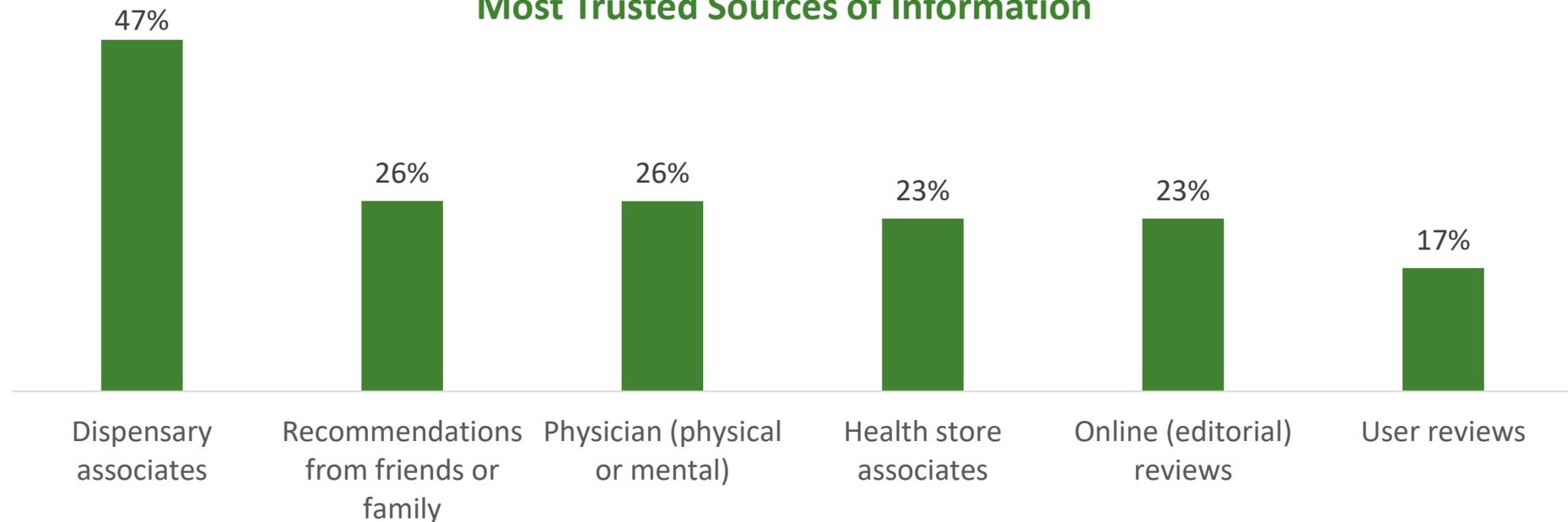
Sources of Information Used



Finding trusted sources of information

Consumers might not have a ready source of vetted information – at least not in the same sense as *Consumer Reports* – but there are many options available. However that isn't to say that CBD-only users view each potential source of advice equally.

Most Trusted Sources of Information



Casting about for direction

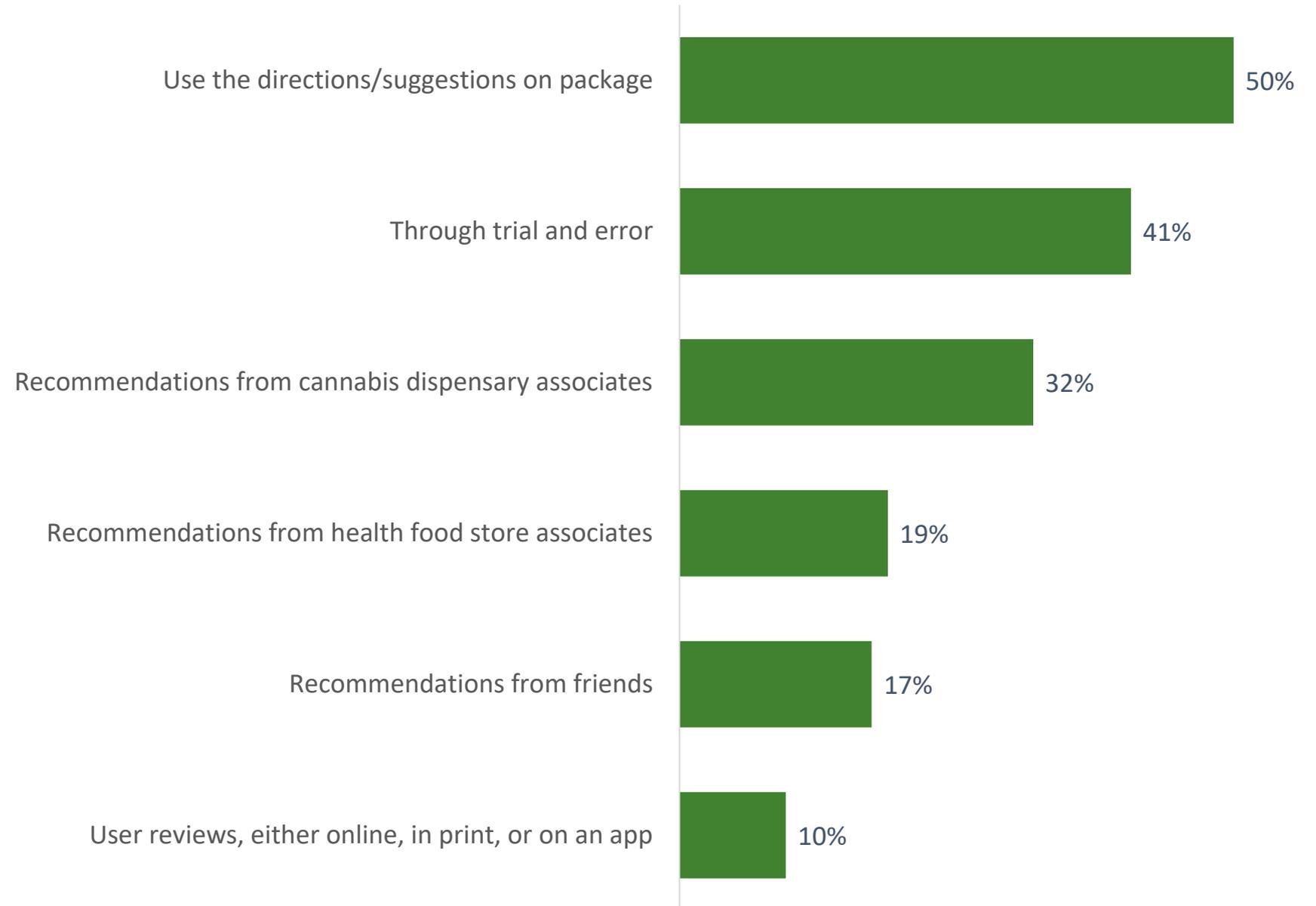
As consumers move from learning to trying CBD products, they may find that there are few good sources of information about dosing. In part, this is the Catch-22 facing cannabis generally: without access to research facilities and product to test, how can the industry help users get past the “it is different for everyone” conundrum?

Users turn to the directions on the product package, and with most users new to CBD, this marks an obvious first step.

From there, dosing and consumption is guided by personal experience and conversations with store associates, notably cannabis dispensary associates. Product manufacturers have limited ability to guide consumer choice due to onerous regulations. Thus consumers rely on front-line associates for a greater depth of information.

It is understandable that CBD companies would be hesitant to make recommendations for dosing for consumers based on all the various usage occasions. And while many products do have general recommendations for usage, it’s clear that consumers are often using trial and error to get the right dosing.

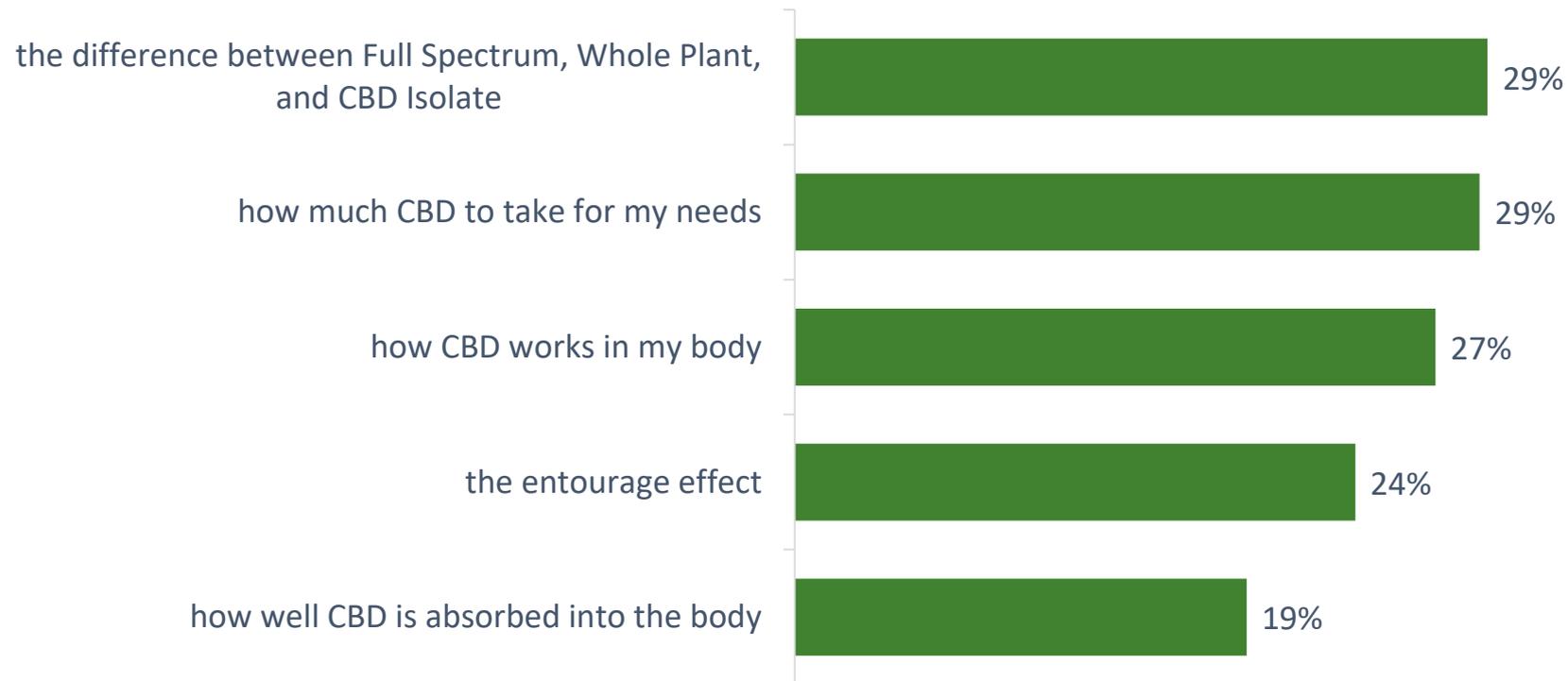
Sources of Information for Dosing



Educating the CBD consumer

The relative newness of CBD means that consumers are looking for the industry to take the lead in education. Currently, fewer than one third (29%) of current CBD consumers know the difference between CBD isolate and whole plant or full-spectrum CBD. And from there, the share of consumers who understand the Entourage Effect or how CBD works and affects a person’s body is even lower.

Current Users: “Do you understand...”



Longer use = better understanding

Not surprisingly, more experienced users show greater understanding of CBD’s subtleties. (That is, some of the finer points, but not all.) Veterans (6+ years of CBD-only use) responded:

37% understand full spectrum, etc.

30% understand the entourage effect

Can’t bank on users “figuring it out”

Anyone trying to advise consumers – especially new users – on the finer points of cannabinoids, terpenes, CBD vs. CBDA, and the lexicon of other important terms – is in an unenviable position. Cannabis has no shortage of champions, something that has been true for decades.

The more voices in support the better. CBD faces an efficacy challenge. Just 35% of current CBD users are confident that the products work, slightly less (34%) are confident in product safety and just 16% are confident in the accuracy of CBD product labeling.

CBD

Sample Products



Note: the following images were provided at High Yield Insight's request. All images are copyright the original owners. The sample products shown are for illustrative purposes only and do not constitute an endorsement by High Yield Insights nor did brands sponsor this report.

Sample CBD Products



GUMMIES
Dixie Elixirs & Edibles



CBD GUMMY FORMULA
Kushy Punch



CBD GUMMIES
CBDistillery



HEMP HONEY
MANA Botanics



DARK CHOCOLATE
Kiva



CBD OIL HEMP GUMMIES
CVSciences



COMPANION SOFT CHEWS
CompanionCBD



SYNERGY Mints
Dixie Elixirs & Edibles

Sample CBD Products



SYNERGY DEW DROPS
Dixie Elixirs & Edibles



CBD OIL TINCTURE
Elixinol



CBD TINCTURE
Kushy Punch



FULL SPECTRUM OIL
CBDitillery



HEMP EXTRACT
Bluebird Botanicals



HEMP BALM
MANA Botanicals



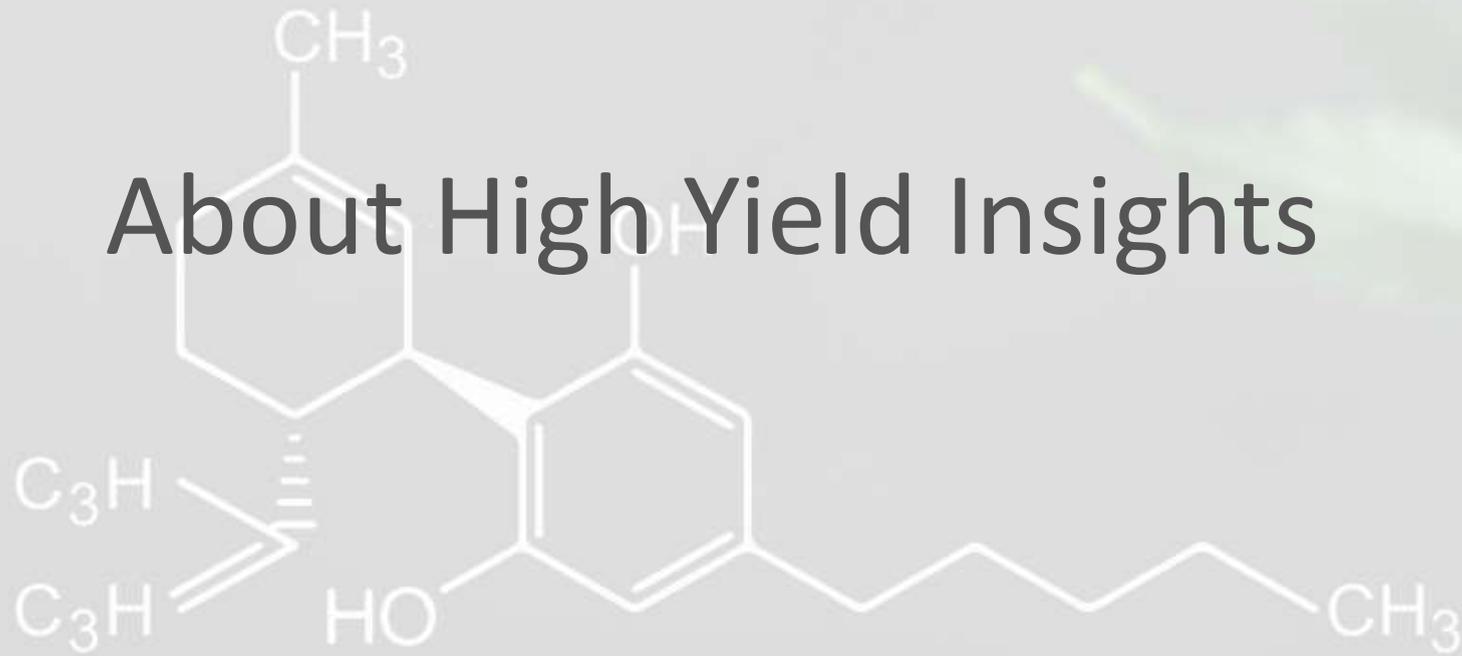
SYNERGY Cool Balm
Dixie Elixirs & Edibles



CBD Oil
CVSciences

CBD

About High Yield Insights





Mike Luce, Co-Founder

Twenty years experience in insights and analytics



Likelihood to Use More Regularly / Try



Eric Giandelone, Co-Founder

Fifteen years experience in insights and analytics



Press Coverage:



Food Business News

Ganjapreneur®

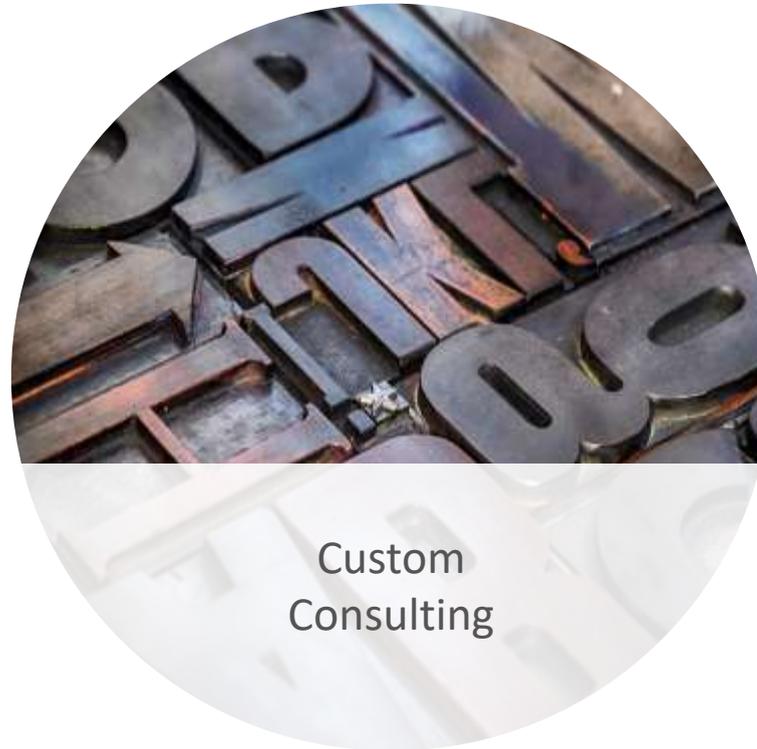
Marijuana Business Daily





Marketplace
Insights

- Competitive intelligence
- Client syndicated research
- Government regulations
- Market trends



Custom
Consulting

- Macro consumer trends
- Syndicated cannabis studies
- Custom qualitative, quantitative, and ethnographic research
- Analytics and Big Data mining

Library of Cannabis Consumer Insights Reports (2018)



*The Adult Use
Cannabis
Consumer*



*The Smoking
& Vaping
Category &
Consumers*



*The Medical
Cannabis
Consumer*



*The Topicals
Category &
Consumers*



*The Edibles
Category &
Consumers*