



CBD retail in the United States

CBD RETAIL IN THE UNITED STATES

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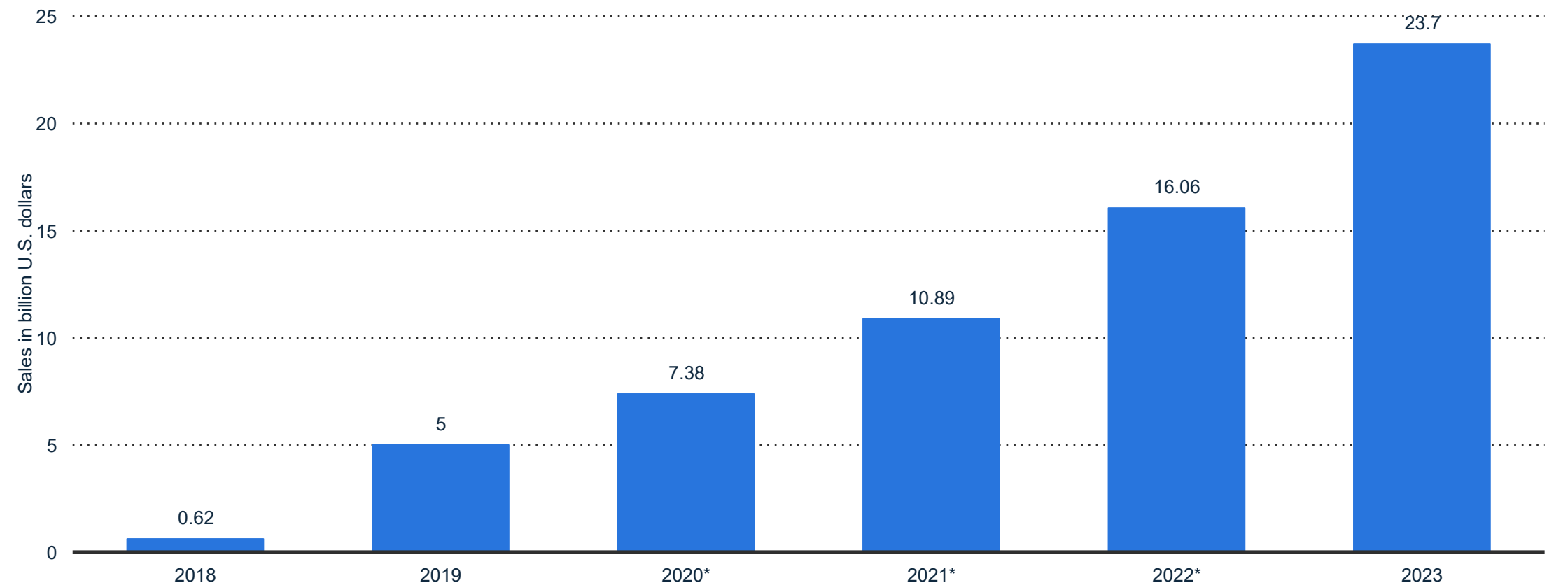
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Overview

Dollar sales of cannabidiol (CBD) products in the United States from 2018 to 2023 (in billion U.S. dollars)

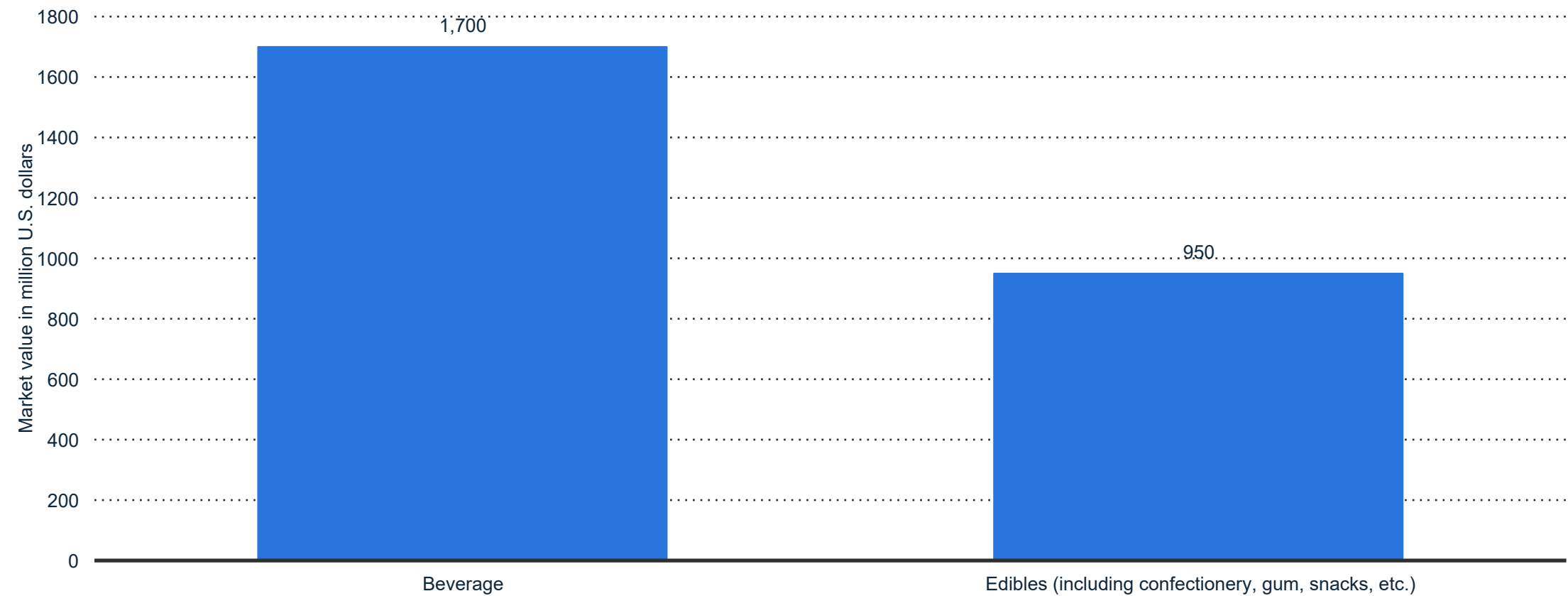
CBD product dollars sales in the United States from 2018 to 2023



Note: United States; 2018 to 2019
Further information regarding this statistic can be found on [page 31](#).
Source(s): The Motley Fool; Brightfield Group; Statista; [ID 1067467](#)

Forecast value of the CBD food and beverage market in the United States in 2025 (in million U.S. dollars)

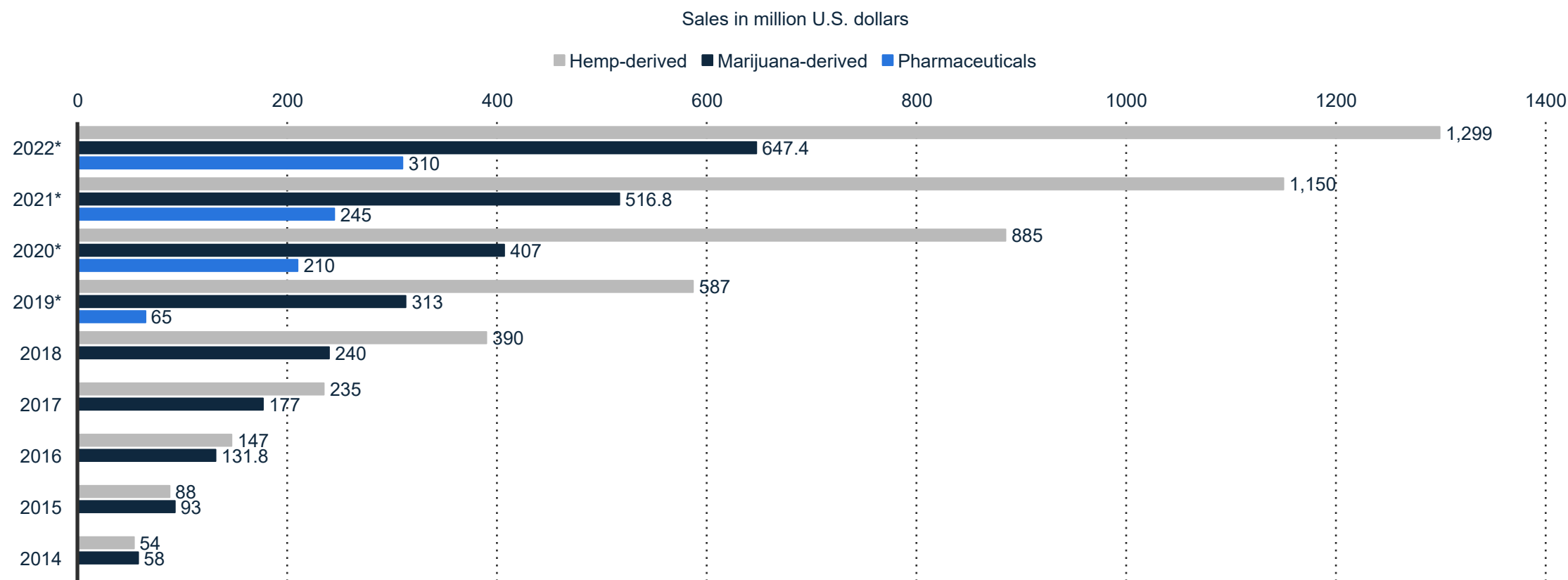
CBD food and beverage market value in the United States in 2025



Note: United States; 2019
Further information regarding this statistic can be found on [page 32](#).
Source(s): Nielsen; [ID 1063673](#)

CBD sales in the United States from 2014 to 2022, by channel (in million U.S. dollars)

CBD sales in the United States from 2014 to 2022, by channel



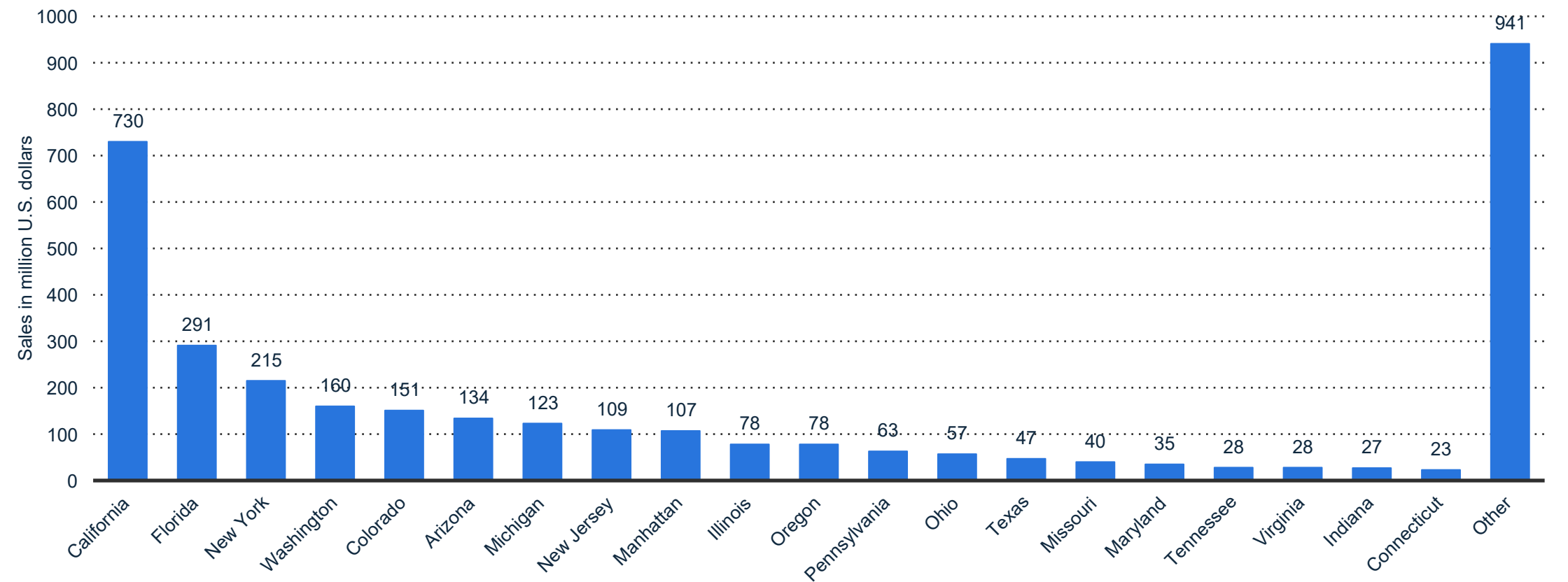
Note: United States; 2014 to 2022

Further information regarding this statistic can be found on [page 33](#).

Source(s): Hemp Business Journal; New Frontier Data; SPINS; BDS Analytics; [ID 980357](#)

Estimated dollar sales of the CBD market in the United States in 2019, by state (in million U.S. dollars)

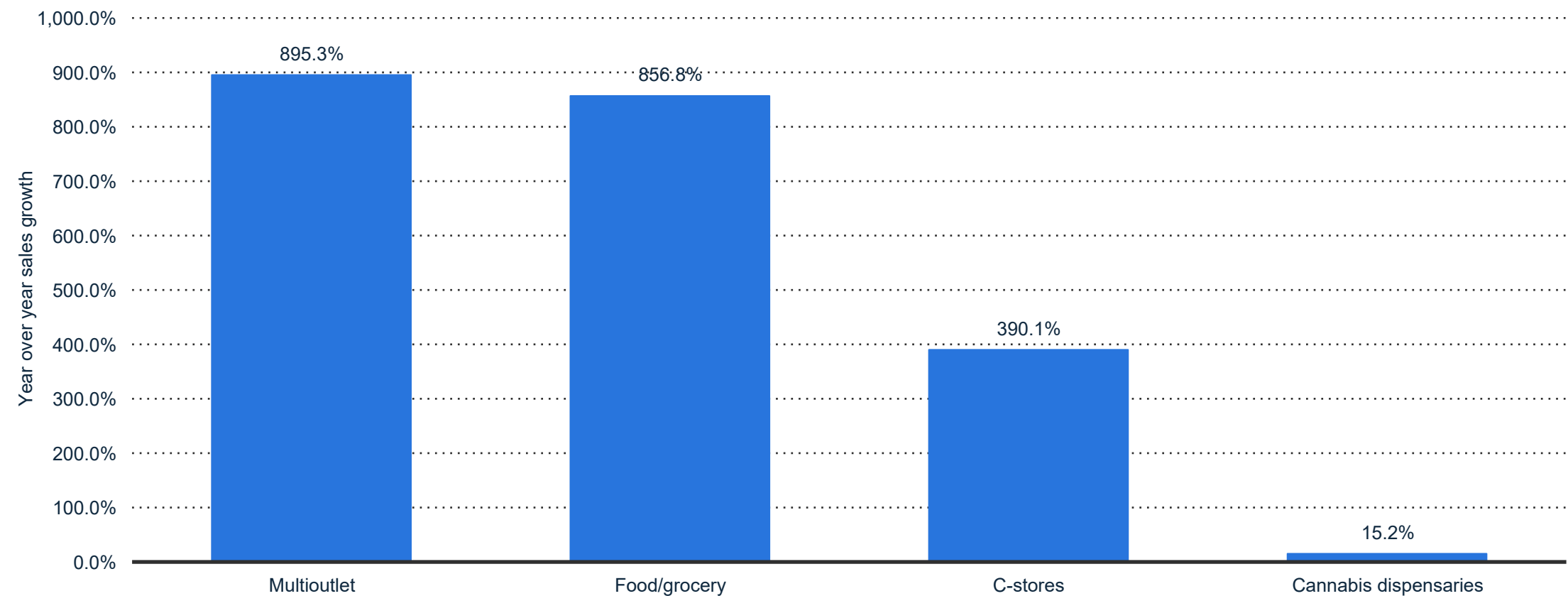
Dollar sales of CBD in the United States in 2019, by state



Note: United States; 2019
Further information regarding this statistic can be found on [page 34](#).
Source(s): Canaccord Genuity; [ID 1065838](#)

Sales growth of cannabidiol products in the United States in 2019, by channel

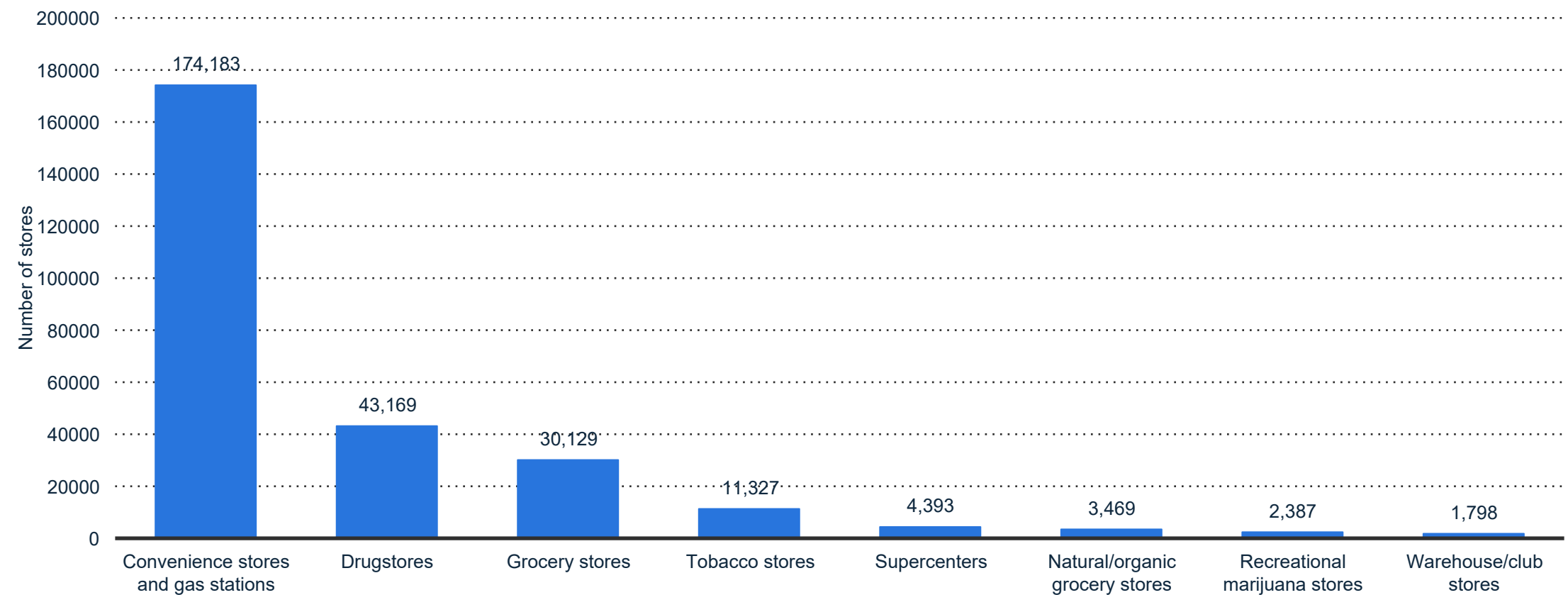
CBD product sales growth in the United States in 2019, by channel



Note: United States; 52 weeks ended December 29, 2019
Further information regarding this statistic can be found on [page 35](#).
Source(s): IRI; BDS Analytics; CSP; [ID 1111048](#)

Number of stores selling CBD products in the United States in 2019, by retail channel

CBD product availability in the U.S. 2019, by channel



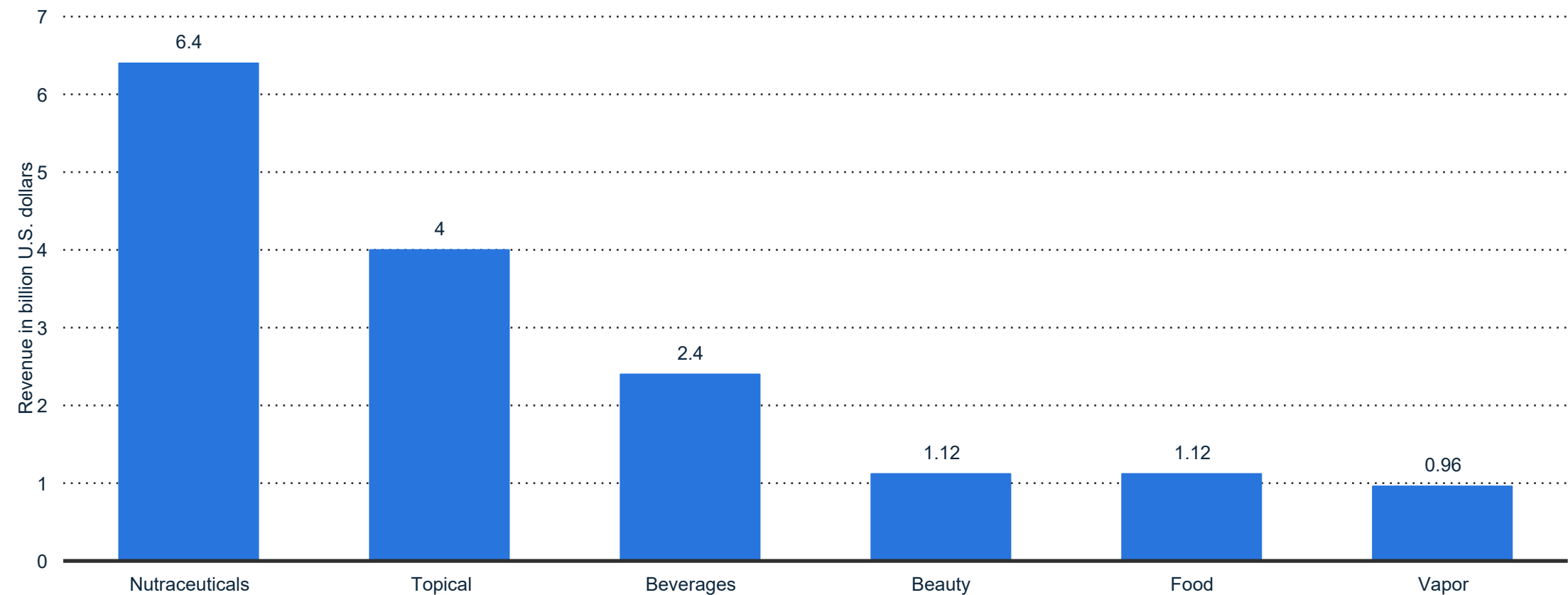
Note: United States; 2019
Further information regarding this statistic can be found on [page 36](#).
Source(s): US Census Bureau; NACS; Pharmacy Times; Progressive Grocer; Marijuana Business Daily; [ID 1075893](#)

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Segments

Cannabidiol (CBD) revenue in the United States in 2025, by product category (in billion U.S. dollars)

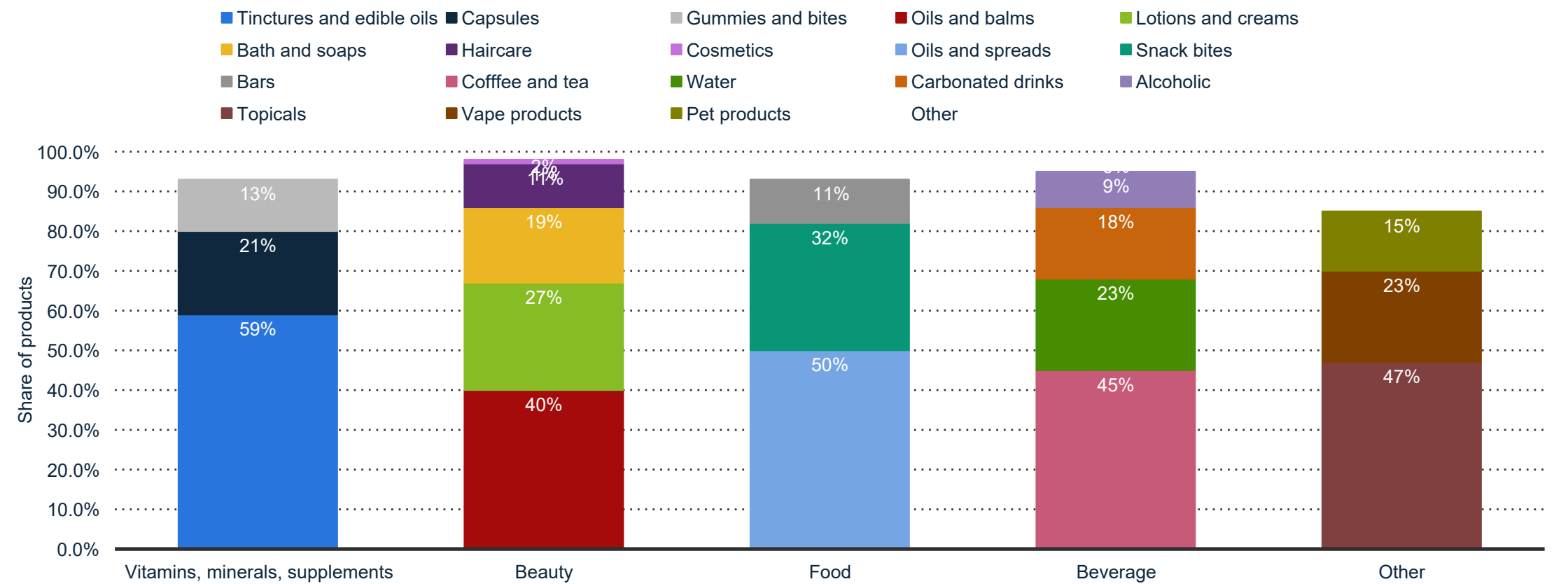
CBD revenue in the United States in 2025, by product category



Note: United States; 2019
Further information regarding this statistic can be found on [page 37](#).
Source(s): Cowen Group; Winsight Grocery Business; [ID 1055290](#)

Share of cannabidiol (CBD) products across FMCG segments in the United States in 2019, by format

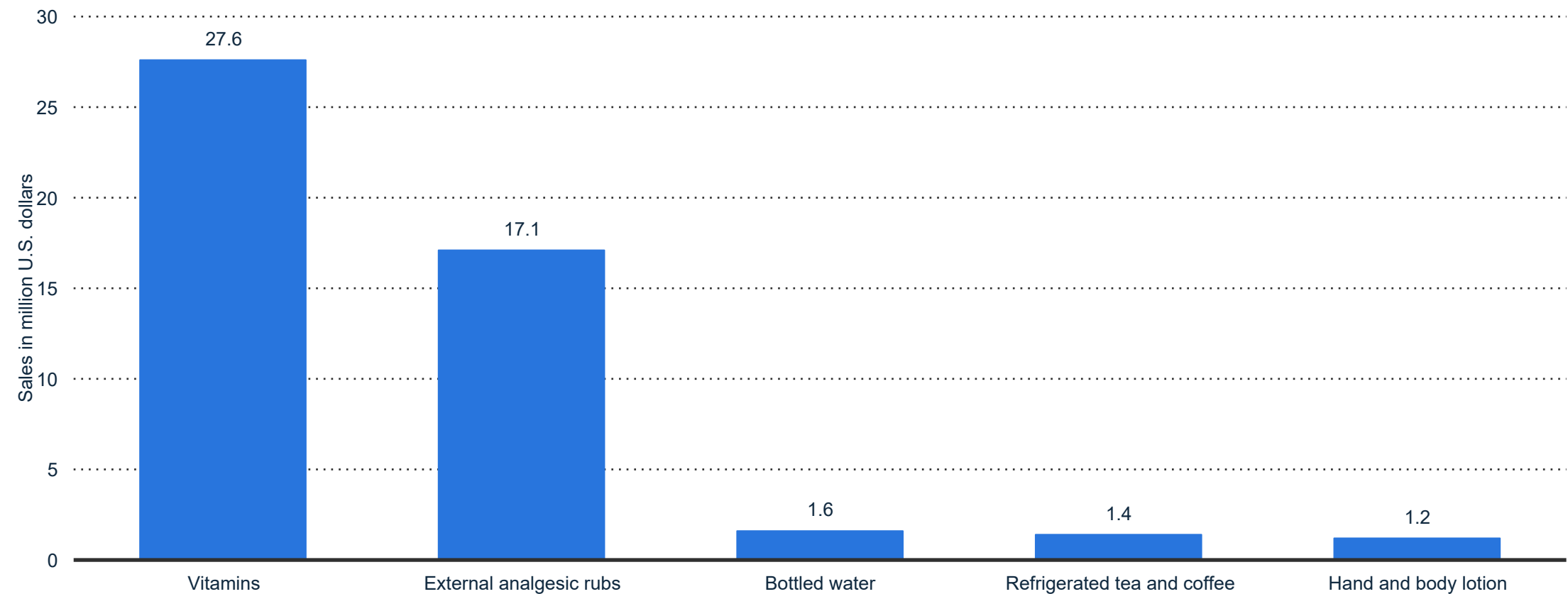
Cannabidiol product share in FMCG in the United States in 2019, by format



Note: United States; January 2019
Further information regarding this statistic can be found on [page 38](#).
Source(s): L.E.K. Consulting; [ID 1067545](#)

Dollar sales of cannabidiol products in multioutlet retail in the United States in 2019, by segment (in million U.S. dollars)

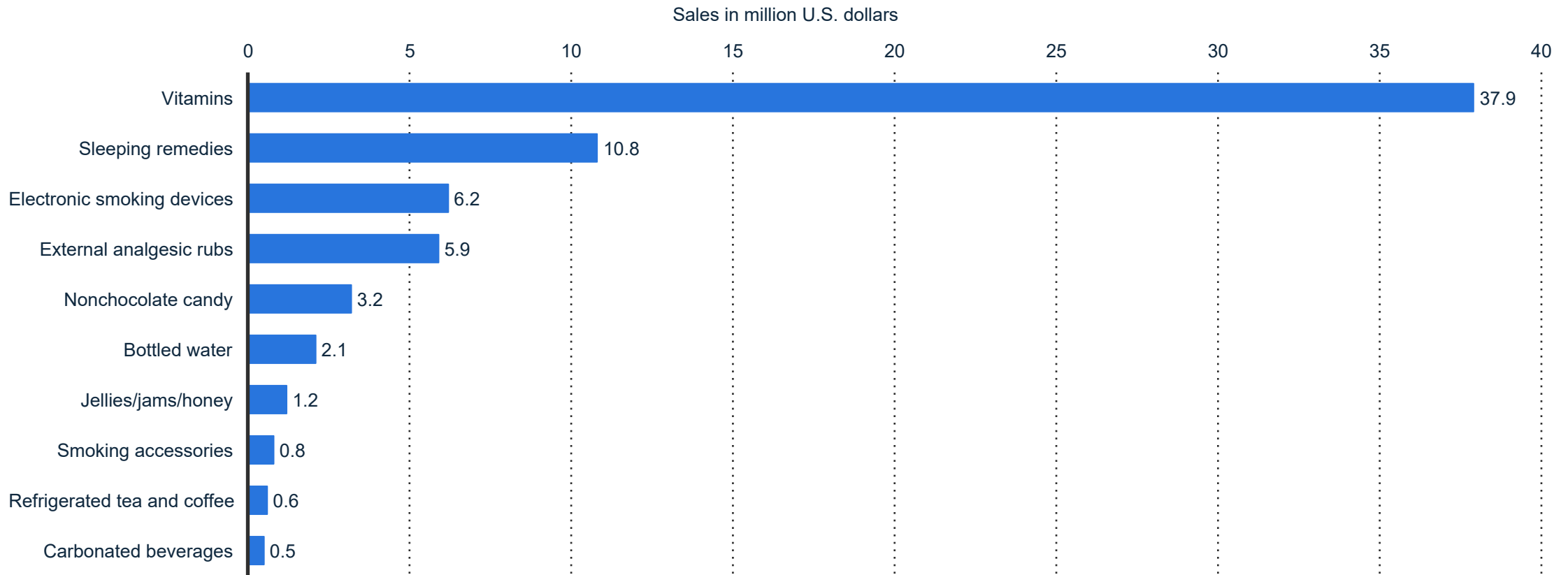
CBD product multioutlet sales in the United States in 2019, by segment



Note: United States; 52 weeks ended December 29, 2019
Further information regarding this statistic can be found on [page 39](#).
Source(s): IRI; BDS Analytics; CSP; [ID 1111055](#)

Dollar sales of cannabidiol products in convenience stores in the United States in 2019, by segment (in million U.S. dollars)

CBD product c-store sales in the United States in 2019, by segment



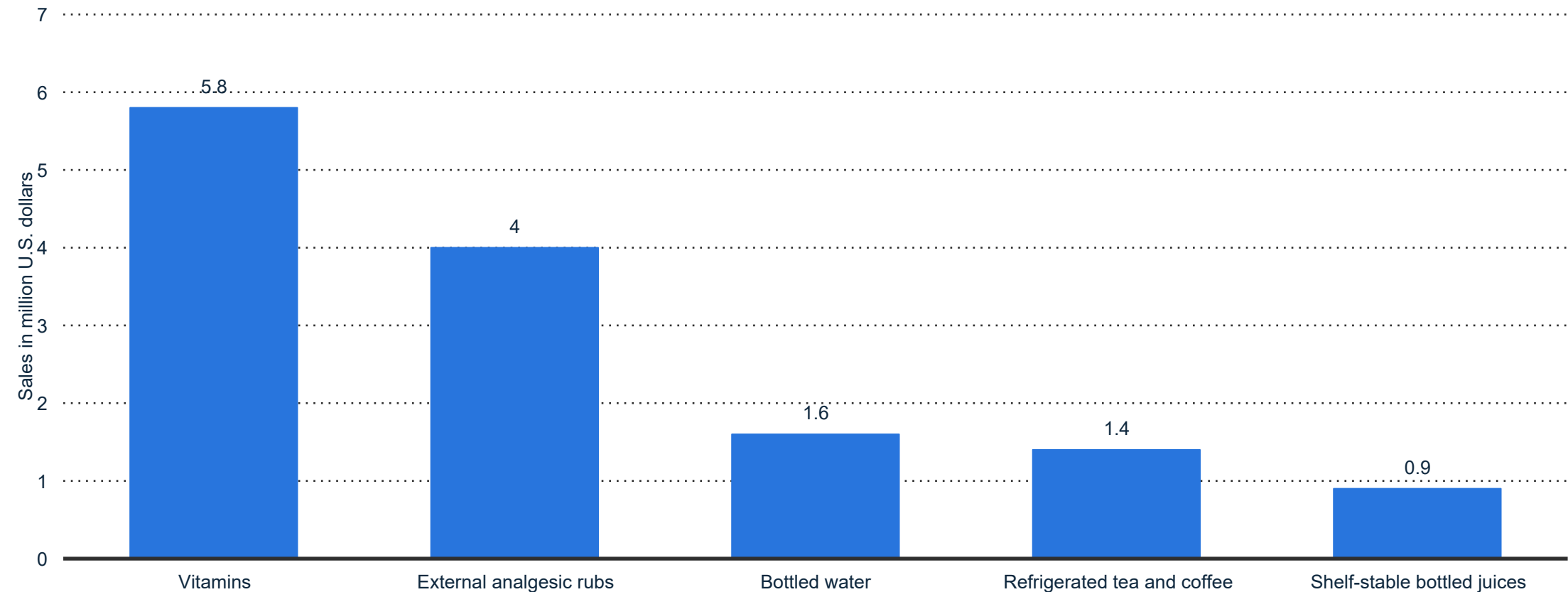
Note: United States; 52 weeks ended December 29, 2019

Further information regarding this statistic can be found on [page 40](#).

Source(s): IRI; BDS Analytics; CSP; [ID 1111050](#)

Dollar sales of cannabidiol products in grocery stores in the United States in 2019, by segment (in million U.S. dollars)

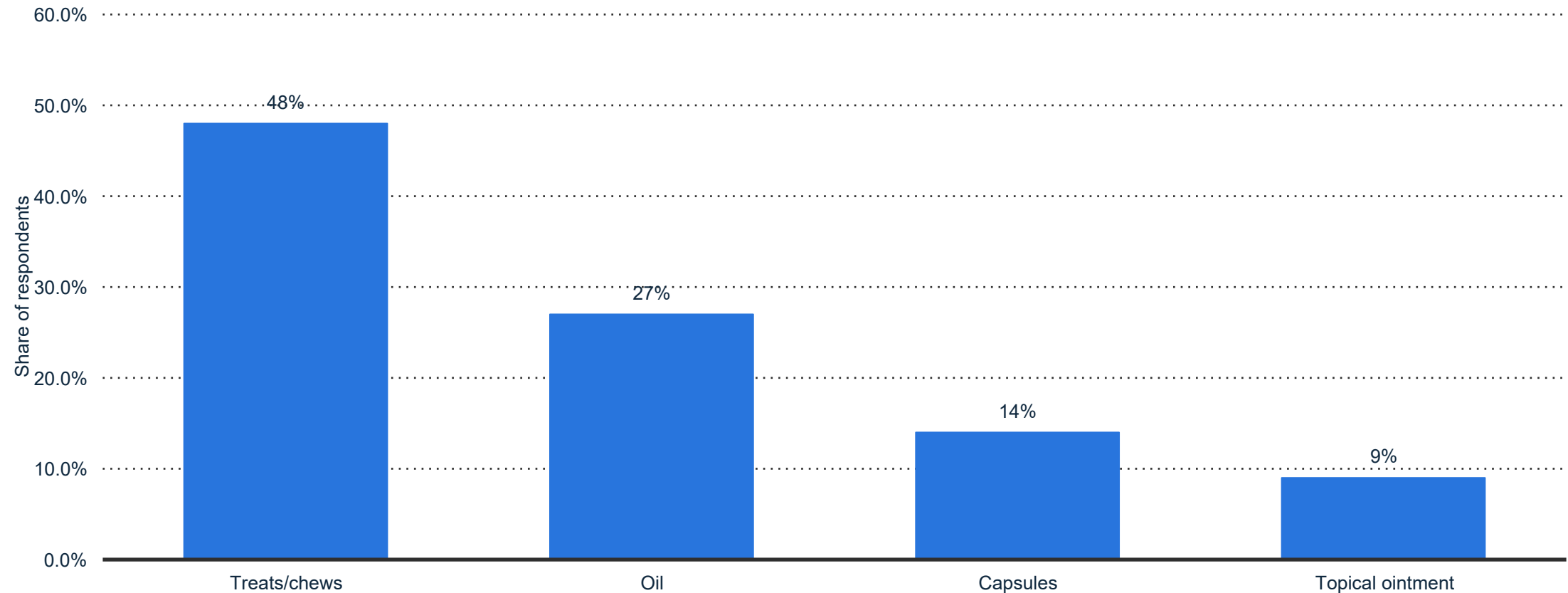
CBD product grocery store sales in the United States in 2019, by segment



Note: United States; 52 weeks ended December 29, 2019
Further information regarding this statistic can be found on [page 41](#).
Source(s): IRI; BDS Analytics; CSP; [ID 1111056](#)

Leading CBD products for pets in the United States in 2019

Leading CBD products for pets U.S. 2019



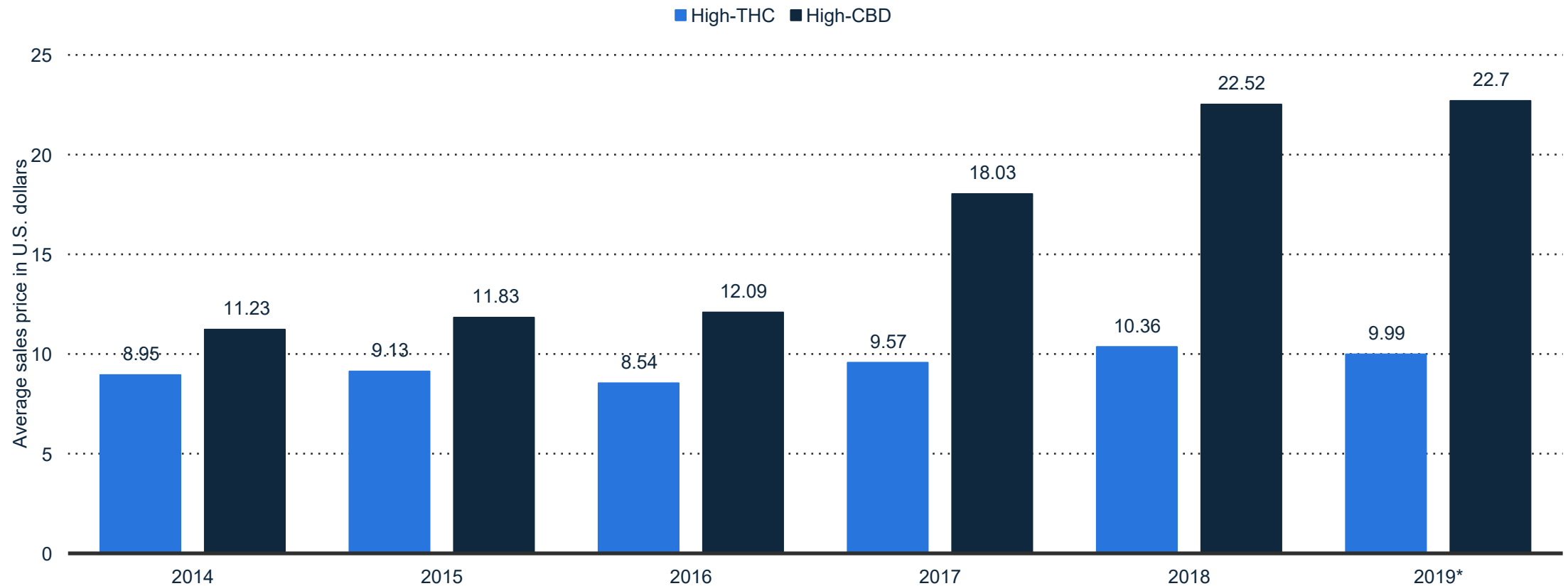
Note: United States; July, 2019; 18 years and older

Further information regarding this statistic can be found on [page 42](#).

Source(s): Winsight Grocery Business; Acosta; [ID 1074445](#)

Average sales price of high-THC and high-CBD cannabis products in the United States from 2014 to 2019 (in U.S. dollars)

Sales price of high-THC and high-CBD products in the United States 2014-2019



Note: United States; 2019

Further information regarding this statistic can be found on [page 43](#).

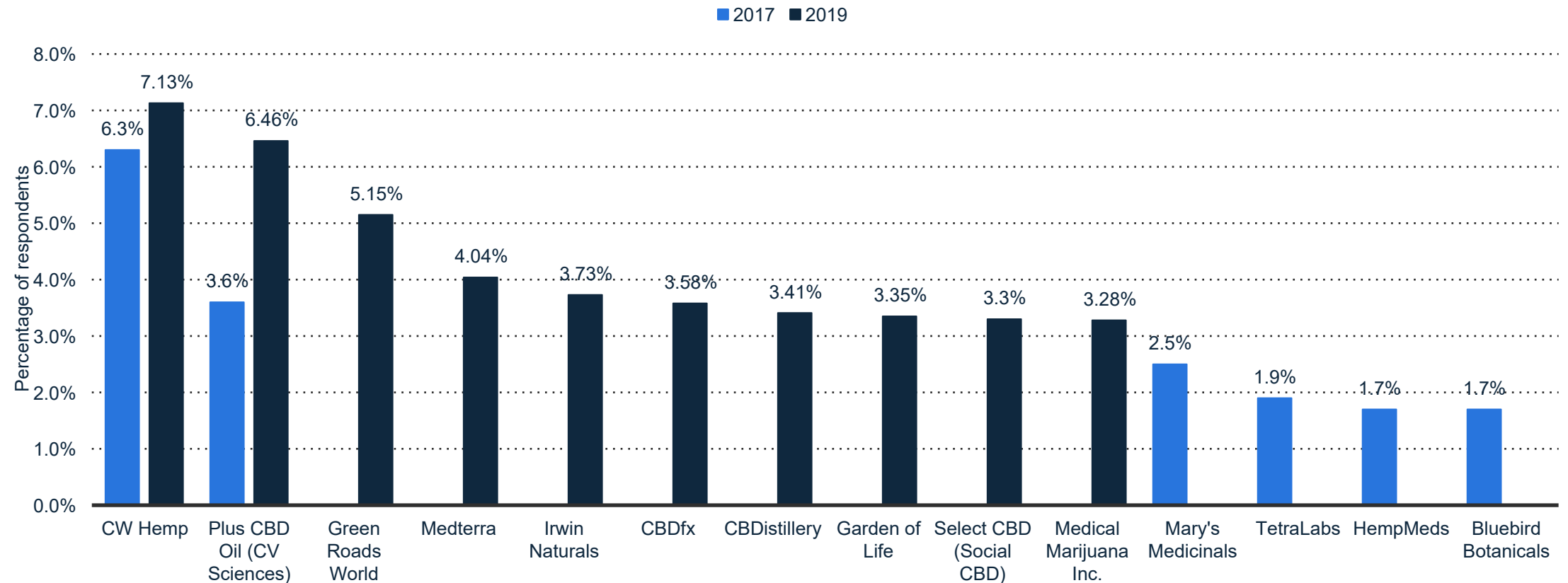
Source(s): BDS Analytics; [ID 1108185](#)

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Brands

Top hemp-derived cannabidiol (CBD) brands among U.S. CBD users in 2017* and 2019

Top U.S. hemp-derived CBD brands 2017 and 2019



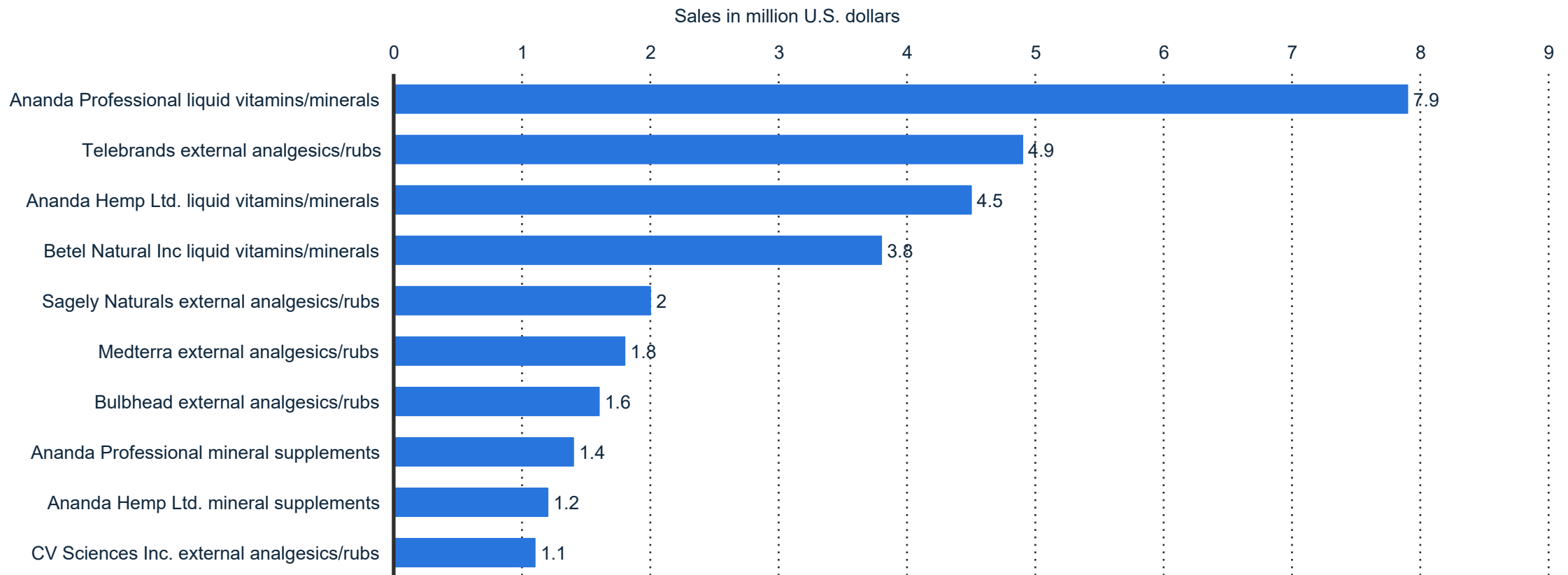
Note: Worldwide, North America, United States; 2017 and 2019

Further information regarding this statistic can be found on [page 44](#).

Source(s): HelloMD; Brightfield Group; Statista estimates; [ID 789146](#)

Leading CBD brands in multioutlet retail in the United States in 2019 (in million U.S. dollars)

Multioutlet CBD product leading brands in the United States in 2019



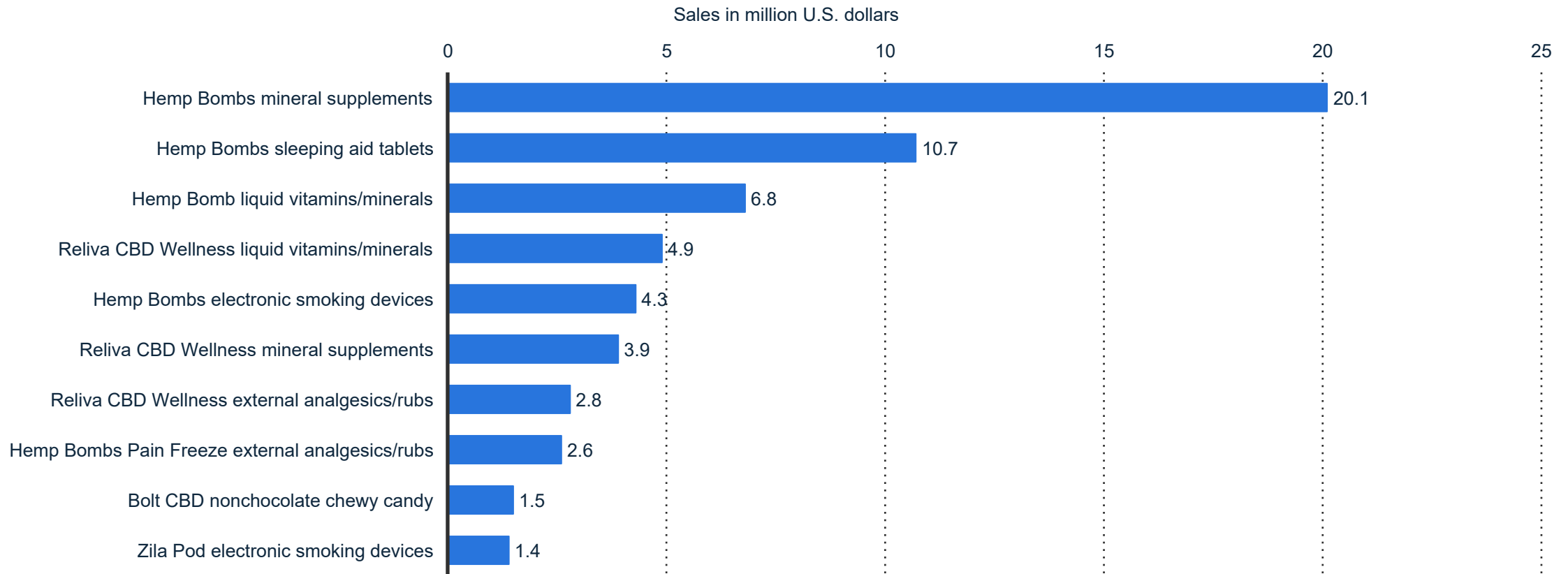
Note: United States; 52 weeks ended December 29, 2019

Further information regarding this statistic can be found on [page 45](#).

Source(s): IRI; BDS Analytics; CSP; [ID 1111053](#)

Leading CBD brands in convenience stores in the United States in 2019 (in million U.S. dollars)

C-store CBD product leading brands in the United States in 2019



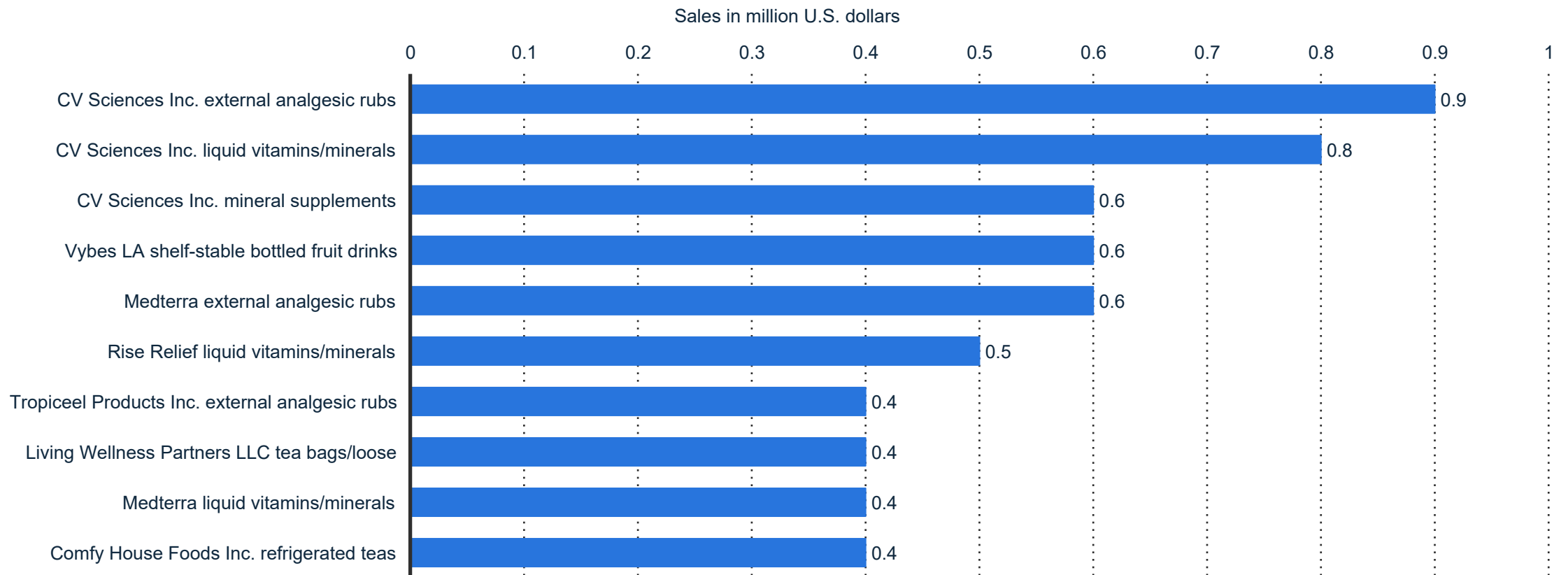
Note: United States; 52 weeks ended December 29, 2019

Further information regarding this statistic can be found on [page 46](#).

Source(s): IRI; BDS Analytics; CSP; [ID 1111052](#)

Leading CBD brands in grocery stores in the United States in 2019 (in million U.S. dollars)

Grocery store product leading brands in the United States in 2019



Note: United States; 52 weeks ended December 29, 2019

Further information regarding this statistic can be found on [page 47](#).

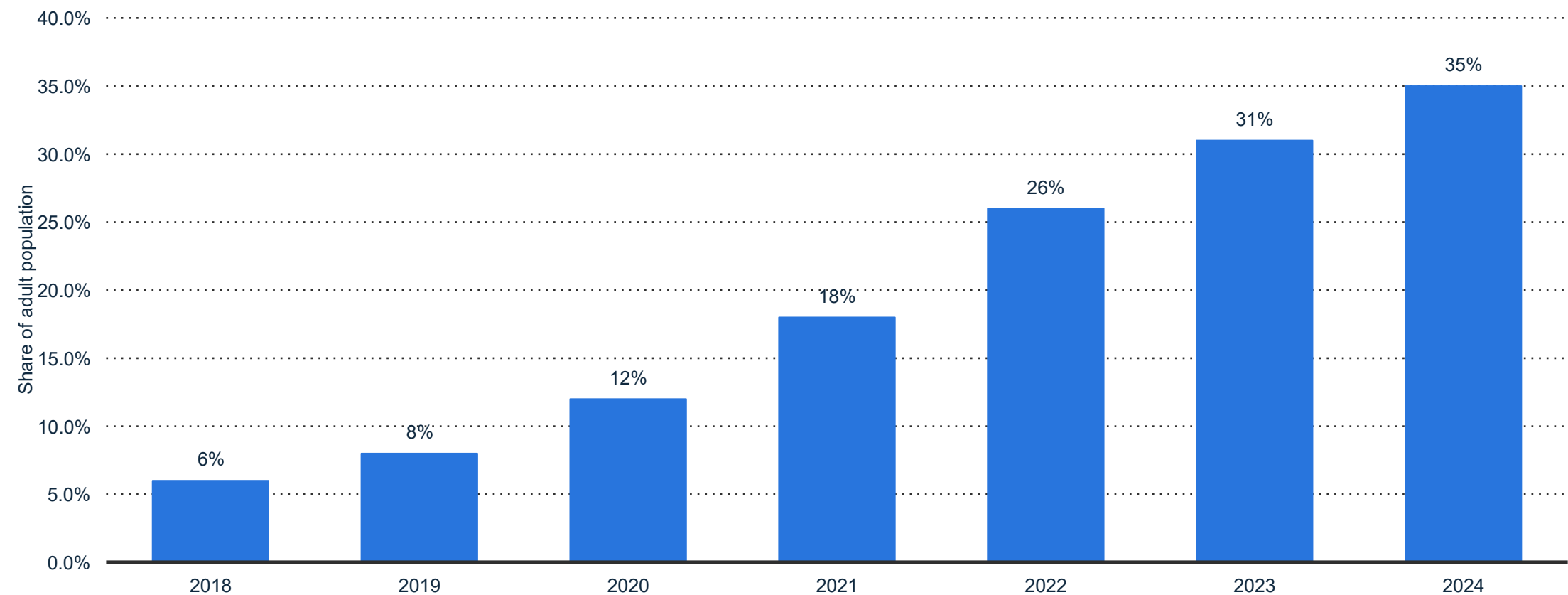
Source(s): IRI; BDS Analytics; CSP; [ID 1111054](#)

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Consumption

Estimated annual CBD usage rate in the United States from 2018 to 2024

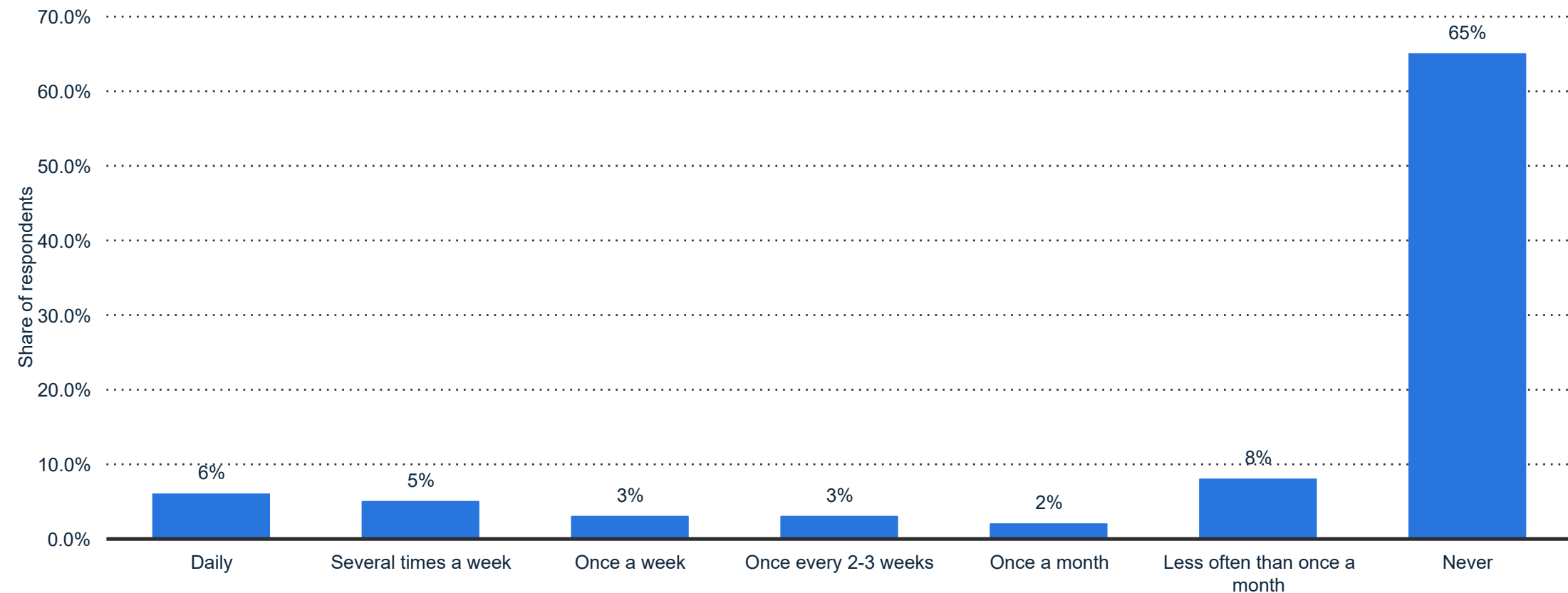
Annual CBD usage rate in the United States from 2018 to 2024



Note: United States; 2019
Further information regarding this statistic can be found on [page 48](#).
Source(s): Canaccord Genuity; [ID 1065834](#)

How often do you use/consume any products which contain CBD oil?

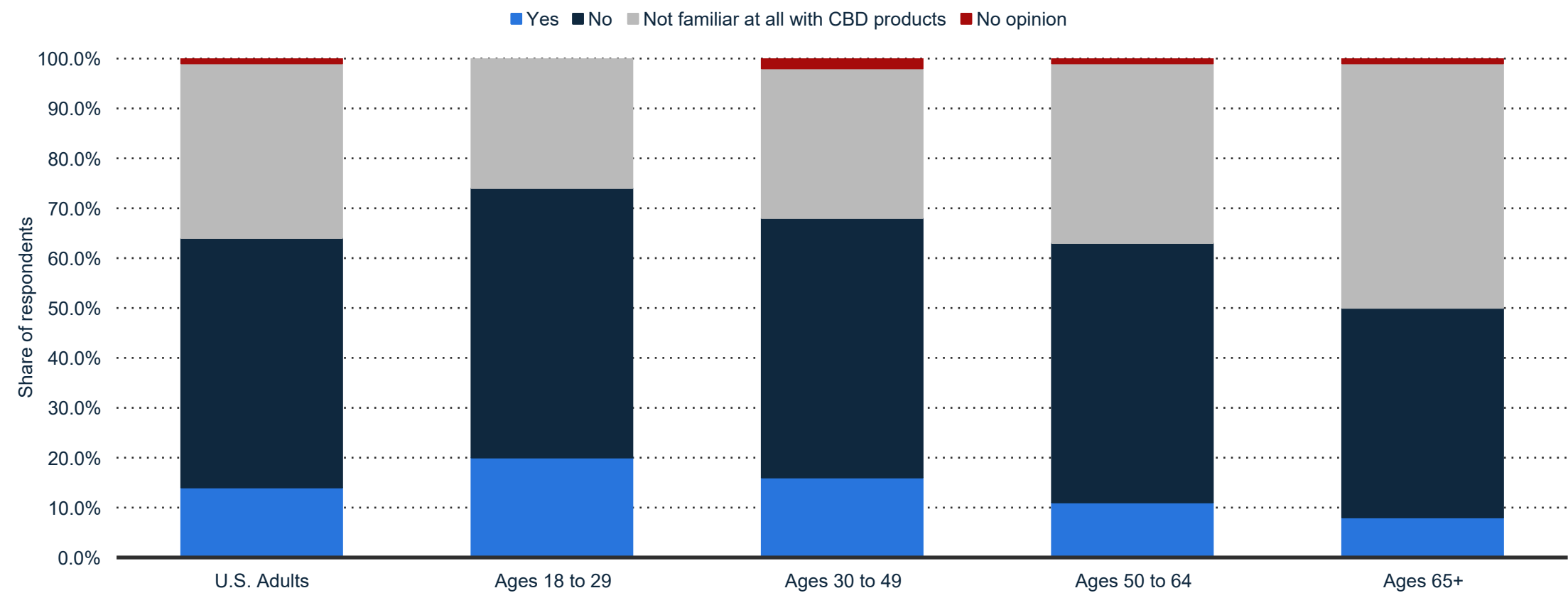
Consumption rate of products containing CBD oil U.S. 2019



Note: United States; April 5th to 8th, 2019; 1,269
Further information regarding this statistic can be found on [page 49](#).
Source(s): YouGov; [ID 1010684](#)

Share of adults who had used CBD products in the United States as of July 2019, by age group

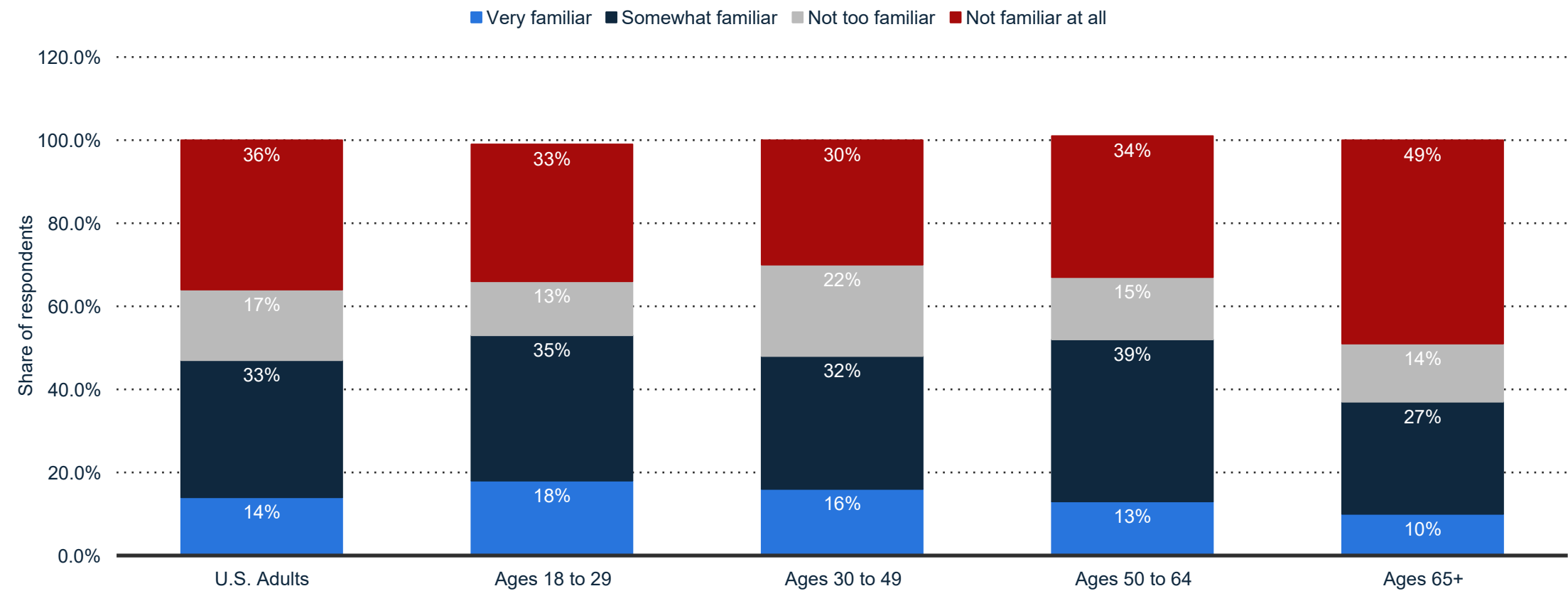
U.S. adults CBD product usage 2019, by age group



Note: United States; June 19 to July 12, 2019; 18 years and older; 2,543
Further information regarding this statistic can be found on [page 50](#).
Source(s): Gallup; [ID 1064459](#)

Share of adults who are familiar with CBD oil in the United States in May 2019, by age group

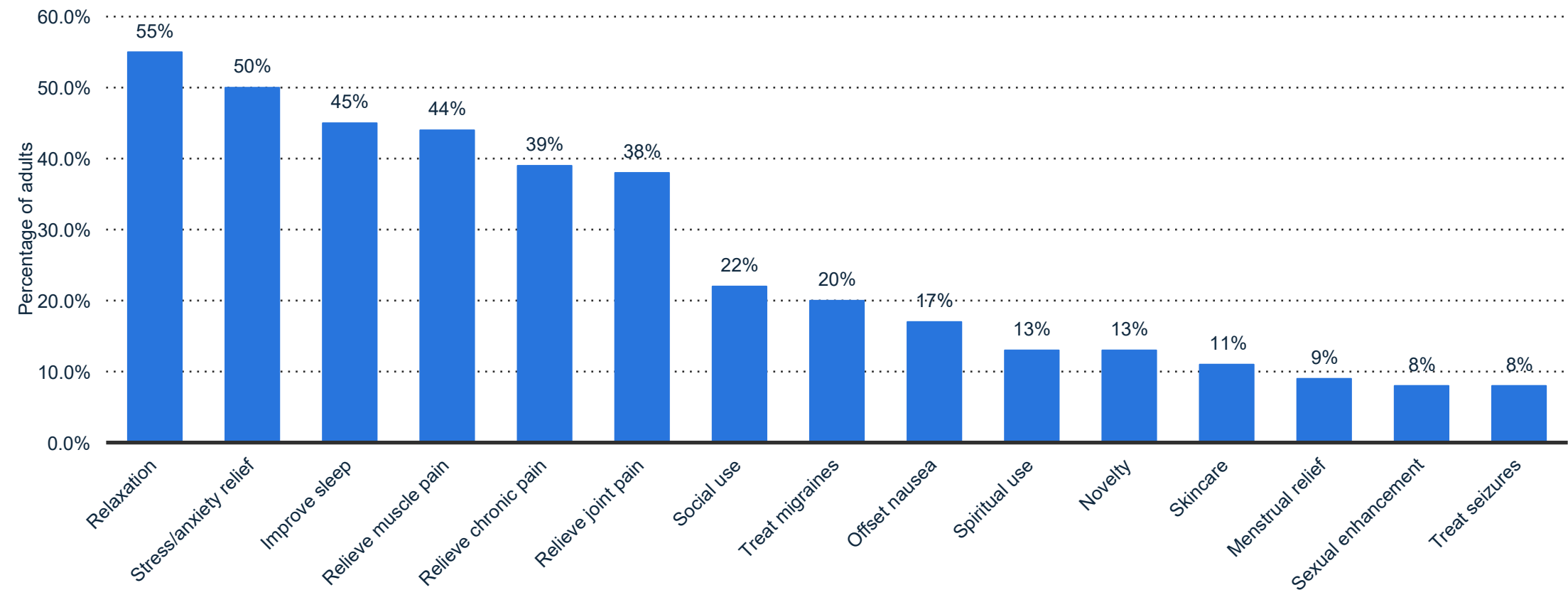
U.S. adults who are familiar with CBD oil in 2019, by age group



Note: United States; May 15-30, 2019; 18 years and older; 1,017
Further information regarding this statistic can be found on [page 51](#).
Source(s): Cannabis Business Times; Gallup; [ID 1035270](#)

Percentage of U.S. adults who stated they had tried CBD for select reasons as of 2019

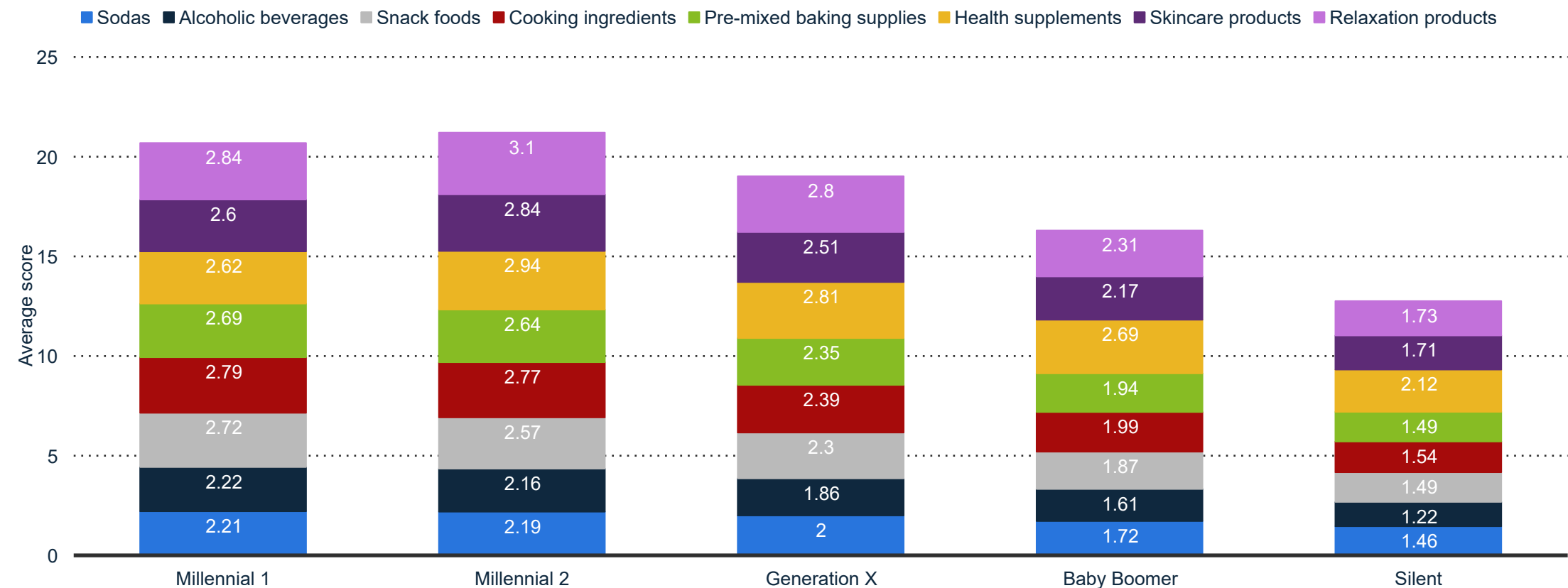
Reasons U.S. adults had tried CBD as of 2019



Note: United States; March 28 to April 1, 2019; 18 years and older; 2,000
Further information regarding this statistic can be found on [page 52](#).
Source(s): Quartz; Harris Poll; [ID 1058542](#)

Types of cannabis-infused products consumers are interested in purchasing in the United States as of 2019, by generation

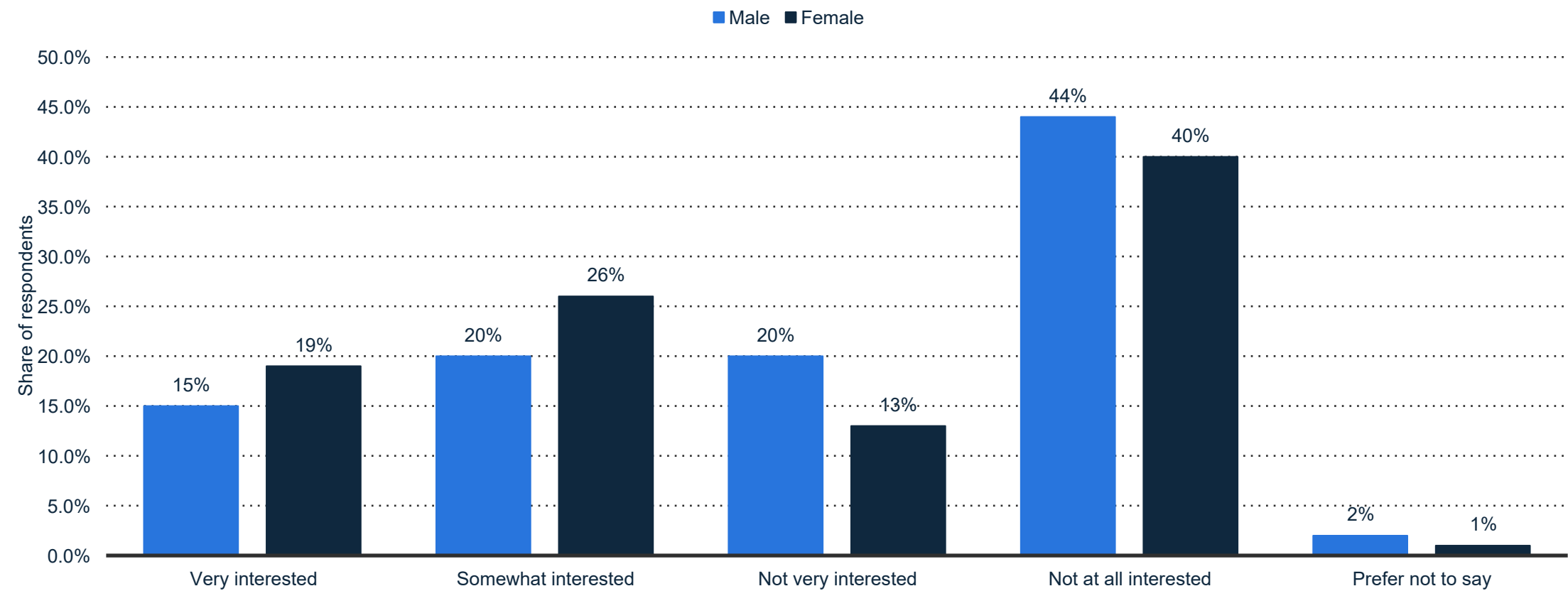
Consumer interest in cannabis-infused product purchase U.S. 2019, by generation



Note: United States; 2019; 18 years and older
Further information regarding this statistic can be found on [page 53](#).
Source(s): TrendSource; [ID 1042463](#)

Consumer interest in using inedible products (e.g. lotion, bath products) infused with CBD oil in the United States in 2019, by gender

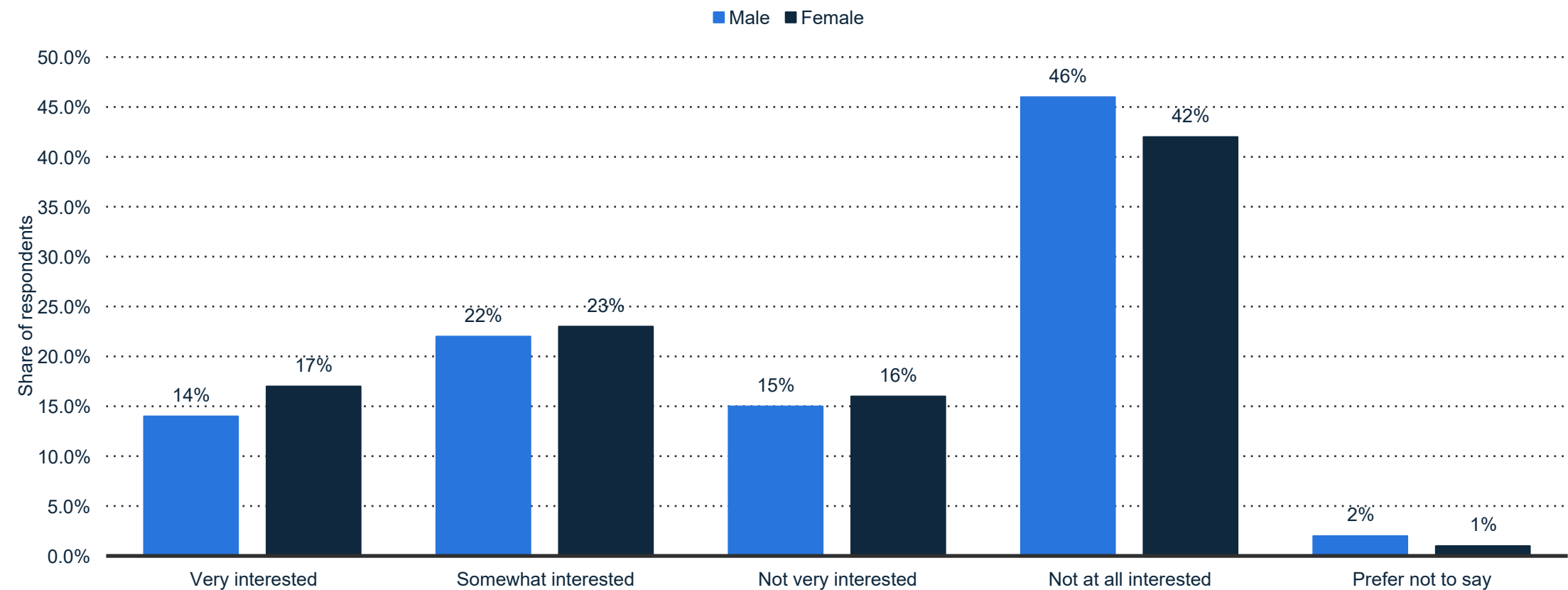
Consumer interest in using inedible CBD oil infused products U.S. 2019, by gender



Note: United States; April 5th to 8th, 2019; 1,269
Further information regarding this statistic can be found on [page 54](#).
Source(s): YouGov; [ID 1010833](#)

Consumer interest in eating or drinking products infused with CBD oil in the United States in 2019, by gender

Consumer interest in eating or drinking CBD oil infused products U.S. 2019, by gender



Note: United States; April 5th to 8th, 2019; 1,269
Further information regarding this statistic can be found on [page 55](#).
Source(s): YouGov; [ID 1010824](#)

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References

Dollar sales of cannabidiol (CBD) products in the United States from 2018 to 2023 (in billion U.S. dollars)

CBD product dollars sales in the United States from 2018 to 2023

Source and methodology information

Source(s)	The Motley Fool; Brightfield Group; Statista
Conducted by	The Motley Fool; Brightfield Group; Statista
Survey period	2018 to 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	November 2019
Original source	fool.com
Website URL	visit the website
Notes:	<i>*Figures were calculated by Statista using the 2019 and 2023 years given by the source and assuming a 47.55% CAGR over the period.</i>

Description

Sales of CBD grew a whopping 706 percent in 2019 compared to 2018 in the United States. The federal government passed the Farm Bill in December of 2018 which removed hemp from the same schedule 1 drug classification as marijuana, thereby opening up the potential for hemp-derived CBD products.

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Forecast value of the CBD food and beverage market in the United States in 2025 (in million U.S. dollars)

CBD food and beverage market value in the United States in 2025

Source and methodology information

Source(s)	Nielsen
Conducted by	Nielsen
Survey period	2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Nielsen
Publication date	June 2019
Original source	nielsen.com
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

By 2025, the CBD food and beverage market in the United States is expected to be valued at 2.65 billion U.S. dollars. CBD-infused beverages are projected to make up 64 percent of that market, at a value of 1.7 billion dollars.

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CBD sales in the United States from 2014 to 2022, by channel (in million U.S. dollars)

CBD sales in the United States from 2014 to 2022, by channel

Source and methodology information

Source(s)	Hemp Business Journal; New Frontier Data; SPINS; BDS Analytics
Conducted by	Hemp Business Journal; SPINS; BDS Analytics
Survey period	2014 to 2022
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	New Frontier Data
Publication date	February 2019
Original source	The Global Hemp Industry Outlook 2019, page 30
Website URL	visit the website
Notes:	<i>* Forecast</i>

Description

The statistic shows CBD sales in the United States from 2014 to 2022, by channel. In 2019, the pharmaceutical channel is forecast to contribute 65 million U.S. dollars to the sale of CBD in the United States.

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Estimated dollar sales of the CBD market in the United States in 2019, by state (in million U.S. dollars)

Dollar sales of CBD in the United States in 2019, by state

Source and methodology information

Source(s)	Canaccord Genuity
Conducted by	Canaccord Genuity
Survey period	2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Canaccord Genuity
Publication date	September 2019
Original source	www.stillcanna.com, page 21
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

California was the leading market for CBD (cannabidiol) in the United States in 2019 with estimated sales of 730 million U.S. dollars. Rounding out the top three were Florida and New York with 291 million and 215 million in sales respectively.

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Sales growth of cannabidiol products in the United States in 2019, by channel

CBD product sales growth in the United States in 2019, by channel

Source and methodology information

Source(s)	IRI; BDS Analytics; CSP
Conducted by	IRI; BDS Analytics
Survey period	52 weeks ended December 29, 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	CSP
Publication date	April 2020
Original source	Category Management Handbook 2020, page 32
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

Sales of CBD products have exploded in the United States in the last year. In 2019, sales in the multioutlet retail channel grew by nearly 900 percent compared to the previous year.

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Number of stores selling CBD products in the United States in 2019, by retail channel

CBD product availability in the U.S. 2019, by channel

Source and methodology information

Source(s)	US Census Bureau; NACS; Pharmacy Times; Progressive Grocer; Marijuana Business Daily
Conducted by	US Census Bureau; NACS; Pharmacy Times; Progressive Grocer
Survey period	2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Marijuana Business Daily
Publication date	November 2019
Original source	Marijuana Business Magazine November-December 2019 Edition, page 86
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2019, approximately 174,000 convenience and gas stations in the United States sold CBD products. Ranked second, around 43,000 drugstores sold CBD products that year.

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Cannabidiol (CBD) revenue in the United States in 2025, by product category (in billion U.S. dollars)

CBD revenue in the United States in 2025, by product category

Source and methodology information

Source(s)	Cowen Group; Winsight Grocery Business
Conducted by	Cowen Group
Survey period	2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Winsight Grocery Business
Publication date	September 2019
Original source	Winsight Grocery Business, September 2019, page 88
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

Nutraceuticals are projected to be the biggest category of cannabidiol (CBD) sales in the United States by 2025. Nutraceuticals are substances such as tinctures and dietary supplement pills.

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Share of cannabidiol (CBD) products across FMCG segments in the United States in 2019, by format

Cannabidiol product share in FMCG in the United States in 2019, by format

Source and methodology information

Source(s)	L.E.K. Consulting
Conducted by	L.E.K. Consulting
Survey period	January 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	L.E.K. Consulting
Publication date	March 2019
Original source	CBD: This Cannabis Extract Is Creating a Different Kind of Buzz, page 3
Website URL	visit the website
Notes:	<i>Based on a sampling of 639 CBD (THC-free) products by the source.</i>

Description

Cannabidiol (CBD) products are becoming ubiquitous across fast moving consumer goods (FMCG) sectors in the United States. Spreadable and liquid formats were the most common. In the vitamin, minerals and supplements sector, tinctures and edible oils accounted for 59 percent of products.

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Dollar sales of cannabidiol products in multioutlet retail in the United States in 2019, by segment (in million U.S. dollars)

CBD product multioutlet sales in the United States in 2019, by segment

Source and methodology information

Source(s)	IRI; BDS Analytics; CSP
Conducted by	IRI; BDS Analytics
Survey period	52 weeks ended December 29, 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	CSP
Publication date	April 2020
Original source	Category Management Handbook 2020, page 34
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

Cannabidiol supplements were the sales leaders in multioutlet retail in the United States in 2019. CBD vitamins had sales of 27.6 million U.S. dollars in that year.

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Dollar sales of cannabidiol products in convenience stores in the United States in 2019, by segment (in million U.S. dollars)

CBD product c-store sales in the United States in 2019, by segment

Source and methodology information

Source(s)	IRI; BDS Analytics; CSP
Conducted by	IRI; BDS Analytics
Survey period	52 weeks ended December 29, 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	CSP
Publication date	April 2020
Original source	Category Management Handbook 2020, page 32
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

Cannabidiol supplements were the sales leaders in convenience stores in the United States in 2019. CBD vitamins had sales of 37.9 million U.S. dollars while sleeping remedies had sales of 10.8 million dollars.

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Dollar sales of cannabidiol products in grocery stores in the United States in 2019, by segment (in million U.S. dollars)

CBD product grocery store sales in the United States in 2019, by segment

Source and methodology information

Source(s)	IRI; BDS Analytics; CSP
Conducted by	IRI; BDS Analytics
Survey period	52 weeks ended December 29, 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	CSP
Publication date	April 2020
Original source	Category Management Handbook 2020, page 34
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

Cannabidiol supplements were the sales leaders in grocery stores in the United States in 2019. CBD vitamins had sales of 5.8 million U.S. dollars in that year.

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Leading CBD products for pets in the United States in 2019

Leading CBD products for pets U.S. 2019

Source and methodology information

Source(s)	Winsight Grocery Business; Acosta
Conducted by	Acosta
Survey period	July, 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Winsight Grocery Business
Publication date	November 2019
Original source	Grocery Insight November 2019 Edition, page 14
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2019, 48 percent of pet owners in the United States purchased cannabidiol treats/chews for their pets. 27 percent reported to have purchased cannabidiol oil products for their pets.

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Average sales price of high-THC and high-CBD cannabis products in the United States from 2014 to 2019 (in U.S. dollars)

Sales price of high-THC and high-CBD products in the United States 2014-2019

Source and methodology information

Source(s)	BDS Analytics
Conducted by	BDS Analytics
Survey period	2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	BDS Analytics
Publication date	September 2019
Original source	CBD: Cannabinoids Escape the Dispensary, page 17
Website URL	visit the website
Notes:	<i>*First half of 2019</i>

Description

Although high-CBD products have always commanded a higher price than high-THC cannabis products, the differential has increased drastically in recent years. As of the first half of 2019, high CBD products in the United States sold at an average price of 22.70 U.S. dollars, while high-THC products sold at 9.99 dollars on average, a difference of nearly 13 dollars. In 2014, the difference was only 2.28 dollars.

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Top hemp-derived cannabidiol (CBD) brands among U.S. CBD users in 2017* and 2019

Top U.S. hemp-derived CBD brands 2017 and 2019

Source and methodology information

Source(s)	HelloMD; Brightfield Group; Statista estimates
Conducted by	HelloMD; Brightfield Group; Statista estimates
Survey period	2017 and 2019
Region(s)	Worldwide, North America, United States
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	Statista
Publication date	July 2019
Original source	n.a.
Website URL	visit the website
Notes:	<i>* Data from medicinal cannabis community members from the United States (primarily California) and abroad. 2017 data from a previous report titled: Understanding Cannabidiol - Summary Report , which was a survey of 2,400 members of the HelloMD medicinal cannabis community. The source did not provide [...] For more information visit our Website</i>

Description

There are many hemp-derived cannabidiol (CBD) brands used by consumers in the United States. From 2017 to 2019 many of the preferred brands of consumers change but the top two brands retained their dominance. The leading CBD brand based on user opinions was CW Hemp. Some 7.13 percent of respondents agreed that this brand was their favorite brand. The second most popular brand was Plus CBD Oil (CV Sciences). CBD usage in the U.S. CBD is a component of medical marijuana and is often derived directly from hemp plants, a plant related to marijuana. CBD does not cause a "high" like marijuana may. Within the U.S., CBD is still federally categorized as an illegal drug like marijuana but is legalized to varying degrees in many states. Evidence suggests that CBD may be helpful in certain seizure disorders, anxiety and chronic pain. Globally, the U.S. is the largest consumer of CBD products , followed by Europe. The U.S. sales of CBD products have been increasing and are projected to continue to increase even more in the future. CBD products and brands There are a variety of ways to take CBD including sublingual tinctures, ingestion, topical application and inhalation, to name a few. CBD supplements account for the largest distribution of CBD-based products sold in the U.S. followed by topical products. Among CBD brands, MarQaha has seen some of the largest sales growth in recent years. The company offers various cannabis and CBD products including beverages, tinctures and edibles. Among the companies that sell marijuana-derived CBD, Care By Design is the favorite among U.S. consumers . The company offers CBD products in vape pens, soft gels, drops and topicals.

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Leading CBD brands in multioutlet retail in the United States in 2019 (in million U.S. dollars)

Multioutlet CBD product leading brands in the United States in 2019

Source and methodology information

Source(s)	IRI; BDS Analytics; CSP
Conducted by	IRI; BDS Analytics
Survey period	52 weeks ended December 29, 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	CSP
Publication date	April 2020
Original source	Category Management Handbook 2020, page 34
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

Ananda Professional liquid vitamins/minerals was the leading cannabidiol brand in multioutlet retail locations in the United States in 2019. The brand generated sales of nearly 8 million U.S. dollars in that year.

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Leading CBD brands in convenience stores in the United States in 2019 (in million U.S. dollars)

C-store CBD product leading brands in the United States in 2019

Source and methodology information

Source(s)	IRI; BDS Analytics; CSP
Conducted by	IRI; BDS Analytics
Survey period	52 weeks ended December 29, 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	CSP
Publication date	April 2020
Original source	Category Management Handbook 2020, page 32
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

Hemp Bombs mineral supplements was the leading cannabidiol brand sold in convenience stores in the United States in 2019. The brand generated over 20 million U.S. dollars in sales in that year. Hemp Bombs occupied five of the top ten spots for leading CBD brands.

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Leading CBD brands in grocery stores in the United States in 2019 (in million U.S. dollars)

Grocery store product leading brands in the United States in 2019

Source and methodology information

Source(s)	IRI; BDS Analytics; CSP
Conducted by	IRI; BDS Analytics
Survey period	52 weeks ended December 29, 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	CSP
Publication date	April 2020
Original source	Category Management Handbook 2020, page 34
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

CV Sciences occupied three of the top ten spots among the leading cannabidiol brands sold in grocery stores in the United States in 2019. In that year, the brand's external analgesic rubs generated sales of 900,000 U.S. dollars.

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Estimated annual CBD usage rate in the United States from 2018 to 2024

Annual CBD usage rate in the United States from 2018 to 2024

Source and methodology information

Source(s)	Canaccord Genuity
Conducted by	Canaccord Genuity
Survey period	2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Canaccord Genuity
Publication date	September 2019
Original source	www.stillcanna.com, page 19
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2018, the estimated CBD (cannabidiol) usage rate among the adult population in the United States was 6 percent. This figure was estimated to increase to 35 percent by 2024.

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How often do you use/consume any products which contain CBD oil?

Consumption rate of products containing CBD oil U.S. 2019

Source and methodology information

Source(s)	YouGov
Conducted by	YouGov
Survey period	April 5th to 8th, 2019
Region(s)	United States
Number of respondents	1,269
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	YouGov
Publication date	April 2019
Original source	YouGov CBD report - April 2019, page 3
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

The statistic presents the results of a survey on how often consumers use products containing cannabidiol (CBD) oil in the United States in 2019. In 2019, a 6 percent share of respondents stated that they used or consumed products which contained CBD oil on a daily basis in the United States.

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Share of adults who had used CBD products in the United States as of July 2019, by age group

U.S. adults CBD product usage 2019, by age group

Source and methodology information

Source(s)	Gallup
Conducted by	Gallup
Survey period	June 19 to July 12, 2019
Region(s)	United States
Number of respondents	2,543
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Gallup
Publication date	August 2019
Original source	gallup.com
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

About 14 percent of Americans had tried CBD (cannabidiol) products by mid-year 2019. Usage was highly correlated with age with younger consumers most likely to have tried it and older consumers least likely to even know what CBD was.

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Share of adults who are familiar with CBD oil in the United States in May 2019, by age group

U.S. adults who are familiar with CBD oil in 2019, by age group

Source and methodology information

Source(s)	Cannabis Business Times; Gallup
Conducted by	Gallup
Survey period	May 15-30, 2019
Region(s)	United States
Number of respondents	1,017
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Cannabis Business Times
Publication date	August 2019
Original source	Cannabis Business Times August 2019
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

Around 14 percent of adults in the United States in May 2019 were very familiar with CBD oil, also known as cannabidiol oil. American adults aged 65 years and older were the least familiar with CBD oil, with 49 percent indicating they were not familiar with it at all.

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Percentage of U.S. adults who stated they had tried CBD for select reasons as of 2019

Reasons U.S. adults had tried CBD as of 2019

Source and methodology information

Source(s)	Quartz; Harris Poll
Conducted by	Harris Poll; Quartz
Survey period	March 28 to April 1, 2019
Region(s)	United States
Number of respondents	2,000
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Quartz
Publication date	April 2019
Original source	qz.com
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In 2019, around 55 percent of U.S. adults who had triedn CBD stated they had done so for relaxation. The statistic illustrates the reasons given by U.S. adults for trying/using CBD as of 2019.

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Types of cannabis-infused products consumers are interested in purchasing in the United States as of 2019, by generation

Consumer interest in cannabis-infused product purchase U.S. 2019, by generation

Source and methodology information

Source(s)	TrendSource
Conducted by	TrendSource
Survey period	2019
Region(s)	United States
Number of respondents	n.a.
Age group	18 years and older
Special characteristics	n.a.
Published by	TrendSource
Publication date	April 2019
Original source	2019 Cannabis Industry Study, page 19
Website URL	visit the website
Notes:	<i>Score is the average of a scale from 1) not at all interested, 2) somewhat interested, 3) interested, 4) very interested Millennial 1: 18-27, Millennial 2: 28-36, Gen X: 37-52, Boomer: 53-71, Silent: 72+</i>

Description

Millennials were the most interested in cannabis-infused products among all generations of Americans as of 2019. Health and personal care products were of most interest. On a scale of 1 to 5 with five representing "very interested" the average score given by the Millennial 1 (18-27 years of age) cohort for relaxation products was 2.84.

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Consumer interest in using inedible products (e.g. lotion, bath products) infused with CBD oil in the United States in 2019, by gender

Consumer interest in using inedible CBD oil infused products U.S. 2019, by gender

Source and methodology information

Source(s)	YouGov
Conducted by	YouGov
Survey period	April 5th to 8th, 2019
Region(s)	United States
Number of respondents	1,269
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	YouGov
Publication date	April 2019
Original source	YouGov CBD report - April 2019, page 6
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

The statistic presents the results of a survey on consumers' interest in using inedible products (e.g. lotion, bath products) infused with CBD oil the United States in 2019, by gender. In 2019, 15 percent of male respondents stated that they were very interested in using inedible products infused with CBD oil in the United States.

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Consumer interest in eating or drinking products infused with CBD oil in the United States in 2019, by gender

Consumer interest in eating or drinking CBD oil infused products U.S. 2019, by gender

Source and methodology information

Source(s)	YouGov
Conducted by	YouGov
Survey period	April 5th to 8th, 2019
Region(s)	United States
Number of respondents	1,269
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	YouGov
Publication date	April 2019
Original source	YouGov CBD report - April 2019, page 6
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

The statistic presents the results of a survey on consumers' interest in eating or drinking products infused with CBD oil the United States in 2019, by gender. In 2019, 14 percent of male respondents stated that they were very interested in eating or drinking products infused with CBD oil in the United States.

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