



# **DRINK: INSIGHTS INTO THE US & CAN CANNABIS BEVERAGE MARKET**

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# CLIENTS RELY ON BDSA TO...



## ELIMINATE UNCERTAINTY

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- Price & Product
- Innovation
- Category Growth
- Market Expansion
- Consumer Targeting
- Competitive Analysis
- Market/Industry Education



## DRIVE KPIs

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- Revenue
- Margin
- Market Share
- Expansion Rate
- Profitability
- And more!



## BE A TRUSTED PARTNER

- Go-to Source for Analytics' Resources
- In-depth Research
- Business Planning

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



## RETAIL SALES TRACKING

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



## CONSUMER INSIGHTS

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



## MARKET FORECASTS

Gain a comprehensive understanding of market size and future opportunity

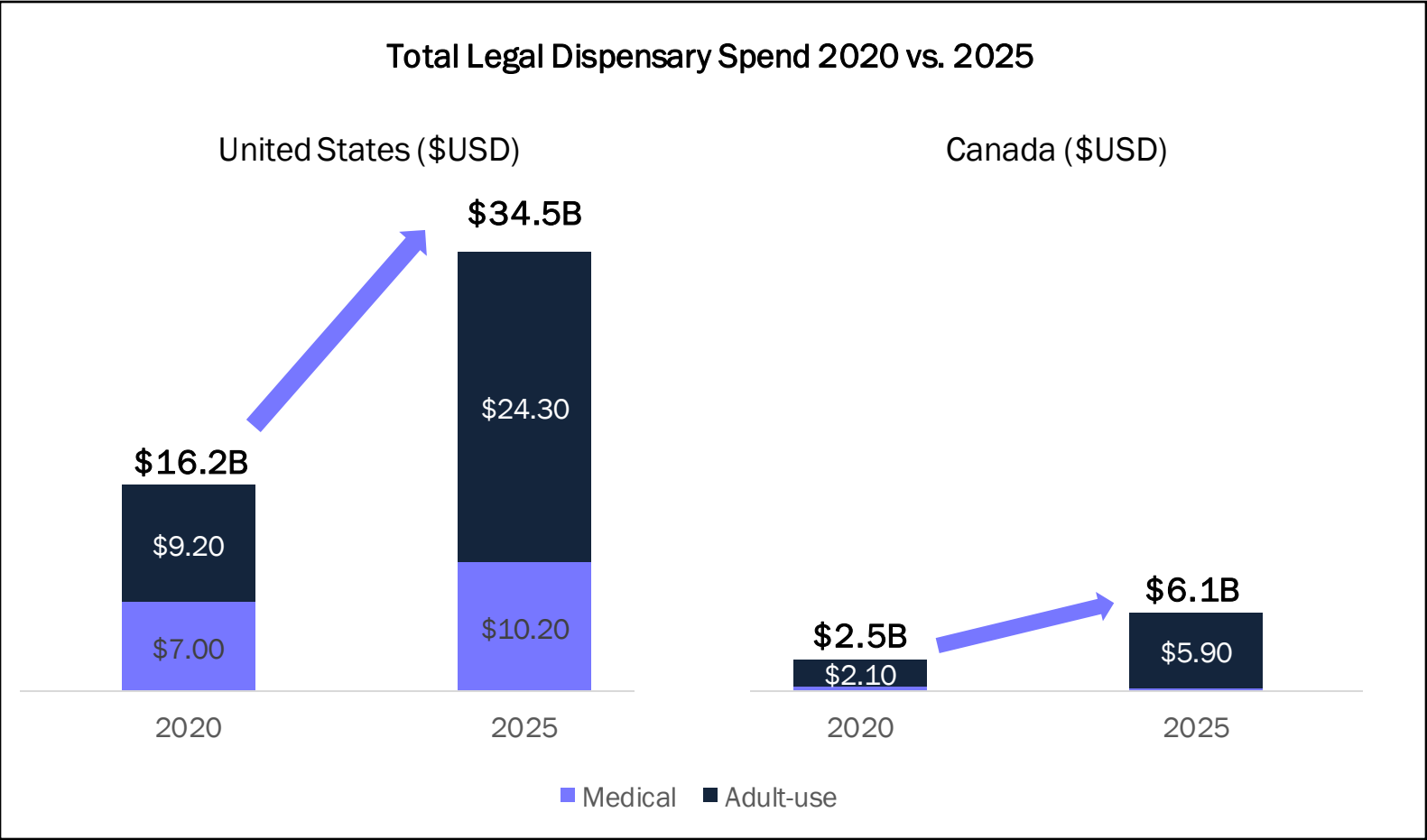


## QUICK MARKET UPDATE



# ADULT-USE LEGALIZATION DRIVES LEGAL DISPENSARY SALES

Medical markets are not insignificant; will represent ~30% of legal spending in US by 2025

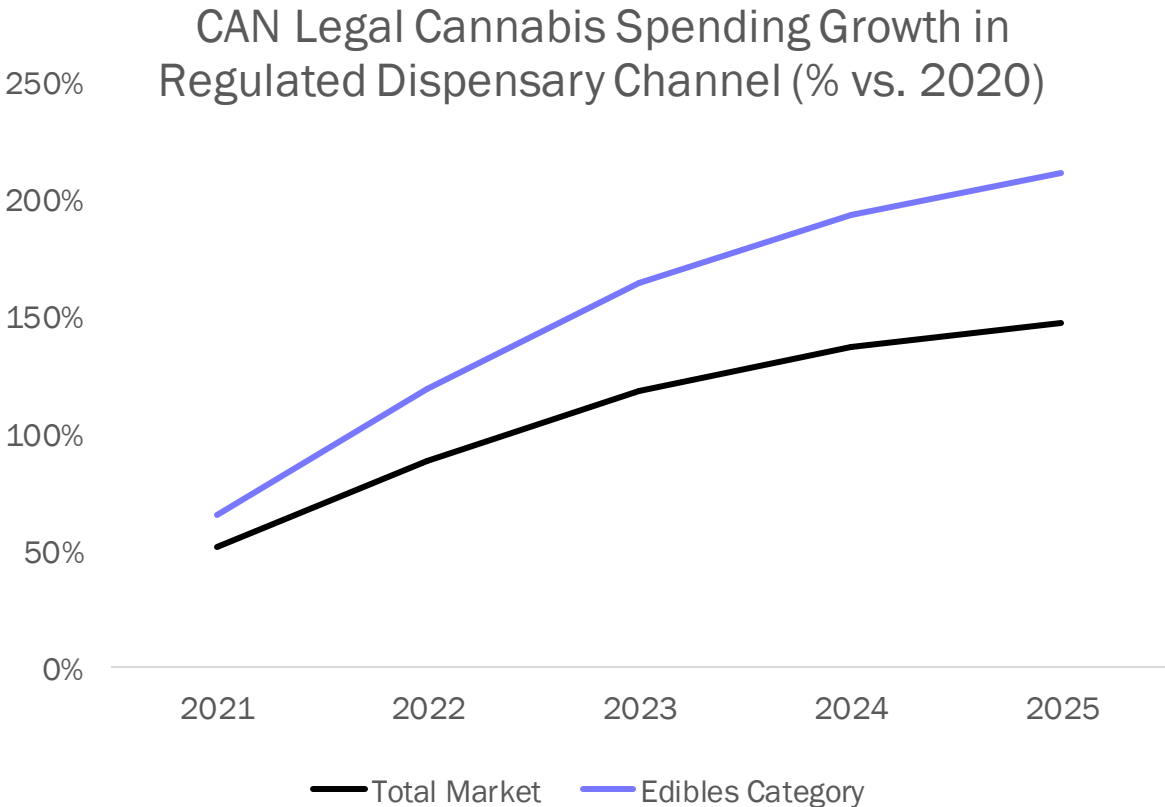
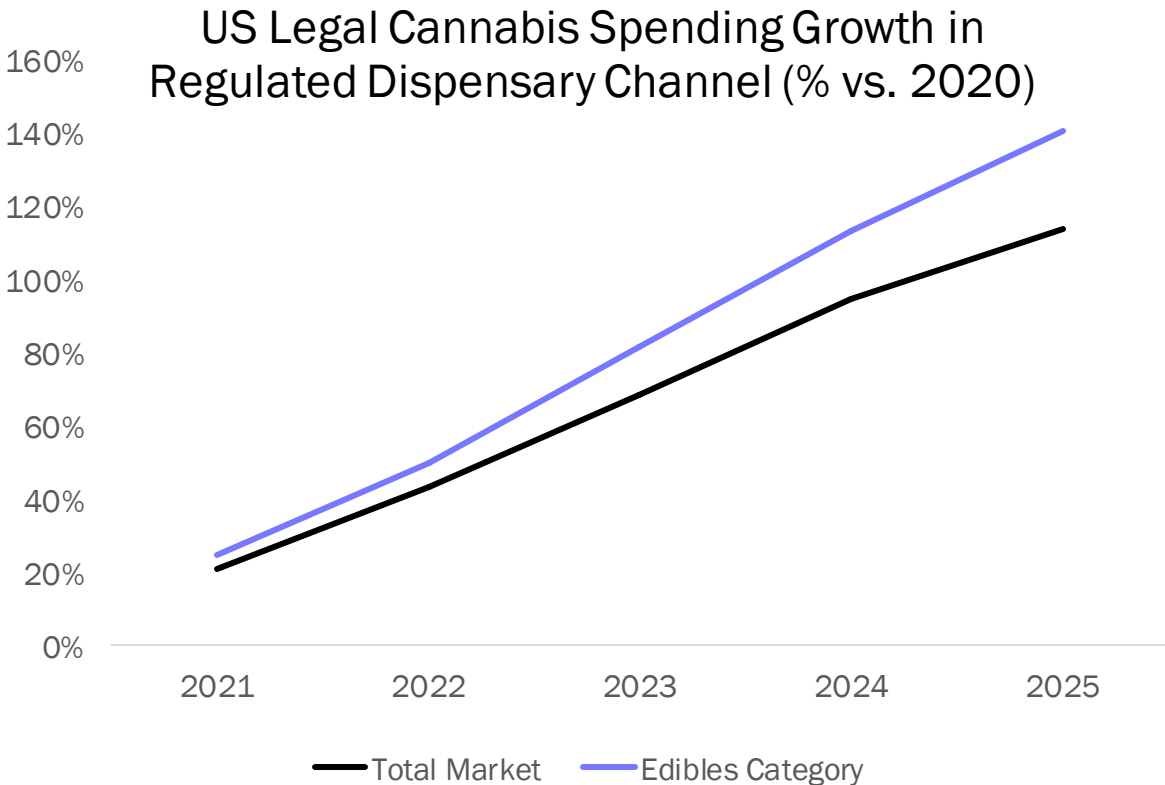


- 2025 Top Markets**
- 1. California
  - 2. Canada
  - 3. Colorado
  - 4. Florida
  - 5. Illinois

Source: BDSA

# IN THE US: EDIBLES ARE ~15% OF DOLLAR SALES AND GROWING

## IN CAN: EDIBLES ARE ~6% OF DOLLAR SALES AND GROWING



Source: BDSA

# BEVERAGES MAKE UP 5% OF SALES IN US, GROWING IN CAN

United States  
Beverages



5%

OF EDIBLES \$ IN LEGAL  
DISPENSARY CHANNELS

Canada  
Beverages



3%

Jan 2020



23%

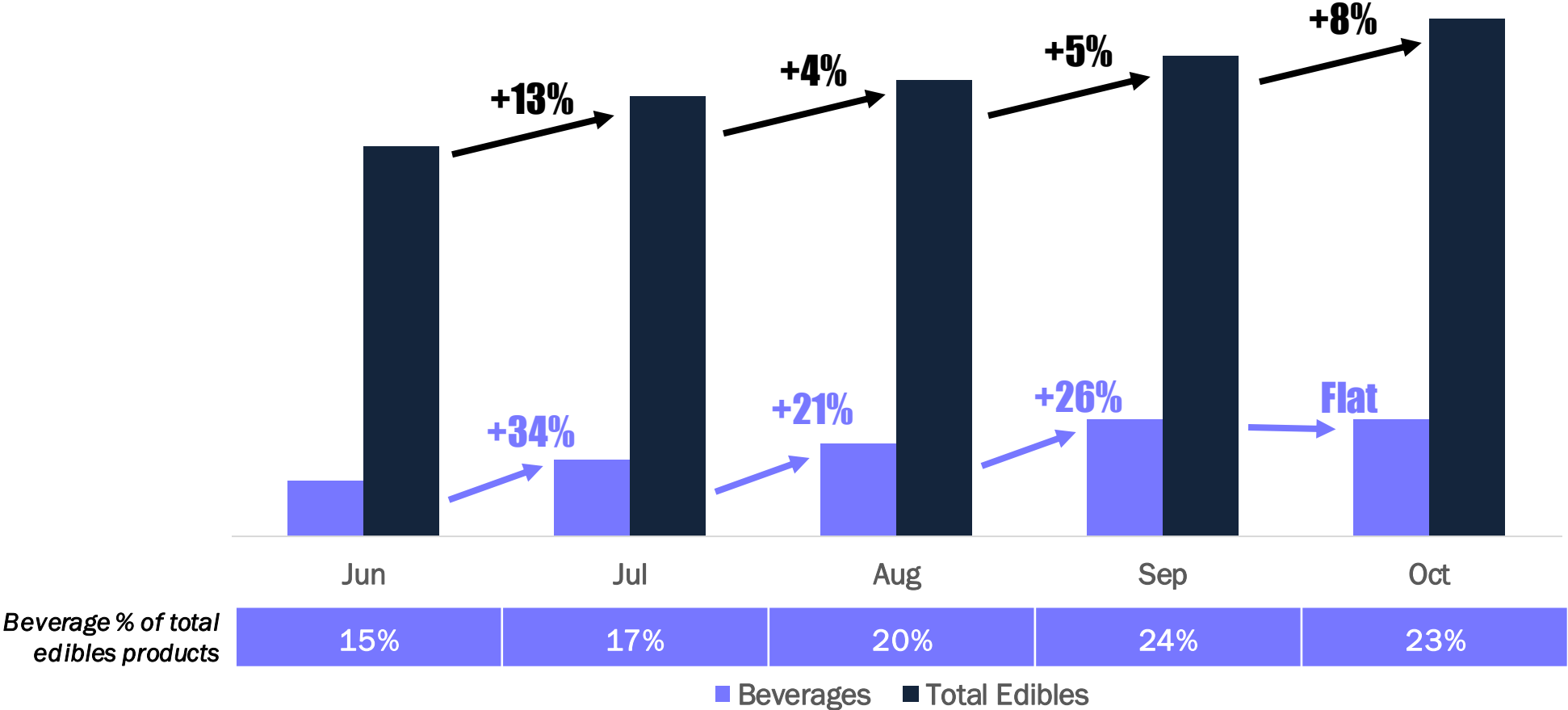
Oct 2020

OF EDIBLES \$ IN LEGAL DISPENSARY CHANNELS

Source: BDSA

# INCREASE IN PENETRATION DRIVEN BY RAPID GROWTH

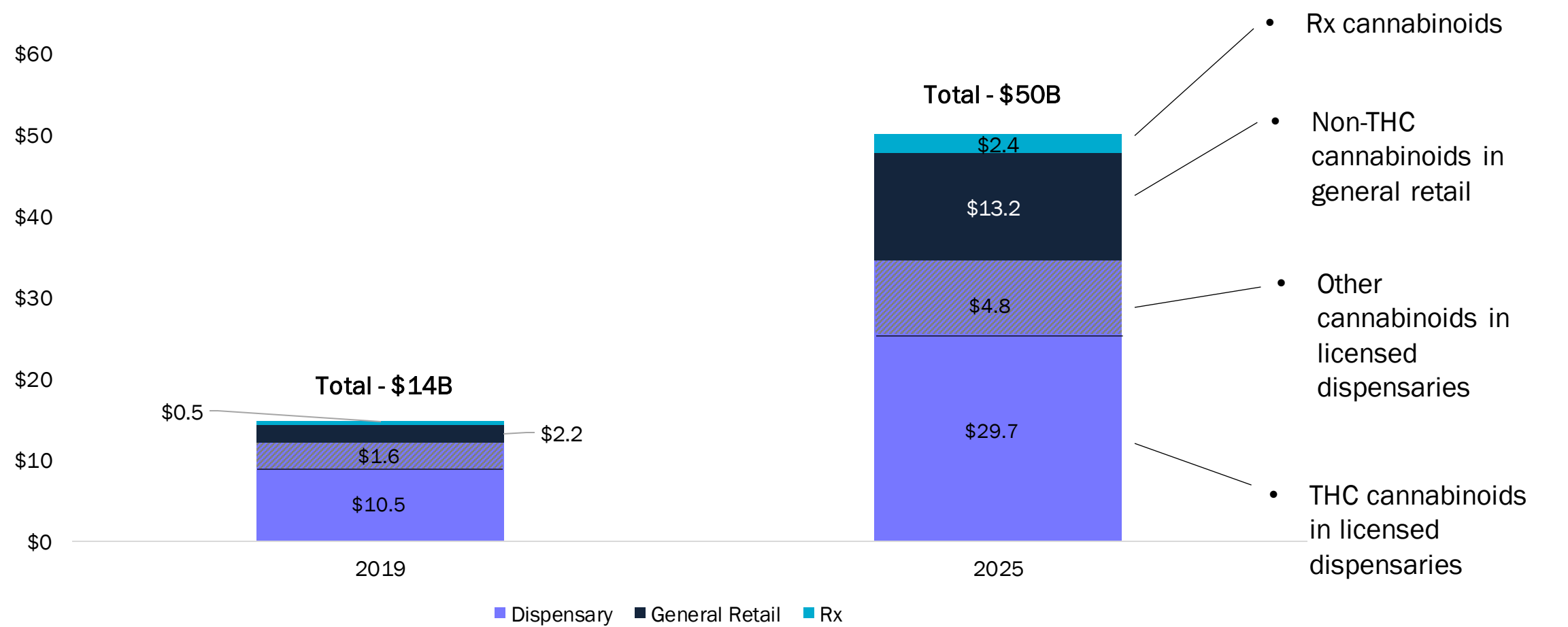
Canadian Growth Through Dispensaries Jun-Oct 2020



Source: BDSA Alberta + British Columbia



# WITH MAINSTREAM CHANNELS OPENING, BDSA FORECASTS A \$50B US TOTAL CANNABINOID (HEMP+MARIJUANA) MARKET IN 2025



Source: BDSA  
Note: All figures in billions of dollars.

# BEVERAGES ANTICIPATED TO DRIVE CBD SALES IN MAINSTREAM CHANNELS IN UNITED STATES

2021

**6%**

**OF CBD \$ IN  
MAINSTREAM RETAIL**

**BEVERAGES**

2025

**10%**

**OF CBD \$ IN  
MAINSTREAM RETAIL**

Source: BDSA



**BEVERAGES: DID YOU KNOW?!?!?**



# OF CANNABIS CONSUMERS...



United States



**71%**

Consume Edibles

**33%**

Prefer Edibles

Canada



**57%**

Consume Edibles

**30%**

Prefer Edibles

Source: BDSA Consumer Research Q1 2020: U.S. adults 21+ in Fully Legal US States

# OF CANNABIS CONSUMERS...



United States



**19%**

Consume Beverages

**8%**

Prefer Beverages

Canada



**10%**

Consume Beverages

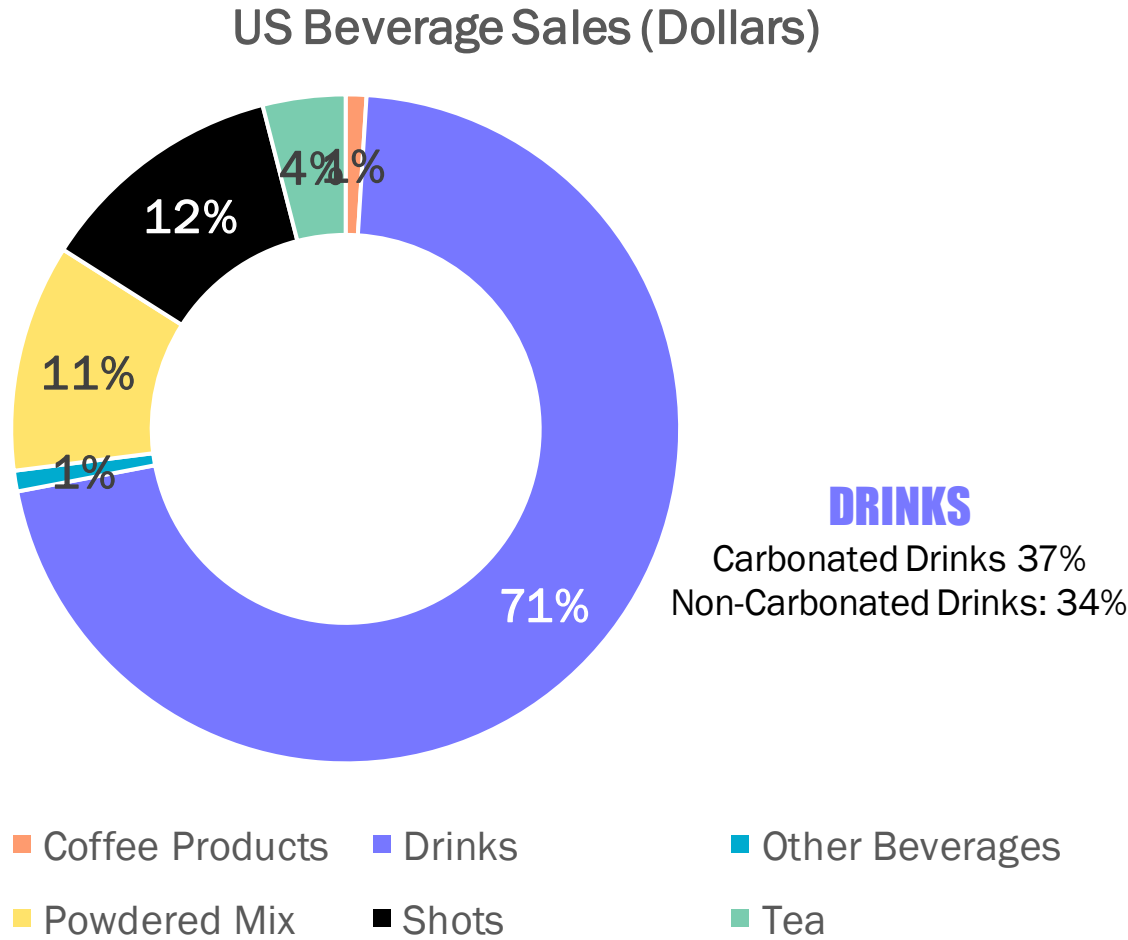
**3%**

Prefer Beverages

Source: BDSA Consumer Research Q1 2020: U.S. adults 21+ in Fully Legal US States



# US BEVERAGES DOMINATED BY DRINKS



+21%

2020 US Total Beverage  
\$ Growth vs. 2019

Source: BDSA Sales Tracking; Growth reflected across AZ, CA, CO, OR, NV, MD, MA

# EVOLVING US CANNABIS BEVERAGES



## TOP BRANDS Aug-Oct\*:

1. Keef
2. Dixie
3. Cann
4. Ripple (Stillwater)
5. Absolute Xtracts (Hi-Fi)

Source: BDSA Brand-Level Retail Sales Tracking, Dollar Sales June-August 2020: AZ, CA, CO, OR, NV, MD, MA



# RAPIDLY EVOLVING CANNABIS BEVERAGES—CANADA

Truss: Molson Coors + HEXO



Canopy Growth



Fluent: ABI + Tilray



## ALBERTA TOP PRODUCTS Oct 2020:

1. Deep Space Beverage
2. Truss Beverage Co- Mollo Malt Beverage
3. Truss Beverage Co- Little Victory
4. The Green Organic Dutchman - Infuser - Powder Mix
5. Truss Beverage Co- Little Victory - Sparkling Beverage

## BC TOP PRODUCTS Oct 2020:

1. Deep Space Beverage (Canopy)
2. Houseplant Sparling Water (Canopy)
3. Everie CBD Sparkling Water (Tilray)
4. Tweed Bakerstreet & Ginger Canopy)
5. Truss Beverage Co- House of Terpenes

Source: BDSA Brand-Level Retail Sales Tracking, Dollar Sales June-August 2020: AZ, CA, CO, OR, NV, MD, MA

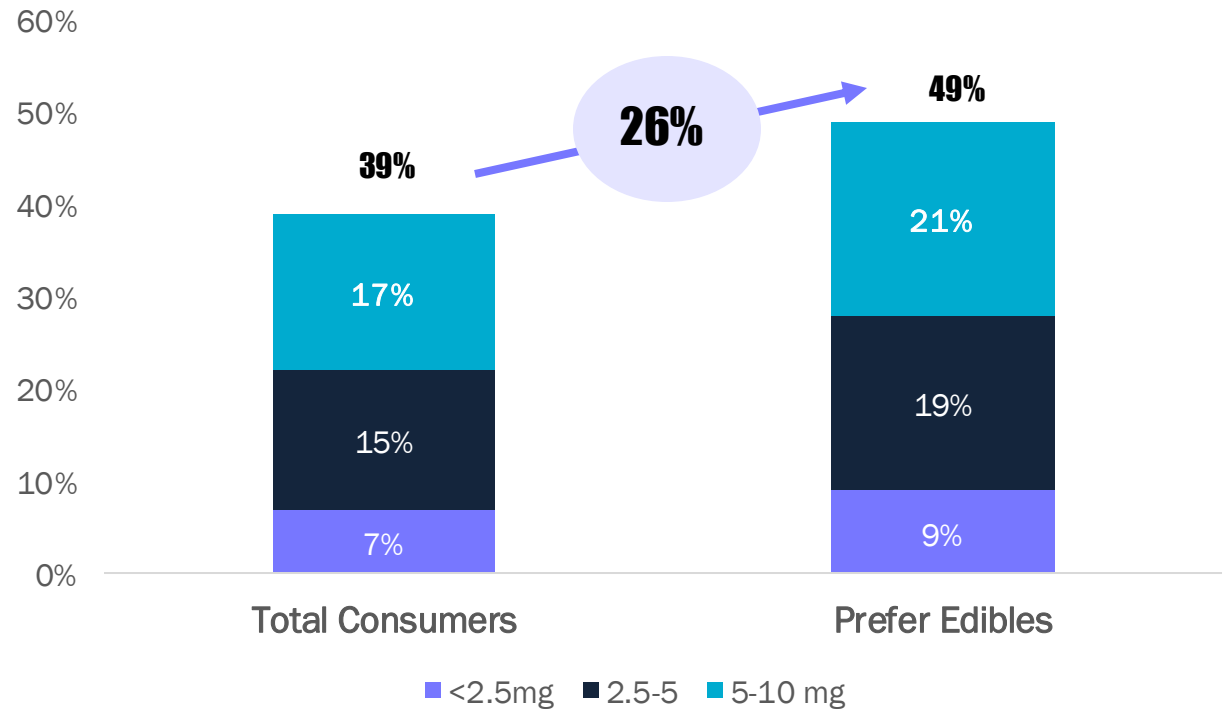


# AND US GENERAL MARKET HEMP/CBD BEVERAGES ARE JUST GETTING STARTED



# EDIBLES CONSUMERS PREFER LOWER DOSE DRIVING RELEVANCE WITH BEVERAGES

Consumer Dosage Level Preference



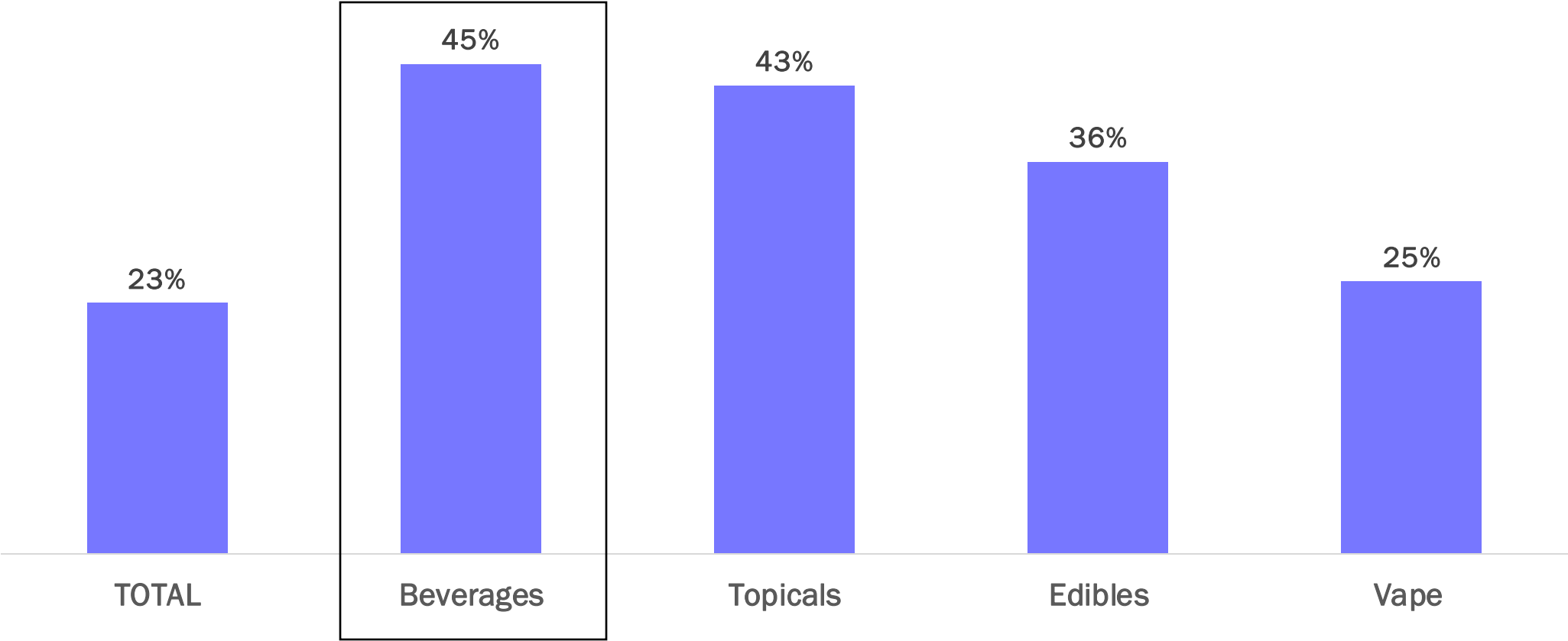
+16%

<10mg Beverages in California  
\$ Growth vs. 2019

Source: BDSA Consumer Insights

# EXPECT HIGHER GROWTH DURING THE HOLIDAYS

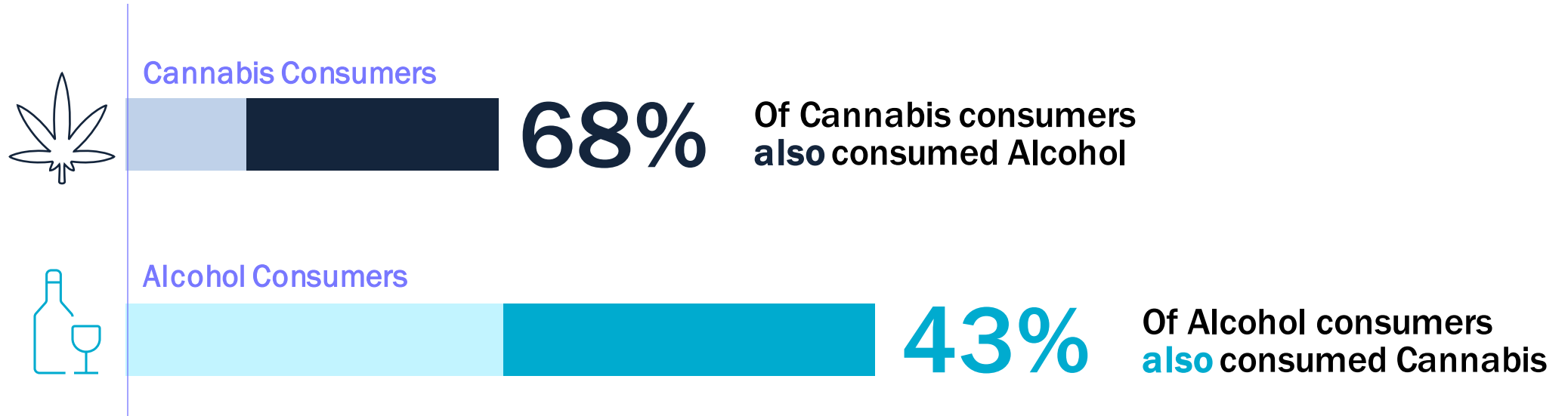
% \$ Sales Increase for Dec 18-24 vs. Rest of December



Source: BDSA

# THE LONG-TERM IMPACT TO ALCOHOL INDUSTRY IS INEVITABLE

Q1 2020 Alcohol & Cannabis Consumption Past 6 Months in Legal Adult-Use States



Source: BDSA Consumer Insights Q1 2020c

# CANNABIS AND ALCOHOL ARE GOOD FOR...

Different times of day or  
days of the week

**50%**

Same times of day or  
days of the week

**14%**

Both

**36%**

Source: BDSA

**IT'S A NEW GAME.**

**DATA. DEEPER.**

# NOW FOR OUR SPECIAL GUESTS...



Within **Top 5** Beverage SKUs in California in 2020, **3 of 5 top SKUs** in October



Within **Top 5 Beverage Brands** in California for past 2 years (and one of first beers)



Among fastest growing CAN Beverage products; **3 of 5 top Alberta SKUs** in October



# NOW FOR OUR SPECIAL GUESTS...



Luke Anderson  
**Cann**  
*Co-founder*



Jeremy Marshall  
**Lagunitas**  
*Brewmaster*



Lori Hatcher  
**Truss Beverages**  
*Head of Marketing*





IT'S A NEW GAME

**WHAT DOES THAT MEAN FOR  
YOUR BUSINESS?**

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