

CATALINA INSIGHTS IN ACTION: CBD

WITHIN A DECADE, ANALYSTS
EXPECT AMERICANS TO SPEND

\$75B
ON CANNABIDIOL (CBD) PRODUCTS*

Will your CBD products get their fair share of the market?

CBD products are exploding, with some brands endorsed by prominent influencers. CBD marketing rules vary by state based on product content and use. Catalina can help your budding CBD business navigate the complexity with targeted messaging and creative to engage the most likely triers and buyers.

The CBD Buyer is an Herbal Health Enthusiast



They are more likely to purchase other supplements and Chronic Health categories and they frequent— Yoga Studios, Organic Food Stores and Vitamin Shops

8.2x

MORE LIKELY TO BUY DIETARY MINERAL SUPPLEMENTS

6.6x

MORE LIKELY TO BUY DIGESTIVE ENZYMES

\$62.76
CBD BUYER
AVG SPEND

\$5.19
NON-CBD
SHOPPER AVG
SPEND

Our premium geo enhancements enable targeting based on a device's previous or real-time location so we can reach them

ANYTIME, ANYWHERE.

12.1x
GREATER
SPEND



2K+

SHOPPERS PURCHASED CBD PRODUCTS
IN PREVIOUS 26 WKS

Catalina converts shoppers into buyers, and buyers into loyal fans.
To learn more about us, scan the QR code or email grow@catalina.com



Information is based on Catalina network sales data ending 8/15/2019 unless otherwise noted.
*Based on New York Times report, August 2019.

CATALINA[®]