

The CBD State of Affairs

Consumer familiarity has improved, but usage remains niche

In the past, CBD sales have been hindered by a lack of consumer knowledge, but today a majority of convenience store shoppers say they are familiar with CBD, according to the *2023 Convenience Store News Realities of the Aisle Study*, which polled 1,500 consumers who shop a c-store at least once a month. CBD — an active ingredient in cannabis that is derived from the hemp plant but does not have any psychoactive properties — is being marketed for treating anxiety, inflammation, insomnia, pain and more. While familiarity is on the rise, usage is increasing more slowly. The c-store shopper research also revealed:



Familiarity Level With CBD

Overall, more than seven in 10 convenience store shoppers are aware of CBD.

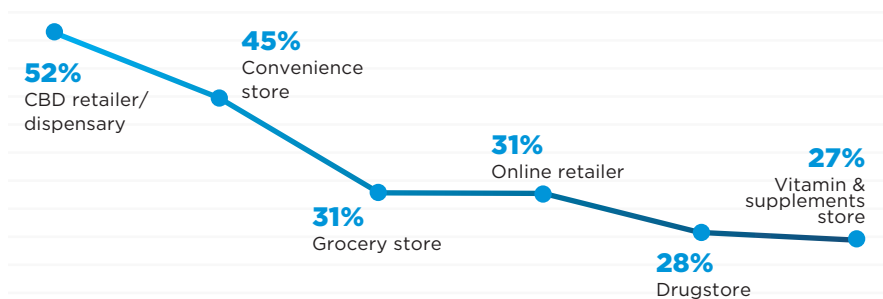
- Extremely/very familiar **36%**
- Somewhat familiar **35%**
- Not at all/not very familiar **29%**



About a quarter of surveyed shoppers said they bought CBD products at a c-store in the past month. The prevalence was highest among millennials at 35%.

Store Types in Consideration Set for CBD Purchases

Up 7 points year over year, convenience stores are gaining ground on CBD retailers/dispensaries as the preferred spot for purchases.



Most Purchased Types of CBD Products

1. Gummies
2. Vape cartridge
3. Vape oil
4. Chocolate
5. Beverage



The top reasons cited by c-store shoppers for why they don't purchase CBD products are:

- Not appealing
- Price is too high
- Not comfortable using CBD
- Concerned about side effects
- Concerned CBD products don't work