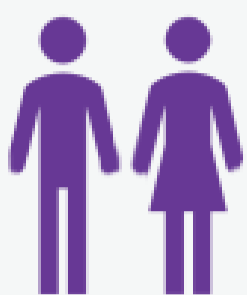


The Booming CBD Market

Insights from BDS Analytics' CBD Market Monitor

BDS Analytics and Arcview Market Research anticipate the U.S. CBD market to reach \$20 billion by 2024.

Today's CBD Consumer



- 45% female / 55% male
- 40% college degree or higher
- Average age: 43 years old
- 50% full-time employed

11%

of total dispensary dollar sales in 2018 were attributed to CBD products, up from 5% in 2017



15%

of U.S. adults (21+) consume hemp-derived cannabis



Education!



- 56% of U.S. adults (21+) do not understand the difference between THC and CBD
- 59% are confused about the effects of hemp-derived products

Many CBD consumers are looking for more “natural” remedies to address back pain, general pain, stress, anxiety, depression and arthritis.



Sales in dispensaries are a lead indicator of where the general market hemp-derived CBD product mix will likely end up.



Most Popular CBD Product Categories

In 2018, the most popular CBD product categories in the U.S. market were:

1. Ingestibles - **\$883.5M**
2. Topicals - **\$491.2M**
3. Inhalables - **\$395.4M**
4. Pet Products - **\$63.8M**
5. Pharmaceuticals - **\$16.0M**



(BDS Analytics Industry Intelligence)

CBD Market Monitor tracks current and ongoing retail sales as well as consumer behavior. Tracking and forecasts include products sold through licensed dispensaries, pharmaceuticals and in general market retail, encompassing the full CBD market of 11 broad distribution channels and 10 categories of CBD products types.