

CBD in Food and Drink - US - 2022

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This report looks at the following areas:

- Interest in food and drink containing CBD
- Flavors of interest in food and drink containing CBD
- Attitudes toward flavors in food and drink containing CBD
- Experience with food and drink containing CBD, including occasions and perceptions

Opportunity for sales growth of food and drink featuring CBD comes in attracting more users. Only a third of CBD users have tried food/drink with CBD added, but a strong interest for CBD product trial (any format) among users makes food/drink categories well suited for driving excitement and holding attention through exploration.

Brands have multiple paths to choose from when it comes to deciding on food/drink products best suited for CBD introduction. The slight edge that health has over recreation in CBD use suggests health-focused food/drink categories will align with motivations for use. Particularly when it comes to beverages of interest, those that are relatively health-focused (eg tea, juice, smoothies) have stronger appeal than CSDs and energy drinks. However, interest in indulgence is also evident, particularly when it comes to food containing CBD, with sweet snacks and chocolate flavors garnering the most interest. Brands aiming at recreational users could find their niche in treat-focused offerings.

Brands can lean into value positioning when incorporating CBD into food and drink. The high instance of daily use among CBD users supports the need for convenient and commonplace consumption vehicles, and tight economic times favor products that compound value by piggybacking benefits, such as satisfying hunger/thirst (and cravings) while delivering on what consumers seek from CBD.



“In an era of high demand for functional foods, the use of CBD in food and drink aligns with current wellness trends. However, questions over efficacy and consistent quality challenge willingness to invest in this relatively new category during times of record high inflation.”

– **Fiona O’Donnell, Senior Director – US Reports**

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Quality and consistency remain areas in need of focus among brands in the space. One in five US adults who've tried food/drink containing CBD say that they always contend with inconsistent quality.



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