

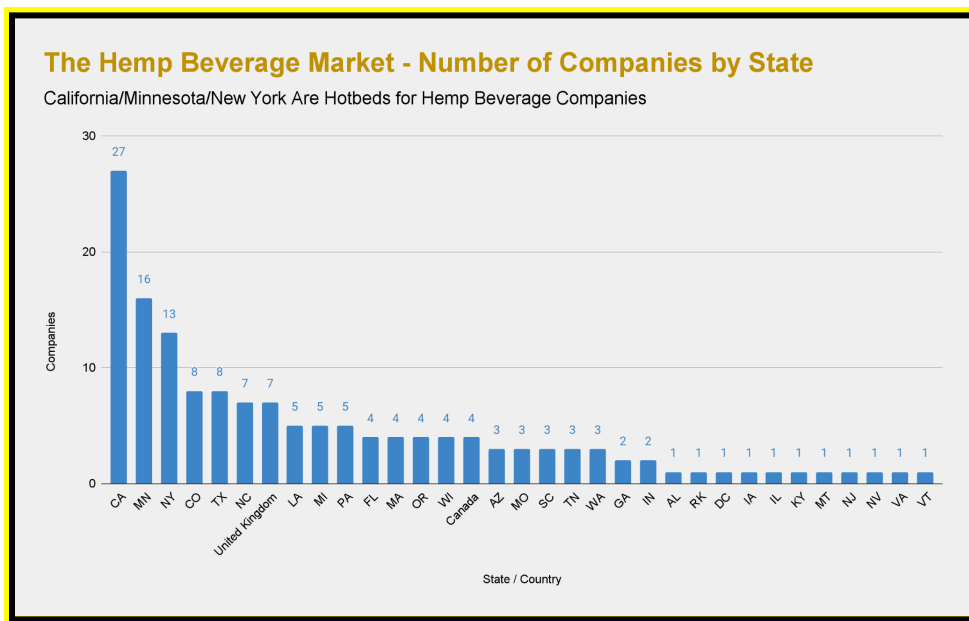


BRAND PERSONA

Demographics & Background

Company's

Brands are defined as any company that produces and sells hemp seltzers. There are national, regional, and smaller local companies in the market. For an overview, visit www.bevyfy.com and navigate to the "Shop" section to explore the available brands. There, you can find out more about what category they fall into. There is information in the "states" tab that provides the states where they are providing the product. National and some regional brands are sold through distributors, while the smaller ones are sold directly to retailers. Most of them are sold directly to consumers on their websites.



Age & Gender

Among U.S. adults aged 21+ who are aware of cannabis beverages, 18% expressed interest in trying a THC-containing drink. This indicates strong potential for continued growth. Younger adults (18-29) have a higher rate of trying hemp, with 40% in that age range having used it at least once. However, some recent data suggests that older adults (77+) are showing a surprisingly high rate of hemp use, possibly due to doctor recommendations for health issues. Younger Adults (Millennials and Gen Z): These generations are leading the trend, drawn to lower-calorie alternatives to alcohol and the familiar format of seltzers or tonics. They show a higher willingness to pay more for both CBD and THC-infused beverages. Parents (especially 35-55): There's a notable increase in interest and adoption among parents, particularly those with children aged five and younger. This group is often looking for a feel-good drink without the negative effects of alcohol. **Older Adults:** The smoke-free nature of these products appeals to older adults seeking relaxation or medicinal purposes without respiratory concerns.

Job Title & Industry

The buyers are, in most cases, owners of a retail store specializing in hemp products. They may have a manager with purchasing authority. For national, “C” stores and grocery stores, they likely have a brand manager or a regional buyer. For the larger companies, there is usually a “c” suite team that makes decisions, and sometimes they get legal involved. They will typically ensure that you go through a process that may include sending company financials, COAs, and other relevant documents. The main category for the industry that the hemp seltzers fall under is alternative beverages. To get more granular, the types of companies include grocery stores, gas stations, convenience stores, bottle shops, CBD and smoke shops, and many more retailers selling a variety of products.

Demographics & Market Trends

- **Bevyfy data site and Market Report:** Bevyfy has the most comprehensive data set on the hemp seltzer market. Data is updated in real time. In addition, we publish a market report that can be downloaded. To access Bevyfy Data, [click here](#). To download the Bevyfy Hemp Beverage Report, [click here](#)



- **Niche but Rapidly Growing:** THC beverages are a smaller segment of the overall cannabis market (around 1-3% of total sales in the US and Canada), but they are growing very rapidly, with triple-digit year-over-year sales growth in some markets. The global cannabis beverages market size was USD 2.04 billion in 2023 and is projected to grow significantly.
- **Preference for Drinks:** A November 2020 survey found that 35% of respondents preferred consuming drinks infused with THC instead of smoking. This is a significant shift as consumers move away from traditional smoking methods.
- **Alcohol Alternative:** A significant factor driving the popularity of THC drinks is their use as an alcohol alternative. A survey of THC seltzer customers found that 69% had reduced their alcohol intake since trying THC drinks, and 14% who were already sober reported that THC drinks helped them stay sober. Many consumers also choose them to avoid hangovers (66%) and for fewer calories/sugar (35%).

- **Significant Growth:** The global cannabis beverages market (including hemp-derived) was valued at USD 2.04 billion in 2023 and is projected to reach USD 117.05 billion by 2032, with a remarkable CAGR of 57.50%. Hemp-derived THC drinks specifically saw a 143% increase in sales in 2023, reaching an estimated \$382 million, with projections to nearly double to \$750 million by 2029 in the U.S.
- **North America Dominance:** North America, particularly the U.S., leads the market, accounting for a significant share of cannabis beverage sales due to increasing legalization and consumer awareness. Europe is also a fast-growing region.
- **U.S.:** The U.S. is a major driver of the market, with significant growth in states where cannabis is legal for recreational or medical use. Key growth markets include Michigan, Ohio, Illinois, and Maryland.
- **Southern U.S.:** The South accounts for a significant portion of hemp THC beverage sales, especially in states without regulated access to traditional marijuana products. Florida, Georgia, and Texas are noted for strong consumer demand.
- **Europe:** Europe is emerging as a fast-growing region, with CBD incorporation into various drinks gaining traction.

Goals & Motivations

Primary/Secondary Goals

The brand's primary goal is to generate sales. Secondly is brand awareness. The market is flooded with products, so the more they can get in front of consumers, the better. Social media and reps on the street are the keys to branding and awareness. On a tertiary level, it's critical that they stay up-to-date on the competition for what's selling and the products retailers bring in. Lastly, what are the competitors doing for point of sale in-store, and what can they do to be best in class at the store level

Challenges & Pain Points

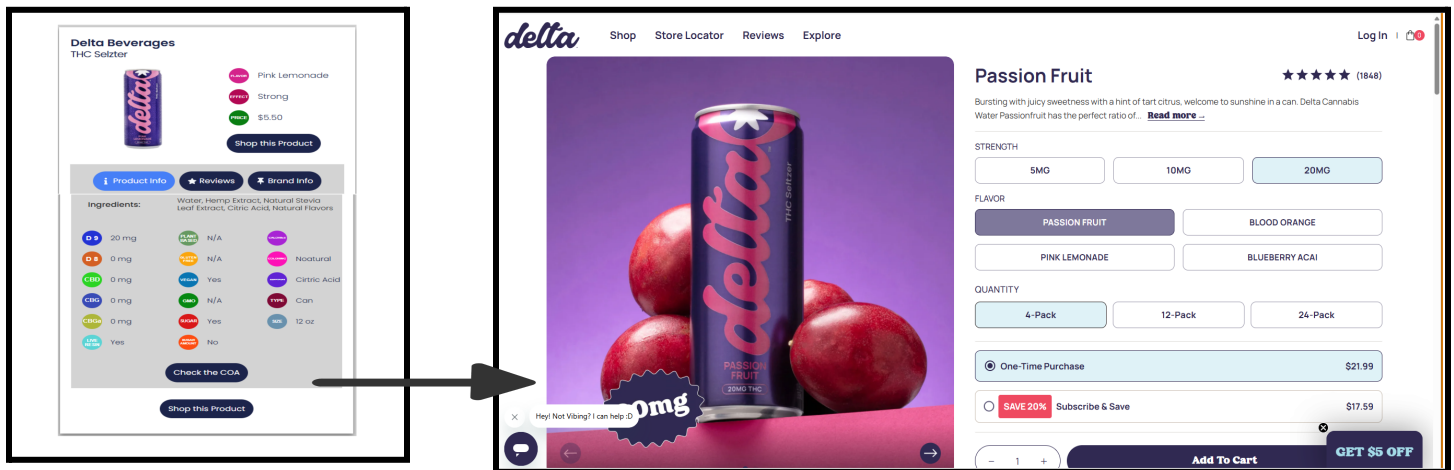
Primary/Secondary Challenges

A brand's primary goals are to get its products into the market and maintain production. Selling into retailers is a ground game. And a hard one at that. You have to have successful salespeople who can motivate their customers and provide samples to put cans in the hands of consumers. It may require providing a deal to secure placements. Then, secondarily, how can the brand follow up to ensure the consumers are buying? In some cases, doing tastings at the retailer and/or with strong POS can affect sales. The challenge is also how to train the salespeople so they can educate consumers not just on their products and why they are different, but also on the industry as a whole. Consumers are still less educated in this space, and with so many choices, it's challenging to ensure they purchase the brand's products. Reviews of products and the company are also helpful, as consumers often make purchasing decisions based on them. It's a process to manage and address them, so brands need to commit to doing so.

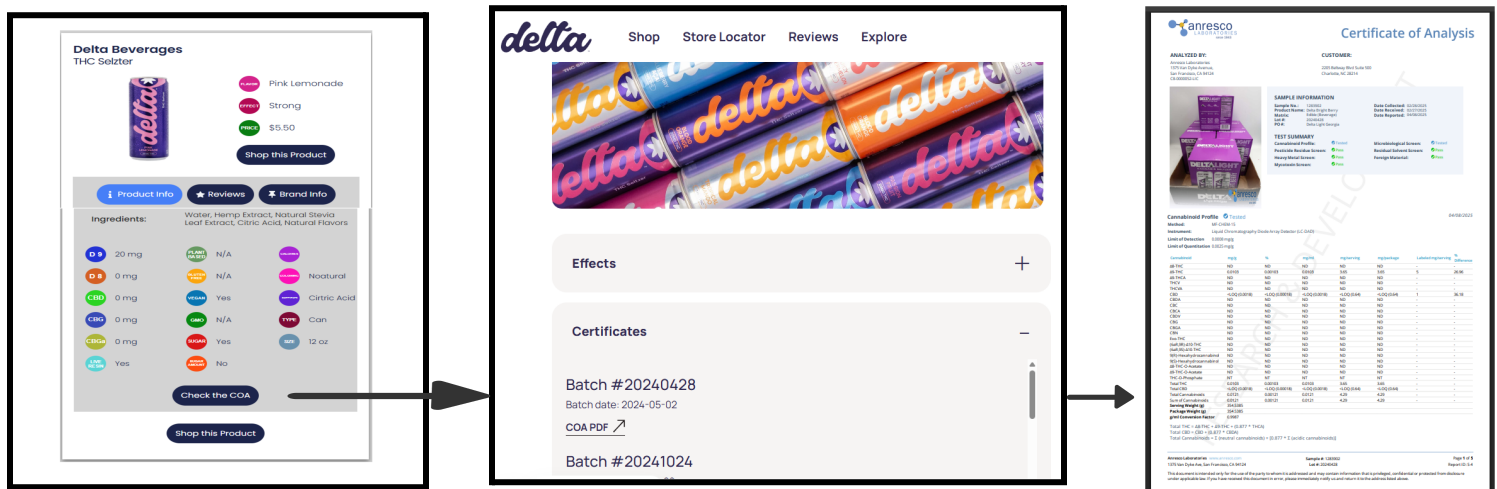
How We Can Help

Solutions

The most critical thing Bevyfy can assist the brand with is leads.



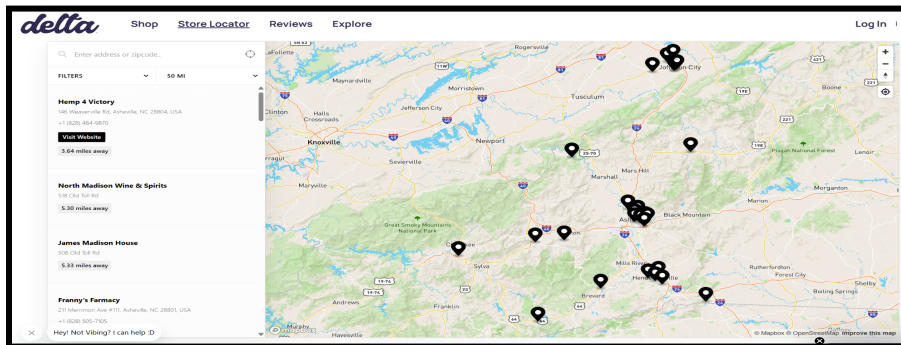
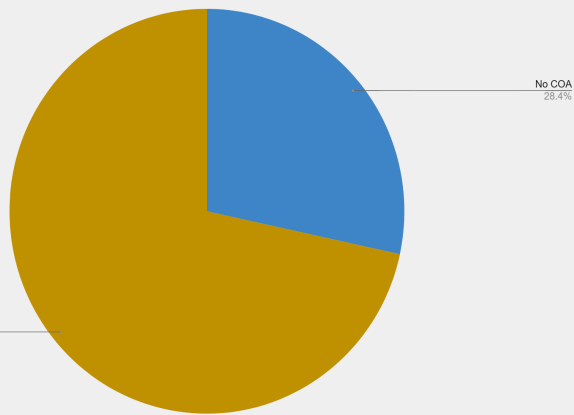
Bevyfy's profiles for brands are thorough and provide consumers with all the necessary data to research the brand and inform their purchasing decisions. This includes product information, links to COAs (a key to ensuring the product is a quality offering), and much more.



Bevyfy's 1,500 products feature an alarming number of brands that do not have COAs. Brands that do not have them and ensure they are current have no chance of securing large companies and distribution. Congratulations to all that do.

Another way Bevyfy can assist brands is by linking to their store locator. This is an excellent way for consumers to find where to buy the product locally. Some brands do not have this functionality. There is a cost associated with the third-party companies that manage this process. The key is for a brand to have a protocol to keep current

Products With Working COAs on Website



Bevyfy's 300 brands' store locator site data

Store Locators	
# of brands with a store locator	441
# of brands without a store locator	580

Reviews

Consumers make buying decisions from reviewing companies and products. Brands challenge is engaging with consumers to rate them. Like most marketing strategies, it works, but it will pay off. Bevyfy integrates Google review content for easy viewing and comparing brands and products.

Delta Beverages

THC Seltzer



FLAVOR

Passion Fruit

EFFECT

Strong

PRICE

\$5.50

Shop this Product

Product Info

Reviews

Brand Info

Total Reviews: 1847

★★★★★ 5 Stars Reviews: N/A

★★★★ 4 Stars Reviews: N/A

★★★ 3 Stars Reviews: N/A

★★ 2 Stars Reviews: N/A

★ 1 Star Reviews:

Brand Reviews

Profile Updating

Bevyfy works. We provide a way for brands to update their offerings to stay current. We offer a self-service tool for updating product information and adding new products. New customers can go through the same process to add their brand and products. Profiles are updated daily on Bevyfy.

Add or Edit Bevyfy Information

Your email will be recorded when you submit this form

* indicates required question

BEVIFY

Please contact Bevyfy at help@bevyfy.com



WWW.BEVIFY.COM

ALTERNATIVE BEVERAGE HUB

Brand *

Your answer

Website *

Your answer

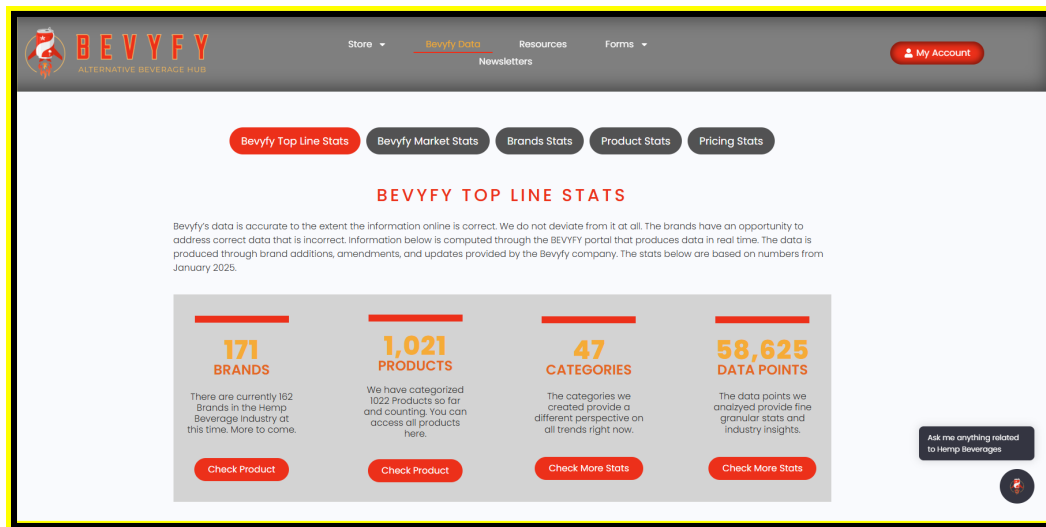
Product *

Your answer

Flavor *

Your answer

And the data is a key to understanding the market. If a brand researches our data site, it can provide key insights into their product development. What do they do next? For interest, milligrams, flavor, sweeteners, and more.



Bevyfy's resource section provides valuable industry links to stay up to speed: <https://bevyfy.com/resources>, as well as our parent site, www.cbddw.com.

Marketing & Communication

Watering Holes

Gathering data on the hemp market can be a challenge. Bevyfy's resource section is a good start, but it doesn't end there. Daily social work is one way to ensure you're staying up-to-date with the market.

Communication Preferences

Do they prefer email, phone calls, or social media outreach? What is their preferred tone (formal, casual)?

Keywords & Buzzwords

Bevyfy integrates best-in-class SEO and adheres to consistent social media protocols to drive traffic. We consistently provide original content in the form of blog posts, creating graphics, and videos. A brand needs to follow these best-in-class protocols to stand out in the market and generate sales and brand awareness.

Closing Statement

Thanks in advance for your consideration. We hope this provides valuable information for brands, as we all need to work together to elevate the space. Please visit our site: www.bevyfy.com and send us any thoughts at hello@bevyfy.com.

