



1st Edition

Cannabis in Food & Beverages: U.S. Market Assessment and Opportunities

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Base Year: 2019

Forecast to 2024

Regional Coverage: United States

With the recent passing of the Farm Bill and its tremendous impact on cannabis in many industries including healthcare and beauty, the next frontier for cannabis in the United States is in the food and beverages industry. Although the industry is in its infancy, a large number of startups are springing up on niche retailer shelves and on online platforms selling products containing cannabis. With legalization growing across the country, major CPG marketers are investing huge resources to fill their pipeline with new products. Our report will assess the major trends driving the demand for cannabis-infused food and beverages across the U.S., currently available products, marketing channels, and the outlook for cannabis-based food and beverages, including those containing cannabidiol (CBD) and hemp derivatives.

This report will answer the following questions:

- What are the key trends driving the market, and prevailing opportunities?
- How are retailers merchandising products?
- Which companies are at the forefront of the cannabis food and beverage movement?
- What are the current challenges in the industry?
- What does the future hold for this market?



Report Contents

Executive Summary

- Market overview
- Detailed explanation of regulatory status governing the use of cannabis in foods and beverages in the United States
- Competitive landscape
- Market drivers and trends
- Channels of distribution
- Outlook

Brand Profiles

Profiles of 10 brands/companies that market cannabis-based food and beverage products are provided. Information provided includes company overview, sales estimates, new products and marketing activity, key claims, and primary distribution channel.

Product Category Profiles

Profiles of the most pertinent product categories (shown in Table 1) is provided, including the following information:

- Category overview
- Segment snapshots
- Distribution
- Outlook

Table 2: List of Select Brands Profiled

- 1906 New Highs
- Kiva Confections
- Puration Inc
- Recess
- Somatik
- Sprig
- Stillwater Brands
- VCC Brands
- Vybes
- Weller

Table 1: Categories to be Covered

BEVERAGES	FOODS
Alcoholic beverages	Confections
Coffees and teas	Snacks and bars
Powdered drink mixes	
Waters and energy drinks	





Scope

Cannabis in Food & Beverages: U.S. Market Assessment and Opportunities is an appraisal of this emerging market. The study explores potential opportunities, assess the regulatory environment for category products, and forecast market potential to 2024.

Included in this study are:

- Food and beverage products that are used for general consumption and overall wellbeing
- Consumer packaged products

Excluded in this study are:

- Prepared foods and beverages with cannabis such as smoothies and brownies
- Beverages sold through outlets such as restaurants, cafés, pubs, clubs, and bars
- Cannabis products used for serious medical conditions such as Alzheimer's disease, epilepsy, cancer, Crohn's disease, glaucoma, multiple sclerosis, or other diseases typically treated with prescription drugs
- Dietary supplements

Key Benefits

The report will provide subscribers with information and insights to:

- Understand key challenges surrounding the cannabis market for food and beverages
- Identify potential partnerships
- Consider future business opportunities and how to capitalize on them
- Make predictions about the market for the next five years



Methodology

Kline’s approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

Primary Research

We Know Who to Talk to. We Know How to Listen.



A high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline’s analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- Marketers/manufacturers
- Distributors
- Government agencies
- Retailers
- Suppliers
- Trade organizations

Secondary Research

We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/ industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline’s internal database, consisting of over half a century’s syndicated research.

Comprehensive Market Intelligence

We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s proven methodology allows exceptionally effective, precise, and reliable market

intelligence, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for more than 60 years.

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