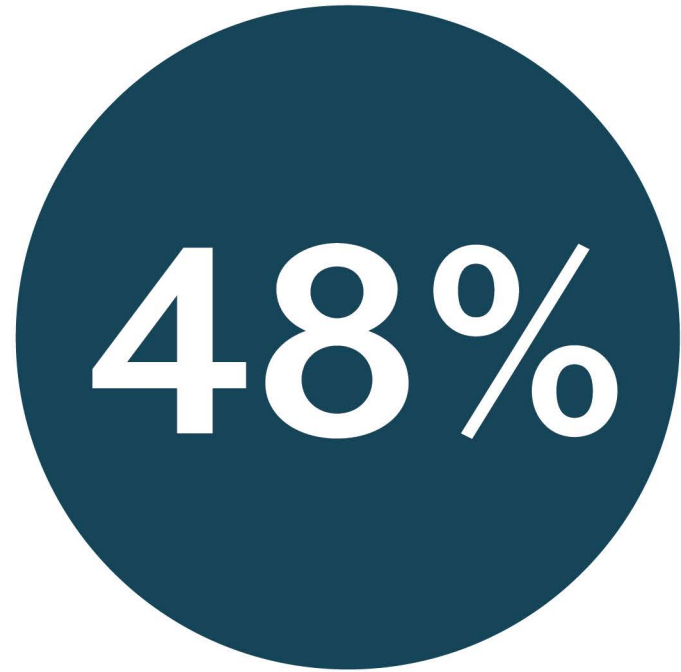


CBD Consumer Response to COVID-19



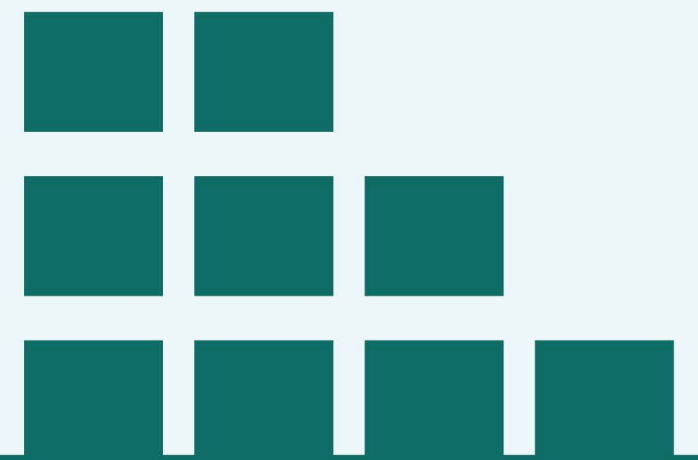
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Stocking Up on CBD



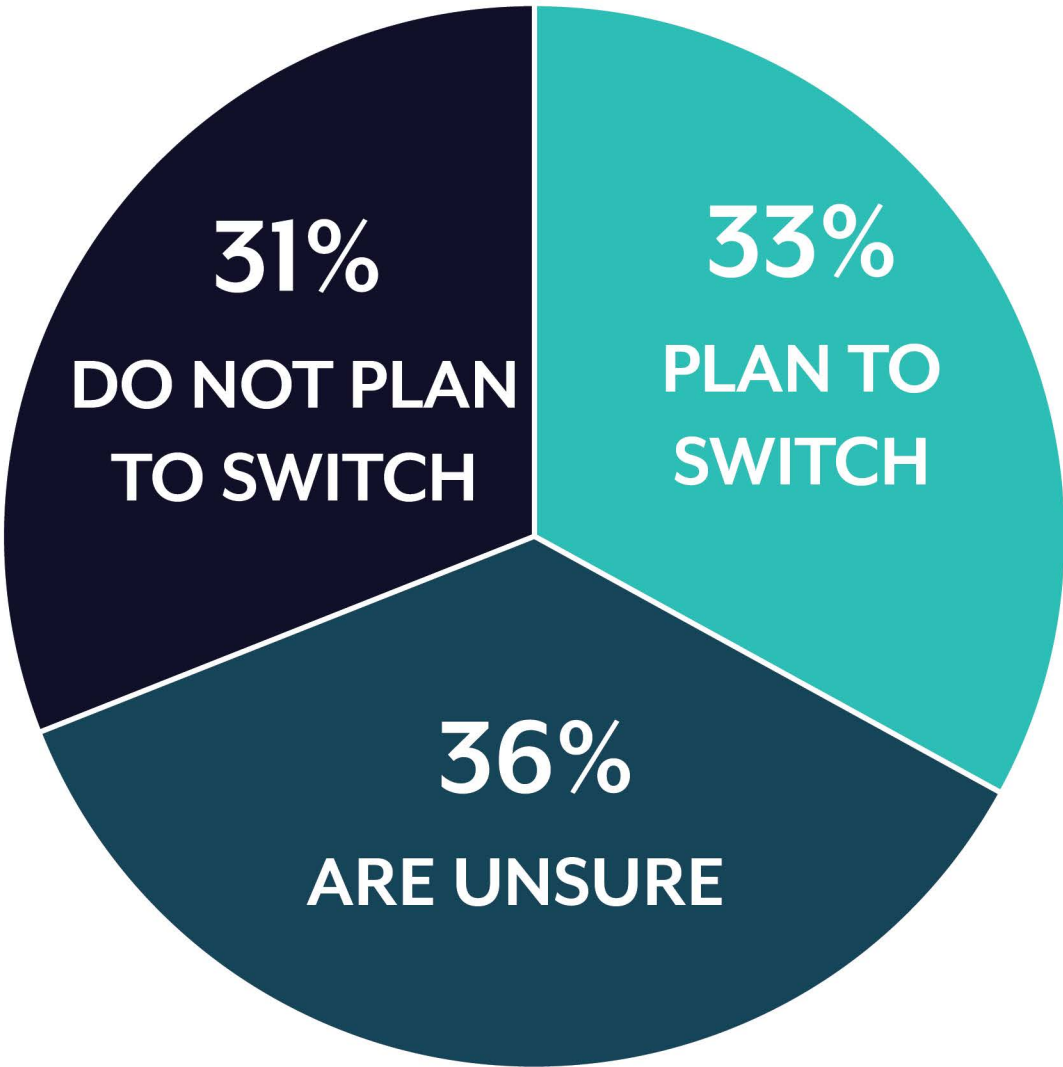
of CBD users have
already or plan to stock
up on CBD

Only **23%** of CBD consumers say they plan on reducing their spending on CBD, which could be driven by economic/financial uncertainty and a desire to save money by spending less on items that could be considered non-essentials.



Changes in CBD Purchasing Habits

Will consumers switch to ecommerce?



As consumers are urged to stay in their homes for all but the most necessary trips, An uptick in online sales has already been seen by top CBD brands. This is likely to continue.

In the wake of the COVID-19 crisis...

15%

of CBD consumers plan to **take a higher dosage.**

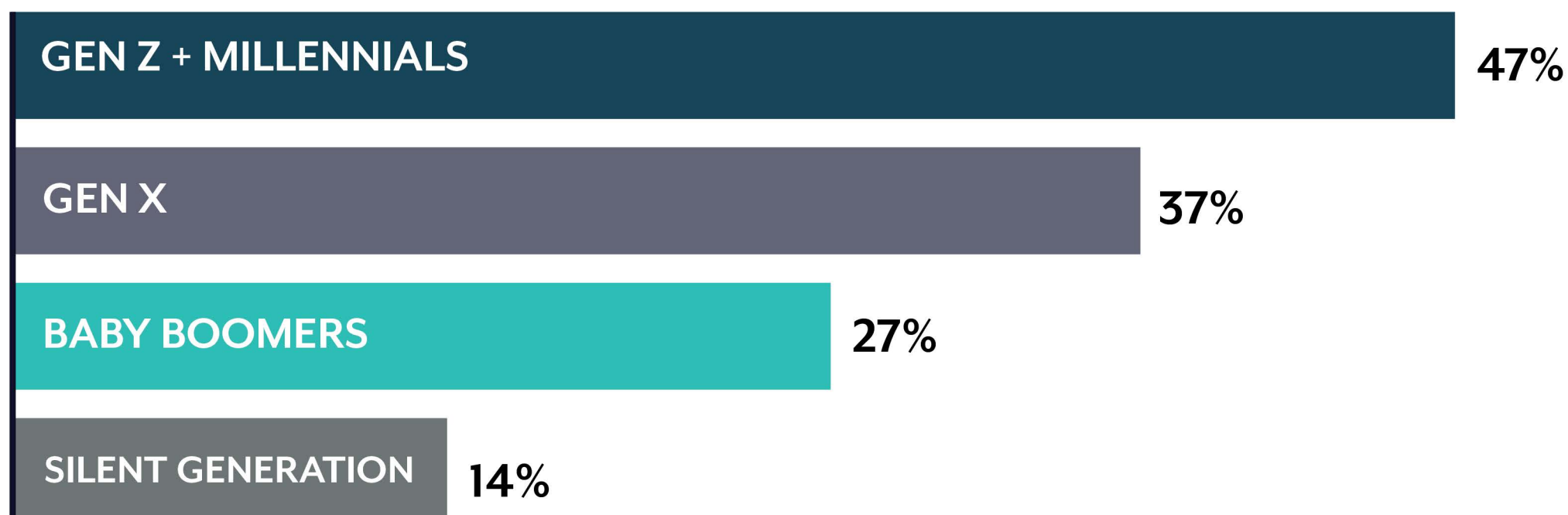
7%

of CBD consumers plan to **use more edible products.**

Changes in CBD Use By Generation

Younger consumers are more likely to plan to increase their CBD usage compared to only Gen-Xers and Boomers. The age group is also the most likely to be using CBD to manage anxiety, which is likely heightened during this crisis. The added stresses of juggling early- to mid-stage careers and young children home from school and daycare will only add more anxiety for this group, thus generating increased demand for CBD.

% PLANNING TO USE CBD MORE FREQUENTLY BY GENERATION



Changes in CBD Use By Frequency

Those already using CBD 5+ days per week are the most likely to plan to use CBD more frequently. However, nearly one-third of moderate users (using CBD 1-4 days per week) intend to use CBD more frequently, representing an opportunity to convert these more occasional users into daily users with effective and high-quality products that can inspire high levels of consumer loyalty.

% PLANNING TO USE CBD MORE OFTEN BY FREQUENCY OF USE



We're Brightfield Group, and we provide consumer insights and market intelligence for the CBD and Cannabis industries.

Fusing intelligent machines with real human analysis, we help you navigate the dynamic CBD and Cannabis markets as data-driven storytellers. With us, you don't just get the numbers; you get a trusted partner, providing a robust picture of the landscape and an actionable plan for the road ahead. See what we can do for you at www.brightfieldgroup.com.



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