



CANNABIS BEVERAGE LANDSCAPE

BEVERAGE INDUSTRY WEBINAR – Leah Spokojny

6.22.2022

BDSA PROVIDES A COMPLETE VIEW OF THE GLOBAL CANNABIS MARKET OF TODAY **AND** TOMORROW



RETAIL SALES TRACKING

Know exactly what is selling where, when, and at what price point



MARKET FORECASTS

Gain a comprehensive understanding of market size and future opportunity



CONSUMER INSIGHTS

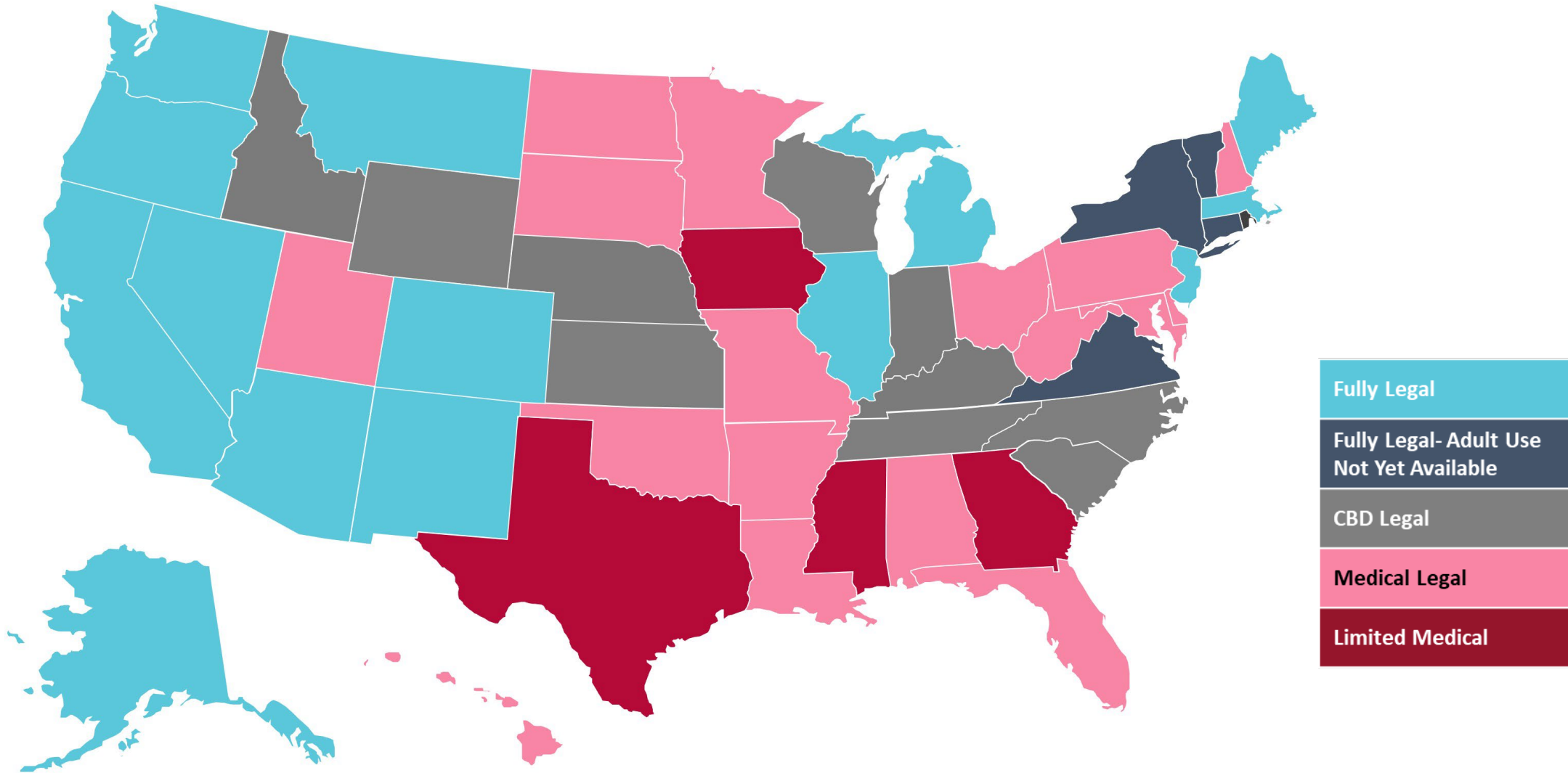
Understand consumer (and non-consumer) segments, sizing, behavior, consumption patterns, purchase habits, and more



STATE OF THE INDUSTRY

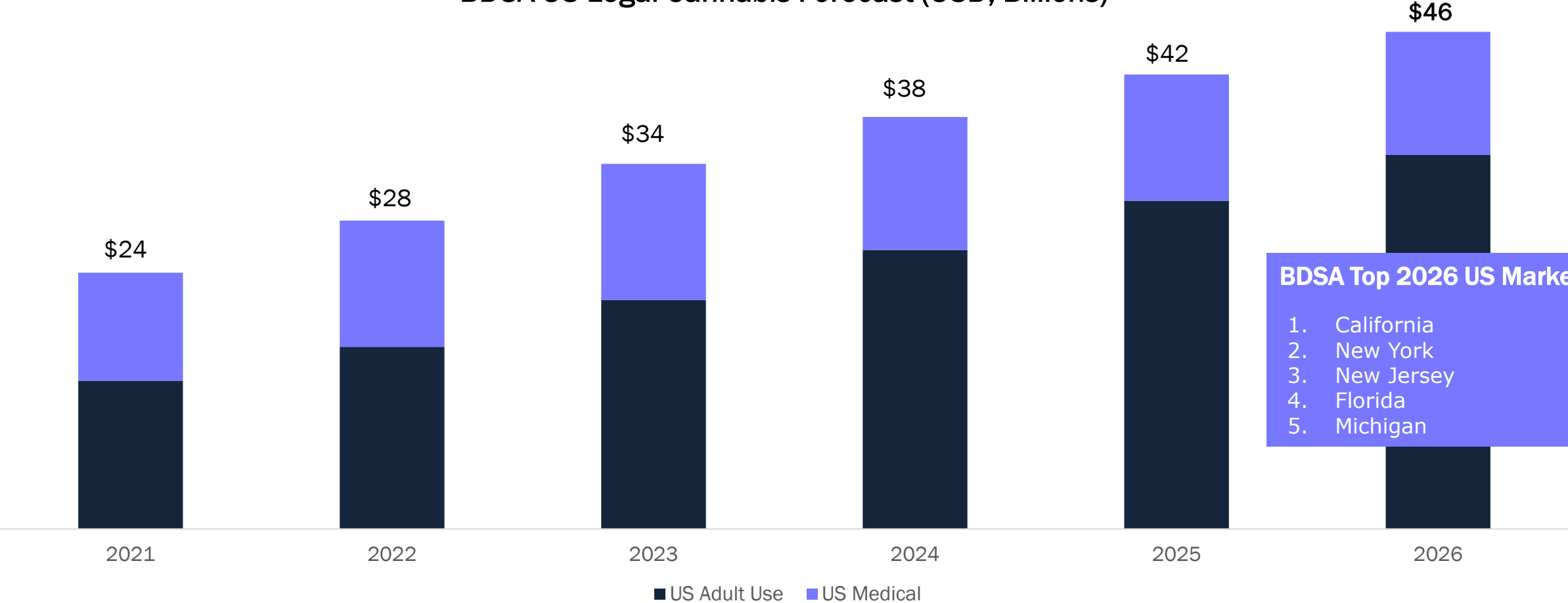


REGULATIONS LOOSENING ACROSS THE US (SEGMENTS AS OF JUNE 2022)



GLOBAL MARKET (\$61B) DRIVEN BY US; US DRIVEN BY ADULT-USE

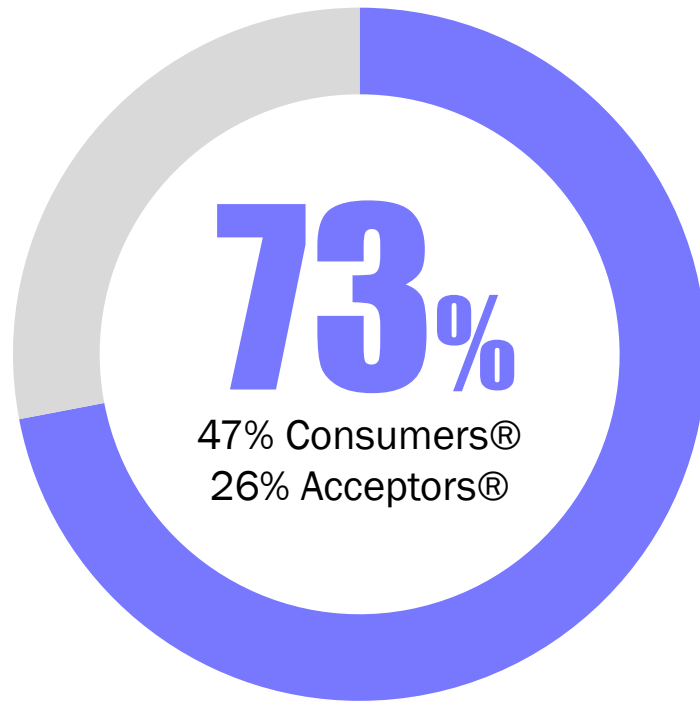
BDSA US Legal Cannabis Forecast (USD, Billions)



- BDSA Top 2026 US Markets:**
1. California
 2. New York
 3. New Jersey
 4. Florida
 5. Michigan

Source: BDSA Forecast, as of February 2022

IN FULLY LEGAL STATES, ~75% OF ADULTS ARE “BOUGHT IN” TO CONSUMING



66% in CANADA

...of adults 21+ in fully legal U.S. states consumed cannabis in the past 6 months or are open to consuming cannabis

27% are Rejecters®
(would not consider in the future)

Source: BDSA Consumer Research: Fall 2021 U.S. Adults 21+ in Legal Level 1 States

B D 
S A

**NOW FOR MORE FUN...
BEVERAGES**



CONSUMERS SEEK DIFFERENT BENEFITS BY FORM FACTOR



RELAX / BE MELLOW

#1 reported benefit of consumption for **Inhalable** consumers



RELIEVE PAIN

#1 reported benefit of consumption for **Topical** consumers



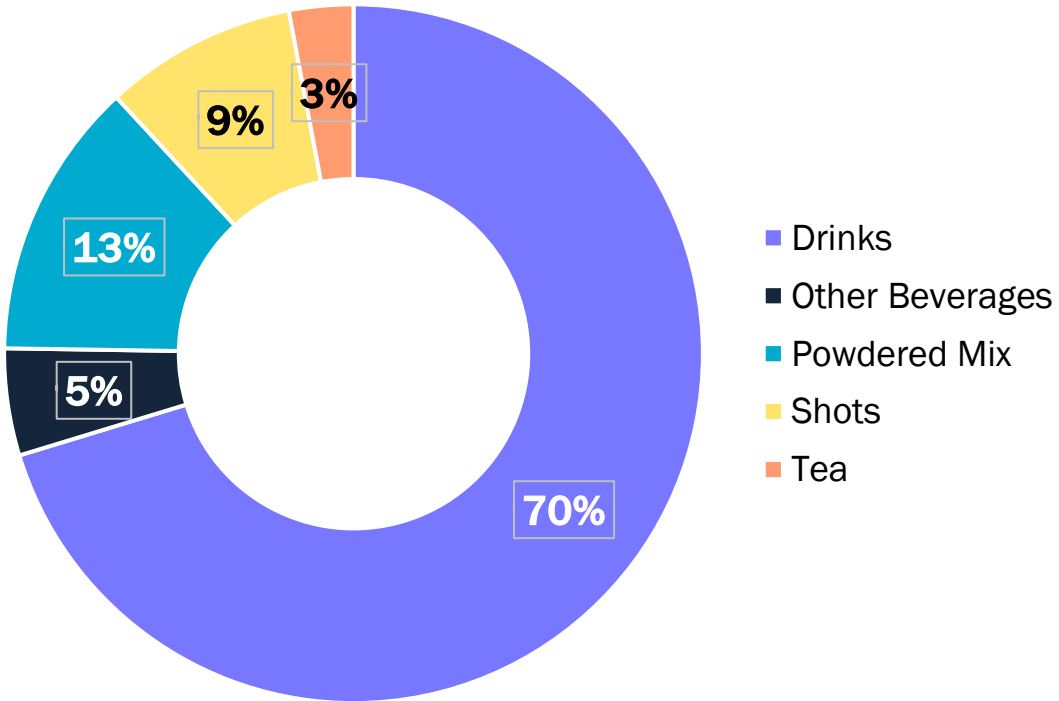
SLEEP BETTER

#1 reported benefit of consumption for **Edible** consumers

Source: BDSA Consumer Research: 2H 2021 U.S. Adults 21+ in Legal Level 1 States

US BEVERAGES SMALL (5% OF \$ SALES) BUT GROWING

US Beverage Sales (Dollars)



OF CANNABIS CONSUMERS...

30%

Consume Beverages

4%

Prefer Beverages

BEVERAGE SALES INCREASING

+64%

2021 US Total Beverage \$ Growth vs. 2020

Source: BDSA Sales Tracking, Full year 2021 Dollar Beverage Sales: AZ, CA, CO, OR, NV, MD, MA, Mi, MO, IL, FL, PA

Source: BDSA Consumer Insights, 2H 2021 in Fully Legal states

BDSA'S REPORTED Q1 2022 TOP SELLING (\$) BEVERAGE BRANDS

1 KEEF

2 CANN

3 LEVIA (AYR)

4 PTS

5 SELECT (CURALEAF)

Source: BDSA RETAIL SALES TRACKING Q1 2022—AZ, CA, CO, IL, MA, MD, MI, MO, NV, OR, PA



BEV/ALC CONSIDERATIONS



THE LONG-TERM IMPACT IS INEVITABLE

Half of all alcohol consumers now consuming cannabis

Q4 2021 Alcohol & Cannabis Consumption

Past 6 months in Legal Adult-Use States



Cannabis Consumers



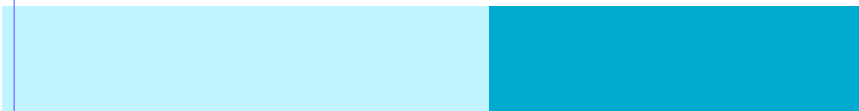
66%

Of Cannabis consumers also consumed Alcohol

Down from 67% in Q4 2020



Alcohol Consumers

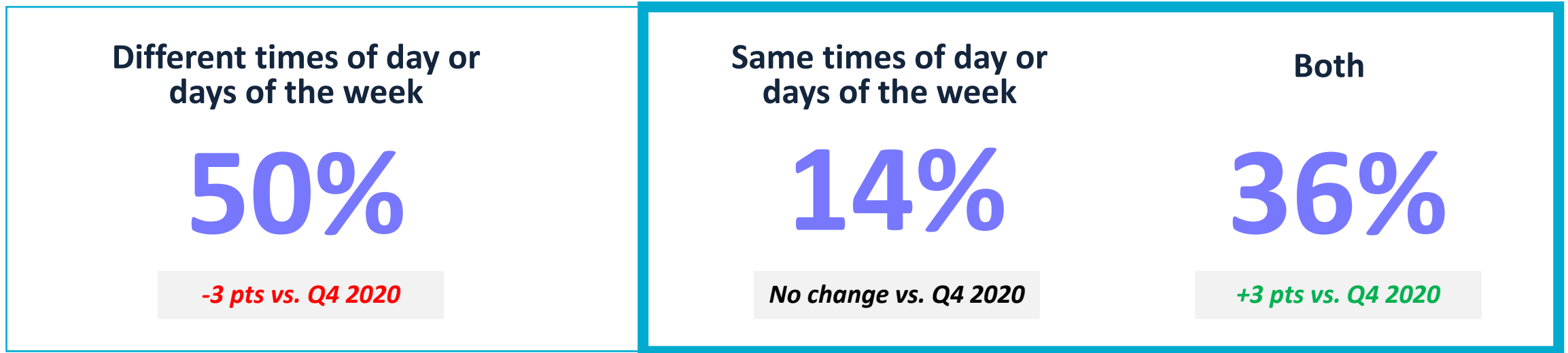


56%

Of Alcohol consumers also consumed Cannabis

Up from 49% in Q4 2020

HALF OF CO-CONSUMERS USE CANNABIS AND ALCOHOL FOR DIFFERENT OCCASIONS



Alcohol and cannabis TOGETHER, tend to be in intimate settings



~5% OF CO-CONSUMERS ARE AT RISK OF REDUCING ALCOHOL CONSUMPTION WHEN PAIRING

56% Alcohol consumers also report P6M cannabis consumption



14% Co-consumers who consume at same time/day



50% Consume less alcohol when pairing

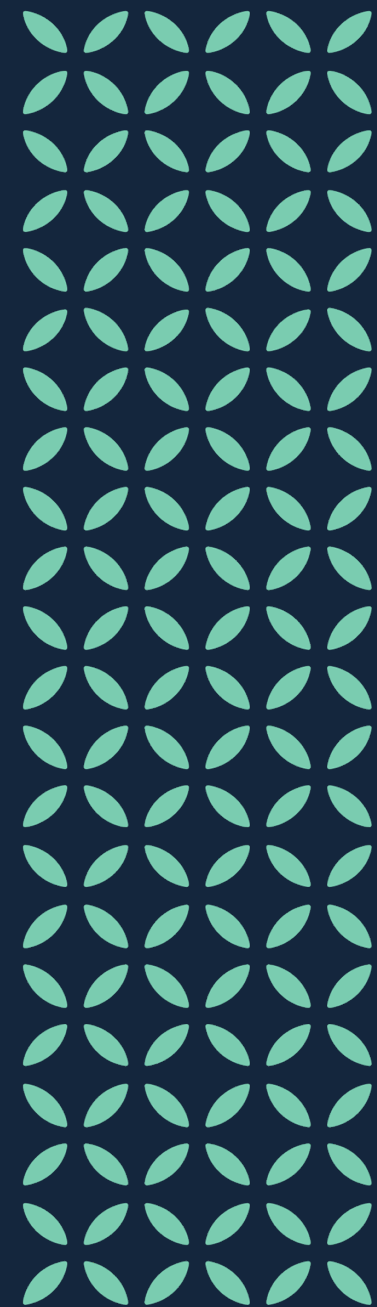


Risk Occasions



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HOW TO APPROACH THE LEGAL CANNABIS SPACE



DO THE RULES OF CPG APPLY TO CANNABIS...YES & NO

PRICE MATTERS

BUT NOT NATIONAL

BRANDS MATTER...ISH

**PROMOTIONAL AND SEASONAL
ACTIVITY SIMILAR TO CPG**

IT'S A NEW GAME.

DATA. DEEPER.

<https://bdsa.com/contact/>