
Top Performing Brands: US CBD Market Refresh

Q3'2022 - Client Report

 BRIGHTFIELD GROUP



US CBD Brand Shares Refresh – What's New?

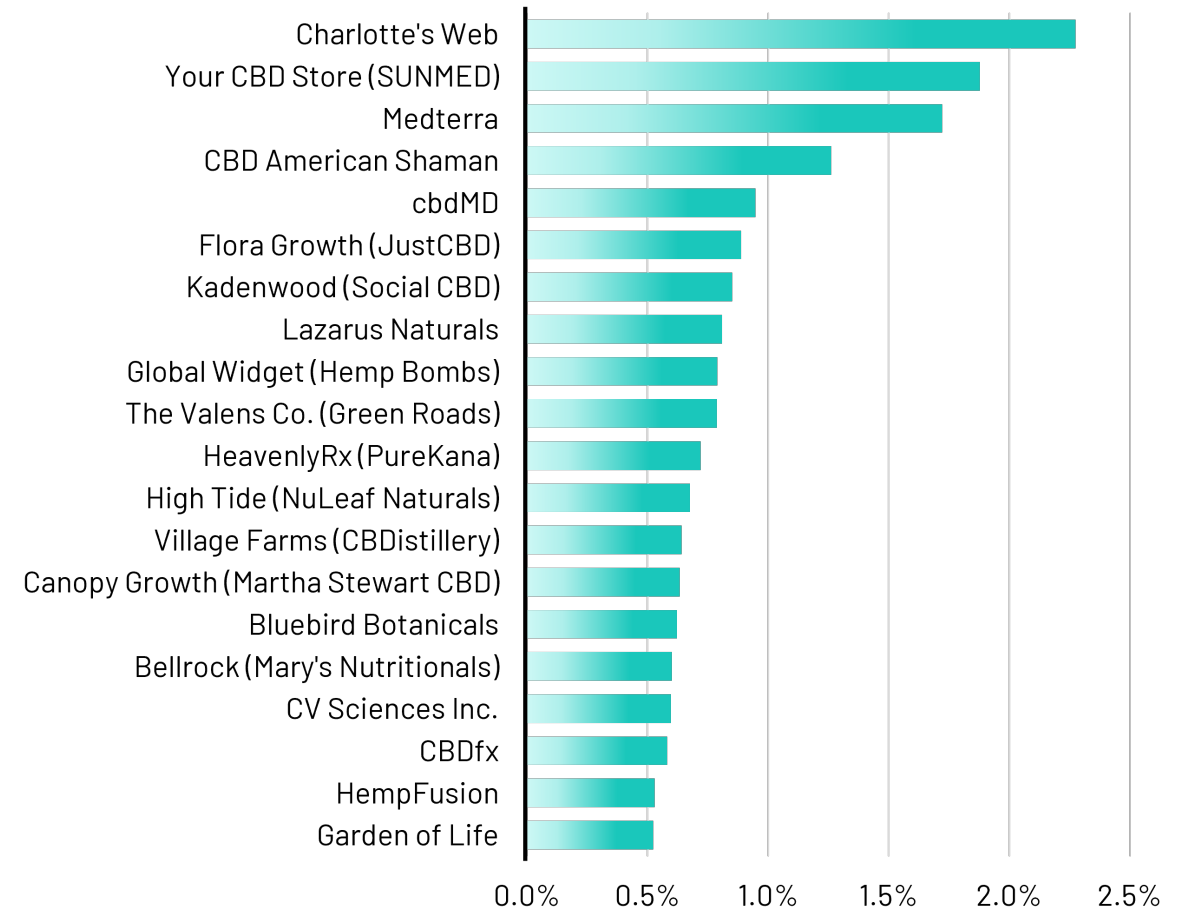
- **Updated Brand Shares (Market Sizing Tab)**
- **Updated Top 20 (Competitive Landscape)**
- **Updated Brands on Product Type Pages**
 - **New Company Profile (Flora Growth)**
- **Recent News Updates for All Company Profiles**
 - **8 New Product Innovations**

US CBD Company Shares

- **The Top 20 CBD companies remain largely unchanged since Q1 2022, sans the addition of Flora Growth, following the acquisition of JustCBD in early 2022 and the public disclosure of the brand’s financials.**
- **The market share of the Top 20 remained largely flat quarter-over-quarter** with little consolidation occurring during Q2.
- **The top companies in terms of e-commerce and brick-and-mortar revenue also remain largely the same,** with Charlotte’s Web and Medterra leading online sales and dedicated CBD retailers and brands Your CBD Store (SUNMED) and CBD American Shaman spearheading retail.
- **Companies in the CBD market continue to face a difficult environment,** with continued hindrance from limited access to mainstream retail and increased inflationary concerns during the quarter.

TOP 20 COMPANIES BY REVENUE

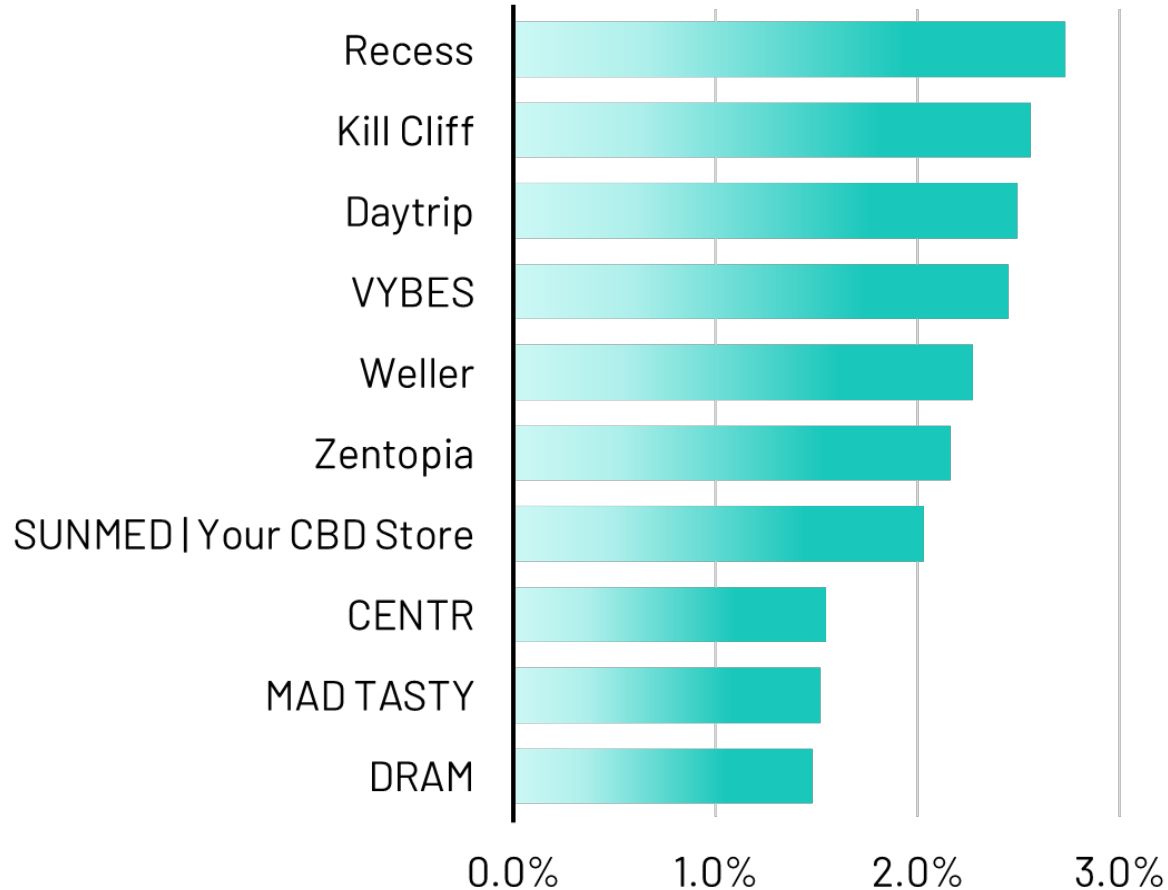
Q2 2022



Source: Brightfield Group; 2022

TOP CBD DRINK BRANDS

H1 2022



Source: Brightfield Group; 2022

Category Spotlight: Drinks

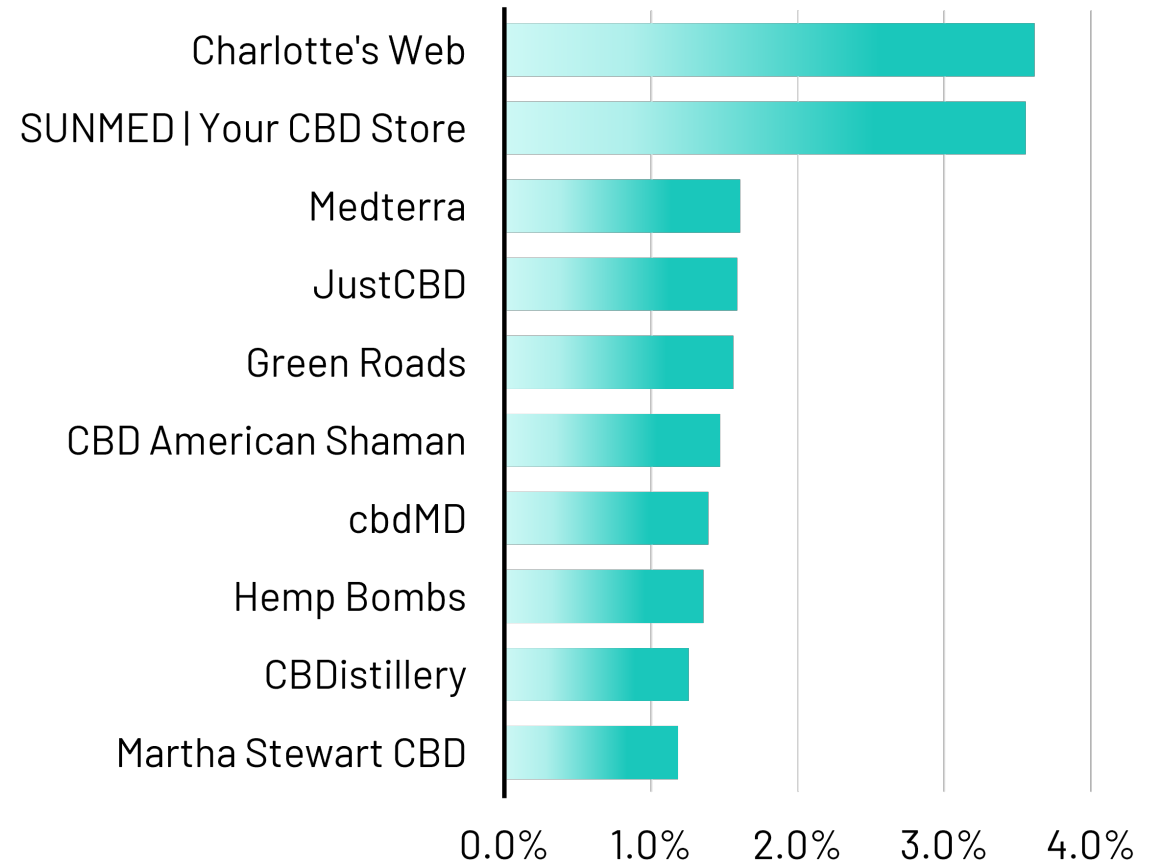
- **Brightfield's CBD Drink brand shares saw multiple additions during H1 2022**, resulting in a significantly different list of brands than in previous iterations.
- **Many of the top drink brands have retail distribution that emphasizes specific states/regions of the United States**, including Recess (New York), Daytrip and VYBES (California), and Weller (Colorado).
- Compared to other product categories, **CBD drinks have a high level of consolidation and top-level competition**, reflecting the investment required in bringing a beverage to market.
- **Some top brands, like Recess and Vybes, have created non-CBD beverages** to boost revenues and gain access to mainstream retailers **while others, such as Daytrip, have doubled down on the CBD category** by diversifying their product offerings.

Category Spotlight: Gummies

- While CBD gummies have been attracting increasing interest from a variety of brands, **the category continues to be dominated by the flagship brands of the two largest US CBD companies** – Charlotte’s Web and Your CBD Store (SUNMED).
- While categories such as drinks are filled with sizable players that do not rank among the largest overall companies, **all top 10 gummies brands are owned by Top 20 CBD companies.**
- Though only two brands have a greater than 2% share in the category, **gummies have a high concentration of companies with a 1-2% share**, reflecting increased interest in the space.
- **Top gummies brands are increasingly incorporating a variety of cannabinoids alongside CBD**, often utilized in order to appeal to a variety of consumer need states ranging from sleep aid to fun and recreation.

TOP CBD GUMMIES BRANDS

H1 2022



Source: Brightfield Group; 2022

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



Brand
Health



Consumer
Insights



Market
Landscape

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