

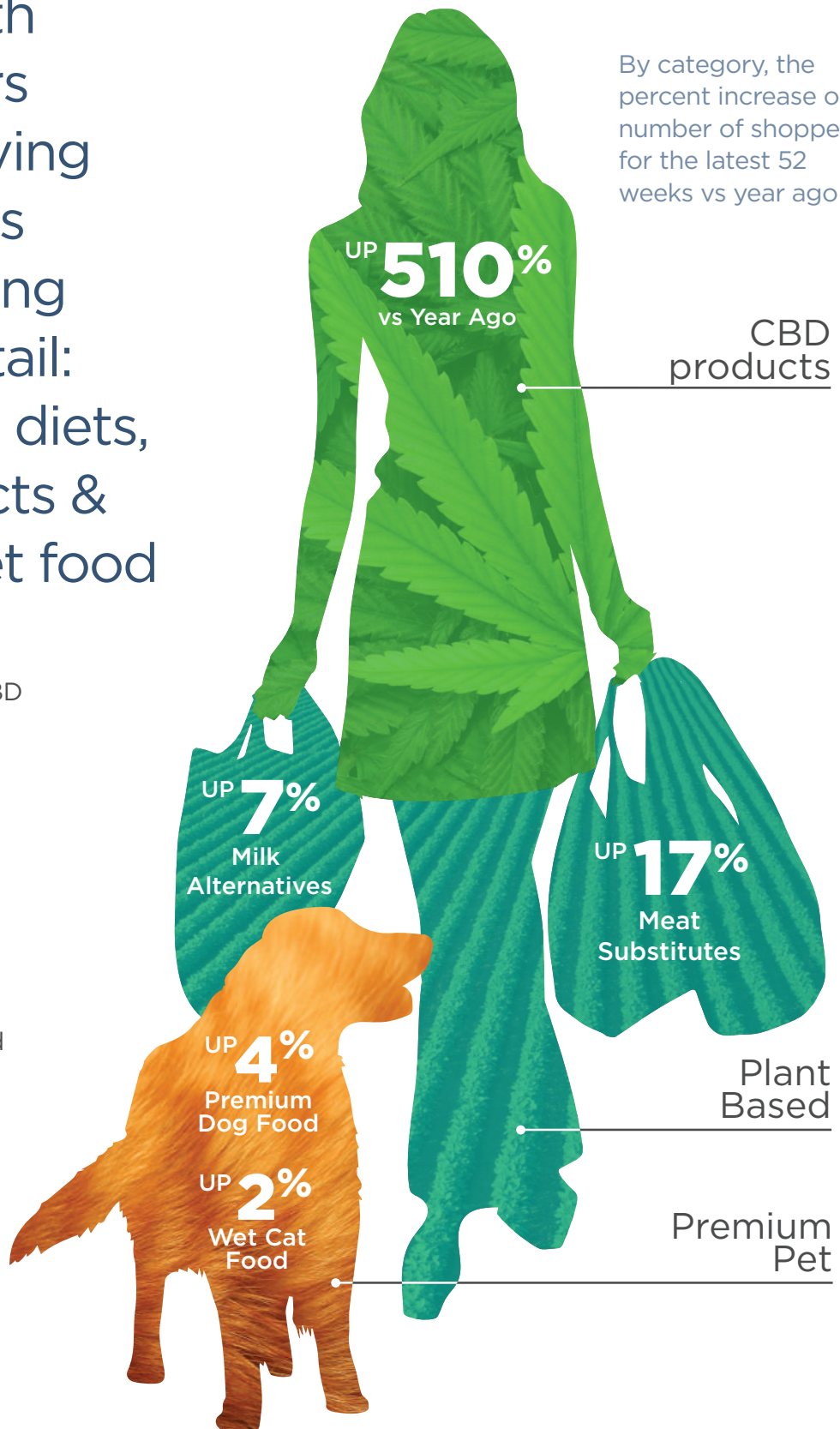
NEW DECADE. NEW CRAVINGS.

CATALINA®

Connect with the shoppers who are driving this decade's hottest buying trends at retail: Plant-based diets, CBD products & premium pet food

Consumers are scooping up plant-based foods, CBD products, and premium pet food in record numbers. Already this year, their shopping carts show some surprising insights about which product categories are poised to grow fastest over the next decade and where marketers should focus attention and marketing dollars.

By category, the percent increase of number of shoppers for the latest 52 weeks vs year ago

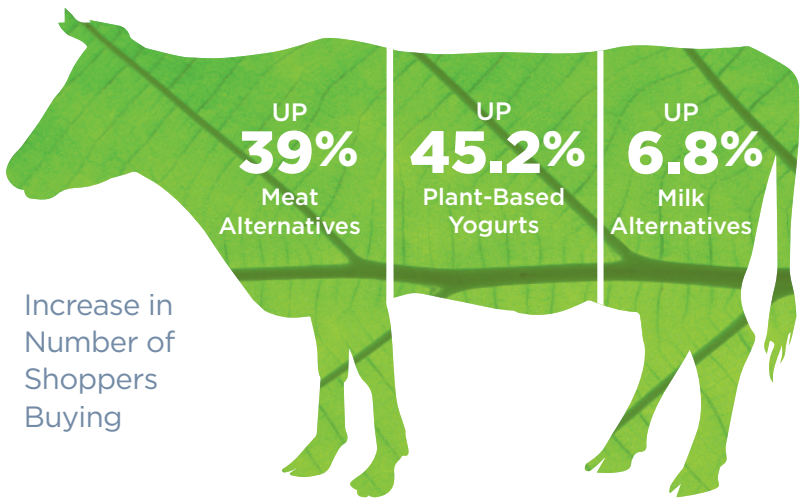


Plant Based Shoppers

Tofu and nut butter aren't just for vegans and vegetarians anymore. Health-seekers, earth-friendlies and flexitarians — people who want to cut back but not cut meat out of their diets — are driving the plant-based movement into the mainstream.

These shoppers have gone way beyond buying *Beyond Meat* products. In two years, *Just Egg* has sold more than 20 million plant-based “eggs.”

Catalina data shows the number of shoppers buying meat and dairy alternatives are up significantly vs Year Ago.



What else is in their shopping cart?



Next Move

Retailers should re-evaluate the ratio of plant-based meals and desserts in their frozen food section and keep a healthy selection of tofu in the mix. **Plant-based shoppers are 8.4 times more likely to buy it** (than the average shopper.) Brands should consider merchandising in a way that acknowledges many plant-based shoppers also purchase meats and dairy too.

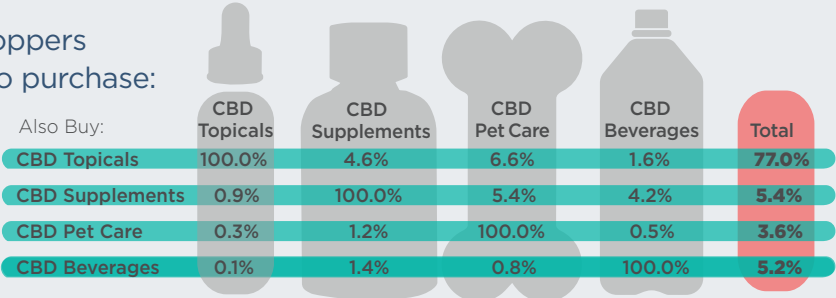
Catalina can reach 20MM shoppers with strong affinities to plant-based products.

CBD Products

Cannabidiol (CBD) buyers can choose from a blooming portfolio of products, which is translating into soaring sales.

Nearly all CBD shoppers (98%) purchase in just one category and they tend to be light buyers. They are still more likely to put something on their body than in it — for now. On average these shoppers make only 1.2 purchases a year .

Shoppers who purchase:



Discover the Newest CBD Buyer



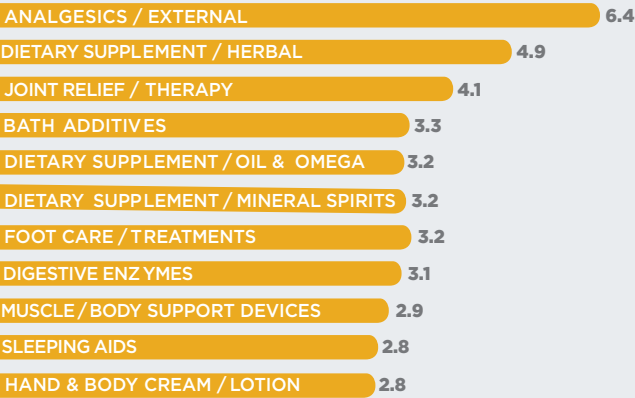
From Young Males to Suburban Moms...

Who's buying?

While young, urban, male single households have historically consumed more CBD-infused products — new CBD purchasers are more likely to be older, suburban female parents. (source: Numerator Insights*)

What else are they buying?

CBD shoppers share at least one thing in common: They want to feel better. Their shopping carts are also full of non-CBD products for aching joints, bath soaks, sleep aids as well as multi-vitamins and health-related supplements.



Next Move

As CBD shoppers become more comfortable with the safety and day-to-day effects of these products, expect them to add more of them to their weekly grocery shopping list. They will likely move beyond topicals and purchase more ingestible items if approved by the FDA.

Catalina data indicates there's a big opportunity to promote purchasing across categories.

*Numerator is a data and tech company serving the market research space.

Premium Pet Food & Treat Shoppers

Pet parents are spending more money on the health and wellness of their dogs and cats. Premium pet food and snacks are on the rise. Refrigerated dog food sales have especially taken off, with **25%** more shoppers buying vs a year ago.



Heavy buyers make **18 Trips** to the store each year with an average spend of **\$238**

Making them **3x** more valuable than the average buyer of Premium Pet Food

What's good for Fido is good for his parent, too.

Buyers of Frozen & Refrigerated Dog Treats are **2.5** times more likely to purchase frozen snacks for themselves, everything from frozen bagels and soft pretzels to decadent frozen cookie and brownie doughs.



Their pet prep purchase habits are spot on!

Catalina shopper data also shows that there is a high correlation with having a pet and being prepared to clean up the messes they make.

Next Move

Appeal to this frequent buyer by innovatively merchandising products across all pet-related categories—and beyond. They're making **18 trips** and spending an average of **\$238** per year, making them high value shoppers in every aisle.

Catalina's targetable shoppers includes 32.5 MM dog parents and 17MM cat parents.

About **2/3** of shoppers who buy CBD pet care products also regularly buy plant-based milk alternatives.



More than **1/4** also buy meat substitutes.

Three key takeaways for connecting with all these shoppers:

- 1 Use purchase-based audiences that show an affinity to buy your brands or related product categories.
- 2 Create cross-promotions and merchandising to connect shoppers to related categories throughout the store.
- 3 Focus on mainstream grocery and drug store channels as these categories offer you more reach than specialty retailers.



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To learn more about Catalina and our world-class shopper data that delivers actionable insights, visit www.catalina.com or email grow@catalina.com

The truth about CBD

Provided by



A leading medical and wellness cannabis operator in the U.S.

What is CBD? What is the difference between Hemp and CBD?

Short for Cannabidiol (pronounced “keh-nih-bih-DYE-all”), CBD is one of many chemical compounds within the Cannabis sativa plant species. The two most common strains are marijuana and industrial hemp. CBD can be extracted from hemp and marijuana plants. Marijuana plants contain CBD and anywhere from 4-17% THC, the psychoactive compound that gets you “high.”

Are CBD products in all states regulated differently than cannabis?

Yes, states regulate hemp-derived CBD products differently than cannabis, but they largely adhere to the FDA's guidelines, which says it is illegal to sell CBD as a dietary supplement or as a food (including any animal food) ingredient. CBD is available in vape pens, edibles, capsules, gummies, tinctures and other ingestible products. Topical applications are the only FDA-approved format.

What are the most important things for shoppers to look for in CBD products?

Not all CBD is farmed and sourced equally. Retailers and consumers should look for products made with high-quality ingredients, manufactured in a quality manner, and rigorously tested.