
US CBD Market Industry Update

October 2021

 BRIGHTFIELD GROUP



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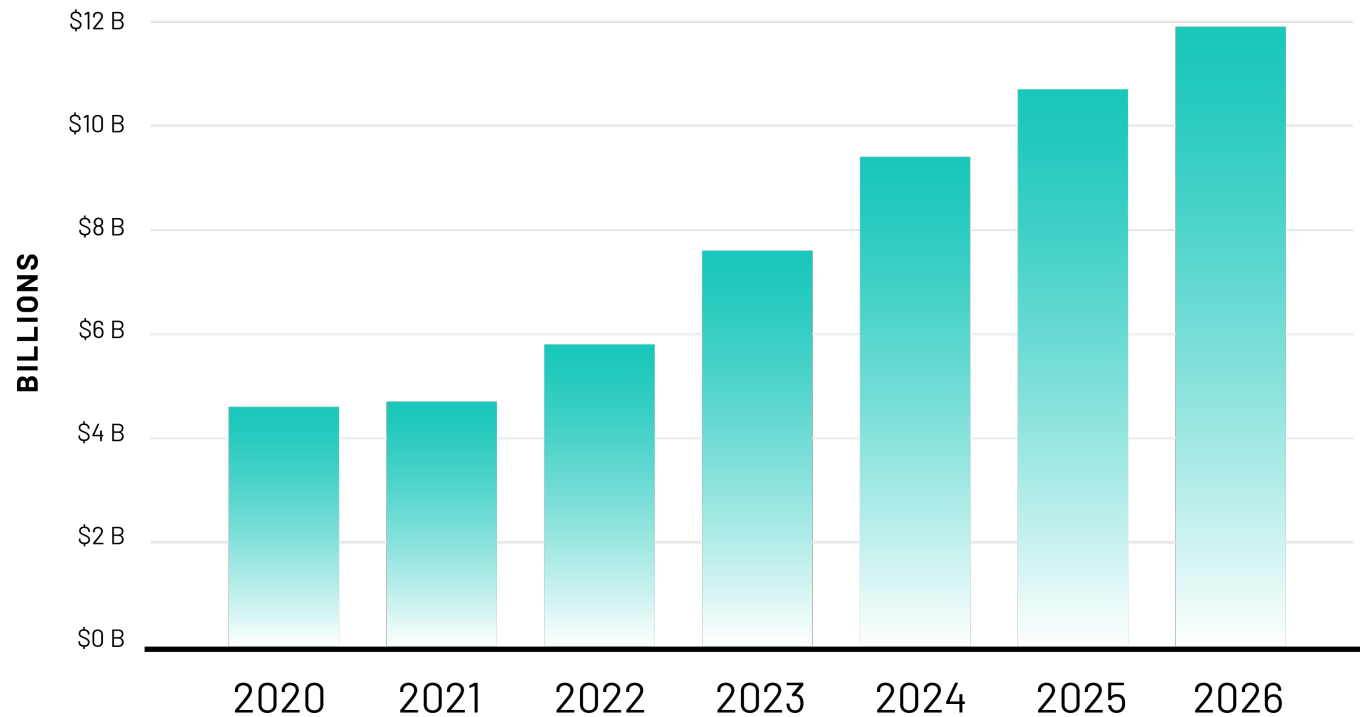
Survey fielded quarterly. Responses are collected online from a census-balanced sample of 5,000 unique CBD users are 21+ in the United States.

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Market Overview

- The US hemp-derived CBD market is expected to reach **\$4.7 billion in retail sales in 2021, an increase of 2.5% from 2020 sales of \$4.6 billion.**
- Sales are expected to **reach \$12.0 billion by 2026**, driven by accelerated growth of ingestibles like drinks (40% CAGR), as well as larger mainstream distribution channels, like grocery (31% CAGR).
- In 2021, **online sales will surpass \$1.8 billion, accounting for nearly 39% of the total market**, as Americans continue to turn to online shopping during the pandemic.

US CBD MARKET SIZE OVERVIEW (2020-2026)

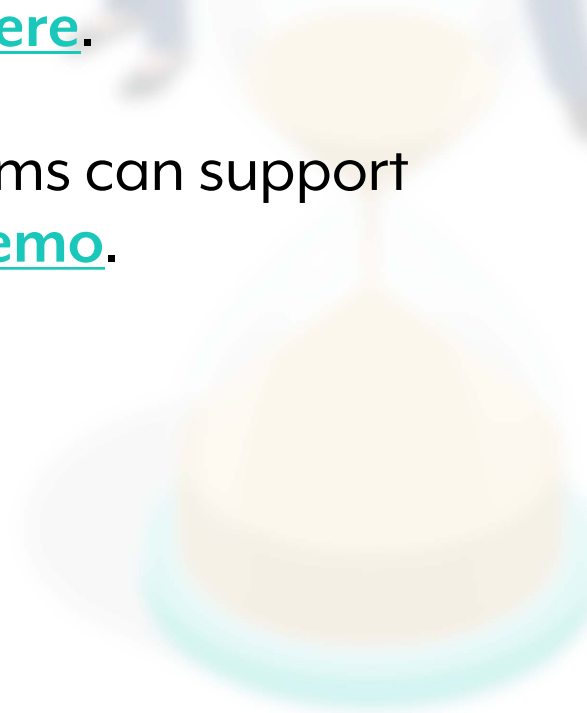
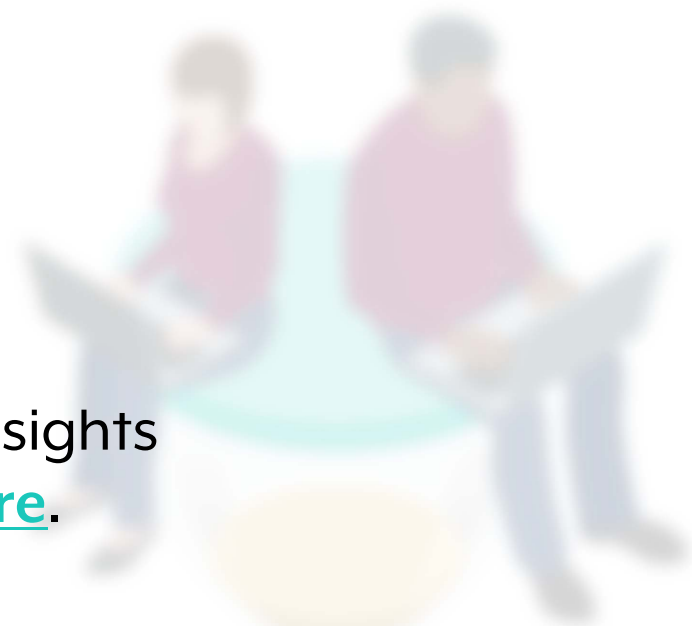


Source: Brightfield Group 2021

A Slow Year

For existing clients: View these insights by logging into the portal [here](#).

To see how our interactive data platforms can support your business, [schedule a demo](#).



Finding CBD's Identity

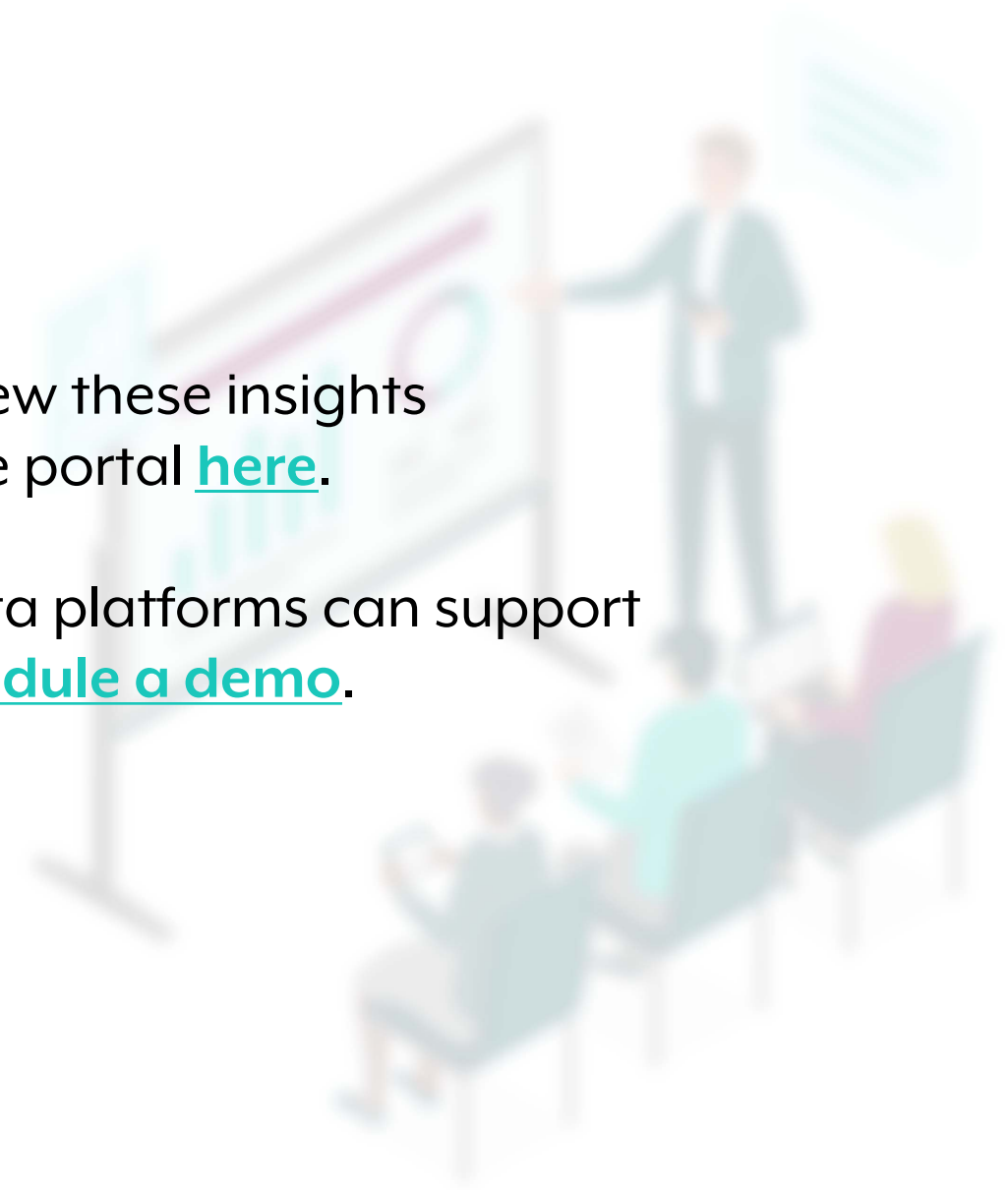
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Finding CBD's Identity (Cont.)

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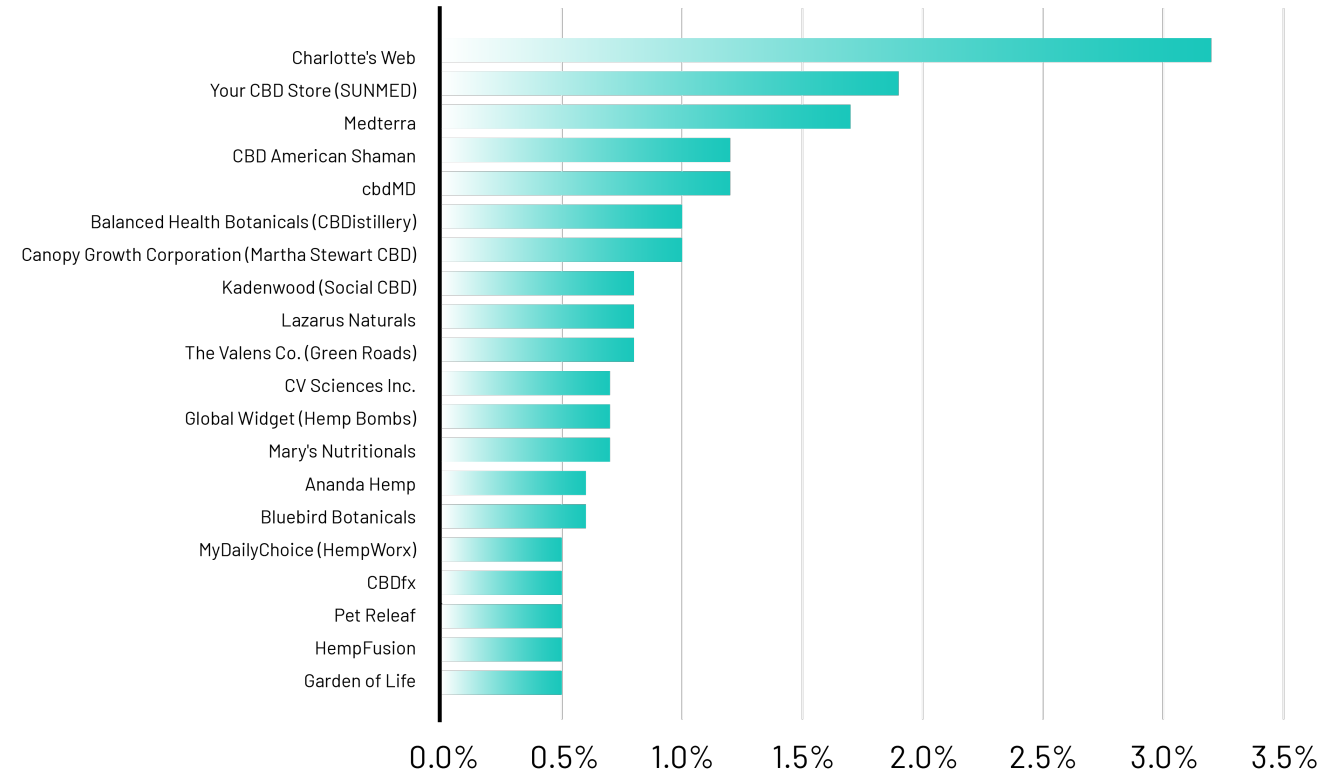


Brand Shares

- **The top 5 CBD companies remain unchanged as compared to Q2**, with Charlotte's web and Your CBD Store (SunMed) holding the top two spots.
- **Companies new to the top 20 in Q3 include Kadenwood and HempFusion, both bolstered by significant acquisitions** including Social CBD (Kadenwood) and Sagely Naturals/Apothecanna (HempFusion)
- **Quarter-over-quarter, the top 20 CBD companies saw their share of market grow** following increased consolidation and M&A activity.

TOP 20 COMPANIES

Q3 2021



Source: Brightfield Group 2021

Competitive Landscape

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Competitive Landscape (Cont.)

- With support to build and monitor strategies, with the industry moving to clearly defined regulatory frameworks for CBO requirements, various entities are achieving growth by:

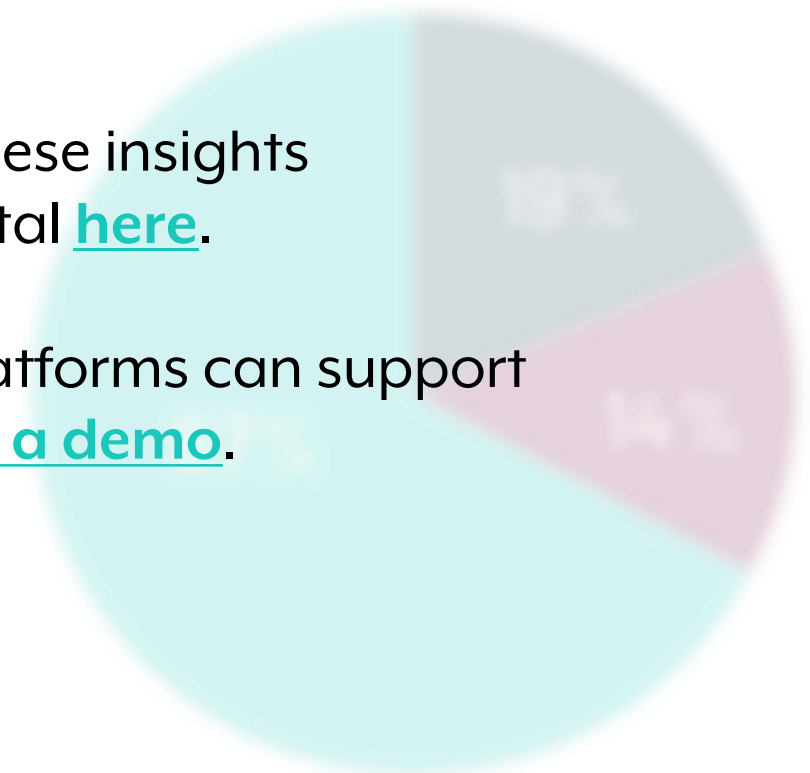
- Accelerating market entry independently or through partnerships
- Leveraging one of multiple regulatory pathways, which will allow CBO-related product or service
- Expanding distribution networks via acquisition

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US CBO COMPANIES
BY 2025 MARKET SHARE

Top 10 Companies | Companies not represented | Other



Source: ArgusInsight Group, LLC

Product Category Spotlight: Drinks

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See what's next in CBD and Cannabis with user-friendly data on:



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Health



Consumer
Insights



Market
Landscape



Distribution
Trends

To learn more about our insights solutions for
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Brightfield Group is the leading research firm for emerging categories including CBD, Cannabis, and Wellness. By integrating multi-source data with AI and research expertise into our cross-comparable data lake, we uncover robust insights as new markets develop. We have helped Marketing, Innovation, and Insights leaders drive customer-centric strategies on their next big idea since 2015.

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