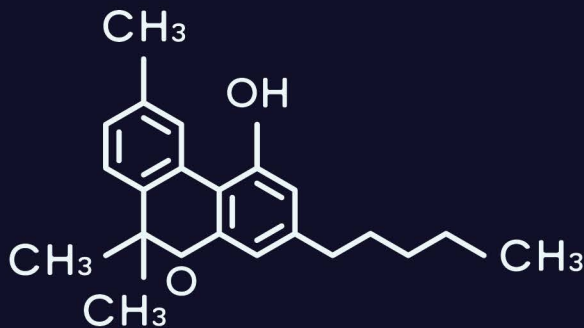


CANNABINOID SPOTLIGHT

CBN



An Introduction to CBN

What is CBN?

Cannabinol, or CBN, was the first cannabinoid to be identified in the cannabis plant back in the late 19th century. Yet since then, CBN has not gained the same popularity as THC and CBD. Unlike other cannabinoids, cannabis geneticists haven't been able to breed plants with high CBN potency, as cannabinol is an oxidation product of THC. In other words, CBN is created when heat and light are exposed to THC, so an old jar of cannabis left in a windowsill would contain a fair amount of CBN.



Potential Benefits/Uses

As with other minor cannabinoids, CBN has not been thoroughly studied for human use. Some scientists argue the cannabinoid is mildly psychoactive, while others say it produces no such effect. From the few preliminary studies, CBN may have antibacterial and anti-inflammatory qualities and could potentially help fight cancer, treat epilepsy, provide pain relief, promote bone health, and treat glaucoma. However, CBN's purported ability to aid sleep has prompted the most interest.

CBN & Sleep

A handful of studies have been conducted on both animals and humans to determine whether CBN helps with sleep. While some studies showed promising results, others contradicted them. When it comes to the science of CBN, the jury is still out whether or not it produces sedative effects on its own, but the amount of anecdotal evidence has spurred brands to start marketing CBN products as sleep aids. Notable products include Kiva Confections' Midnight Blueberry gummies with a 5:1 THC to CBN ratio, CBD American Shaman's CBNight Water Soluble CBN Oil, and Mary's Medicinals The Remedy CBN:CBD tincture.



Who's Open to CBN?

Who are they?

CBD consumers that are:

**AWARE
OF CBN**

&

**VERY LIKELY
TO PURCHASE**



11% of CBD consumers are aware of CBN



50% of CBD consumers aware of CBN report being "very likely" to purchase it

They tend to be...



Millennials



Income > \$100K



Regular CBD users
(5+ uses/week)

50%

of those open to CBN use
CANNABIS
on a weekly basis

PRODUCT PREFERENCE

Those open to CBN tend to be **HEAVY CBD USERS** & use **MORE PRODUCT TYPES** than the average CBD consumer.

OF CBD PRODUCT FORMATS USED IN PAST YEAR



The top products used by those very likely to purchase CBN products are vapes, gummies, topicals and capsules.



CBD consumers open to CBN are not only heavier users, but also experienced with a broader range of product formats and are more likely to prefer full-spectrum products than the average CBD consumers. They consider CBD to be a solution for physical and emotional conditions, but are also more likely to turn to CBD – and likely CBN – for general wellbeing.

In other words, **they are experienced users who are willing to try new things and are looking for the full benefit of the cannabis plant** across many parts of their wellness routine.

Competitive Landscape

Over-the-Counter Sleep Aids

When it comes to sleep aids, CBN faces fierce competition. Medicinal over-the-counter options include Unisom SleepTabs and ZzzQuik Nighttime Sleep Aid, which contain antihistamines (doxylamine and diphenhydramine, respectively) to help users fall asleep. Melatonin offerings are plentiful, with tablets and gummies available online and through pharmacies and mass merchandisers. Herbal sleep aids without melatonin – such as Luna Herbal Sleep Aid with L-Thanine, valerian, passionflower, chamomile, and hops – are less popular but still widely available.

CBD for Sleep

CBN also competes with CBD offerings, as many consumers are already turning to cannabinoids for help with insomnia and other sleep issues. According to Brightfield Group CBD Consumer Insights, nearly **50% of CBD consumers are looking to CBD products to help improve sleep and 20% suffer from insomnia**. Studies suggest that hemp-derived CBD may help with falling asleep and staying asleep, along with alleviating anxiety and pain that can lead to sleep troubles. Despite this reputation, most CBD products are not explicitly positioned to aid with sleep due to restrictions on health claims on CBD products.



CBD products that are specifically labeled to help with sleep include other functional ingredients, most often melatonin and sometimes a mix of herbal supplements such as valerian root, chamomile, or lemon balm. Examples include products from many of the leading national CBD players including Charlotte's Web, Green Roads, Medterra, CBDistillery, cbdMD, and CBDfx.



Competitive Landscape

THC for Sleep

CBN also competes with ‘traditional’ cannabis (marijuana) products, as **60% of cannabis consumers look for sleep, and 26% suffer from insomnia**. Indica strains and indica-dominant hybrids are often recommended for sleep; specific strains like God’s Gift or Granddaddy Purple are frequently mentioned.

CBN Products on the Market

Despite competition from these different angles, more CBN products are coming into the market, most with a sleep enhancement positioning. CBN is currently available on its own, paired with CBD, and in marijuana products. Non-psychoactive products – those not containing THC – include CBD American Shaman CBNight tinctures (4 mg cannabinoids per serving), Somnus CBN Bedtime Gummies (10 mg CBN per gummy), and CBD For The People’s 1,000mg CBD & CBN Uncut Wax Cartridge.



A wide range of cannabis (THC) products containing CBN including patches, capsules, tinctures, gummies, sprays, and vapes are available at cannabis dispensaries throughout the United States. Examples from well-known cannabis brands include Kiva Camino Midnight Blueberry Gummies, containing 5 mg THC and 1 mg CBN per gummy, and Mary’s Medicinals CBN capsules, containing 5 mg CBN per capsule. These are most often positioned to help with sleep and compete with more traditional cannabis products with strains thought to be best for addressing insomnia or enhancing sleep.



Competitive Landscape

Competitive Challenges & Advantages

As with CBD and THC, CBN will not be able to compete with conventional over-the-counter remedies based on price. Nature Made melatonin tablets (3 mg) are available on Amazon.com for \$8.99 for 240 tablets, a cost of just \$0.04 per one tablet serving. Other options like Unisom, ZzzQuil and melatonin gummies are more expensive, but still only cost approximately \$0.25 to \$0.50 per serving. CBN, CBD and cannabis products are much more expensive, in the range of \$1.50-\$3.00 per serving.

CBN and other cannabinoid-based products, however, have the benefit of being perceived as natural products, possessing a wide range of additional functional benefits such as relief from anxiety and chronic pain, and being generally free from side effects such as grogginess or disruption of natural sleep cycles. Further differentiation from 'traditional' CBD and THC products will also be important for CBN, and brands are already highlighting the specific sleep benefits of the compound. CBN is allegedly more effective as a sedative and sleep aid than CBD and can help boost the sedative nature of THC cannabis products for those looking for more targeted sleep effects or a less psychoactive experience.



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

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