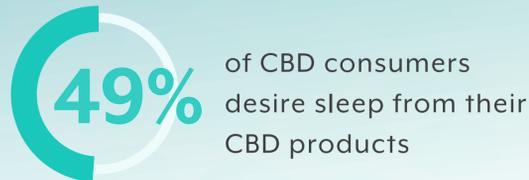




# Catching ZZZ's with CBD

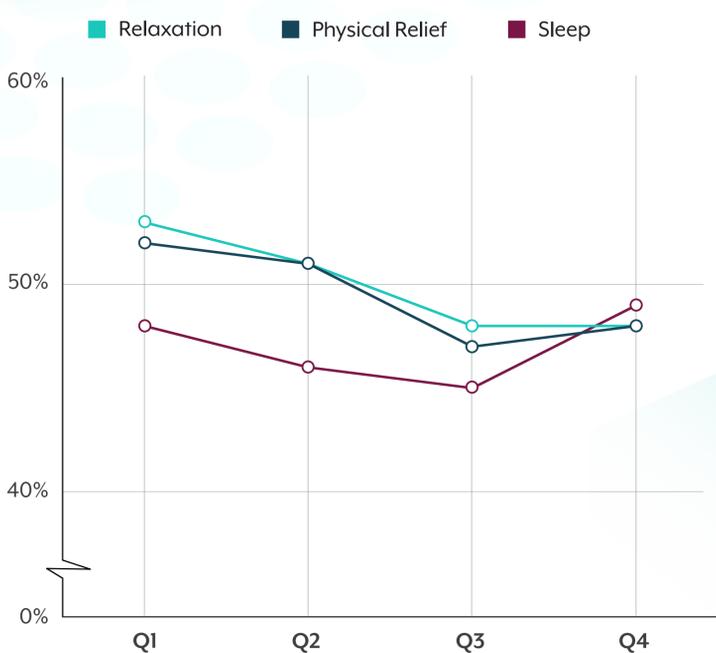
## The Consumers Desiring Sleep

Sleep is the #1 effect consumers desire from their CBD.



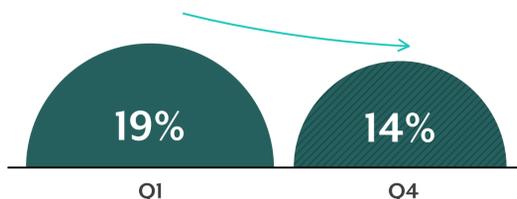
In Q4 2020, sleep was the top product attribute CBD consumers report desiring from the products they buy. Nearly half (49%) of CBD users desire sleep from their CBD products! For the first time, **CBD consumers desire sleep more than relaxation and physical relief**—the previous top two desired attributes.

### Desired Product Effects Q1-Q4 2020



But CBD use for insomnia has declined year over year. In Q4 2019, 19% of CBD consumers reported using CBD for insomnia. In Q4 2020, that dropped to 14%. CBD consumers aren't using it because they medically must; they're choosing CBD because they can.

### Consumers Using CBD for Insomnia

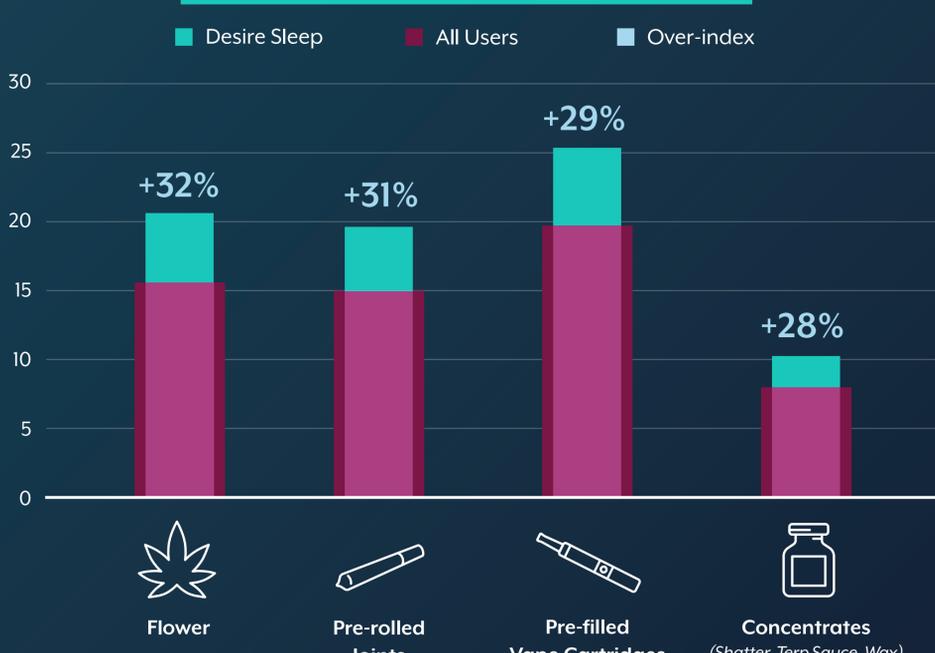


## Product Types

CBD consumers that desire sleep over-index on all CBD product types, but the least so for topicals. Their top product type is gummies, and there's no shortage of CBD gummies positioned for sleep! However, they over-index the most for flower, prerolls, and vape cartridges. Inhalable products provide a quick dose of CBD, making them best for unexpected sleeplessness or a racing mind.

### Over-Indexing Product Types for Consumers Desiring Sleep from their CBD

% that desire sleep vs. all users



## CBD Use

CBD consumers looking for sleep use CBD at similar rates as all consumers, with 45% using daily. However, these consumers desiring sleep tend to have used CBD longer. They over-index for usage history of 1-2 years, 3-4 years and 5+ while under-indexing for shorter histories.

52%

of consumers desiring sleep from their CBD have used it for over 1 year.



## What about CBN?

In 2020, another cannabinoid hit the market for sleep- cannabiniol, or CBN. Anecdotal evidence inspired brands to market CBN products as sleep aids, but the jury is still out whether it produces sedative effects by itself. A handful of studies have been conducted to determine its efficacy; while some show promising results, others contradict them. Regardless, last year we saw several new product with CBN.

CBDistillery Sleep CBN + CBD Oil

Bluebird Botanicals Downshift CBN + CBD Oil

CBDfx Night Capsules

Green Roads Nightly Dose Sweet Sleep CBD & CBN Oil

