

# What's Trending in Cannabis Beverages

As of September 1, 2019, there were 107 cannabis beverage brands available in the legal dispensary market across CO, CA, OR, AZ and NV; up from 69 at the end of Q2, 2019.

## \$1 BILLION OPPORTUNITY BY 2022

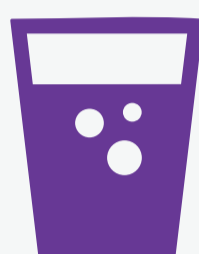
The total cannabinoid beverages market is forecast to be a \$1 billion opportunity by 2022, inclusive of THC and CBD products in the regulated dispensary channel, as well as non-THC cannabinoid beverages within general market retail.

**\$1B** / '22



BDS Analytics' partner, IRI, is already tracking a growth rate of 134% in hemp or CBD beverages Y-O-Y, and +1,000% for products specifically labeled as CBD.

Of the beverages sold within dispensaries, 86% of products purchased are infused with THC, 14% are infused with CBD.



15% of cannabis consumers in fully-legal markets report consuming cannabis beverages.

Within the beverage category, low-dose THC product sales have increased ~70% Y-O-Y, which is in-line with the key consumer trend of lower-dose consumption.



6% of all Ingestibles products purchased in dispensaries fall into the beverages category, up ~15% Y-O-Y.

## Most Popular Cannabis Beverages Categories

BDS Analytics GreenEdge™ Retail Sales Tracking  
January - July 2019\*

**1**

**CARBONATED**

\$10.8M | 34%



**NON-CARBONATED**

\$9.5M | 30%

**2**

**3**

**POWDERED MIXES**

\$4.8M | 15%



**5**

**SHOTS**

\$3.0M | 9%



**TEA**

\$3.1M | 10%

**4**

\*AZ, CA, CO, NV, & OR - Legal Dispensaries

% based on sales of \$32.0M

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