

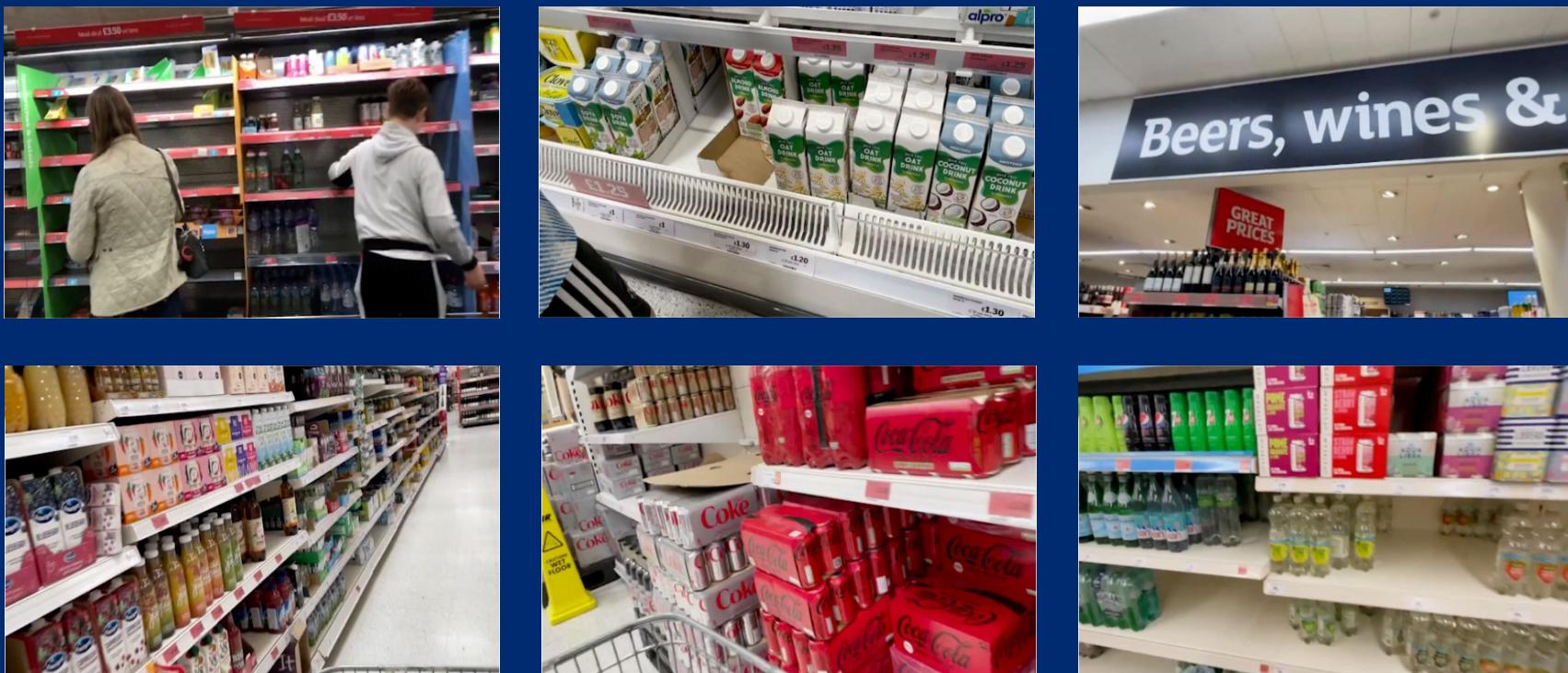
## Category Crossover Creates Confusion

The product's hybrid identity (cola + coconut + CBD) creates multiple associations, which pull shoppers in different directions.

However, those who thought of it as a health drink knew exactly where to look.

### So, what?

Without a clear mental shelf, discovery is inconsistent. Placement must align with shopper use cases to ease discovery and trial.



## One Product, Many Mental Shelves

- Cola → headed for fizzy drinks
- Impulse pick-me-up → straight to grab-and-go fridges
- Adult alcohol replacement → looked near mixers or NA beer
- Plant-based beverage → associated with coconut milk
- Health drink → checked chilled juices & kombucha



## Lifestyle vs. Medical: Why Some Found It and Others Didn't

Discovery depended on how people defined CBD. Those who saw it as a lifestyle choice looked in functional drinks and found it. Those who saw it as a medical remedy did not know where to look for a CBD cola.

### So, what?

Wellness cues bring in non-users. CBD users need a bridge: from CBD as medicine to CBD as a soft drink.

### Found It Easily (4) – Lifestyle Bent

Tended to be **non-CBD users**

More focused on CBD's **psychological function**, as an anxiolytic and safer alcohol alternative

Associated CBD with "**health drinks**" (smoothies, kombucha, organic cola)

More likely to be consumers of **functional/lifestyle drinks** (kombucha, smoothies, kvass, NA beer)

Expected a CBD cola to be placed as a **lifestyle wellness beverage** next to the kombuchas and smoothies they regularly consume.

### Struggled to Find It (6) – Medicinal Bent

More likely to be **CBD users**

More focused on CBD's **physiological function** in skincare, pain, joint, workout recovery, sleep aid.

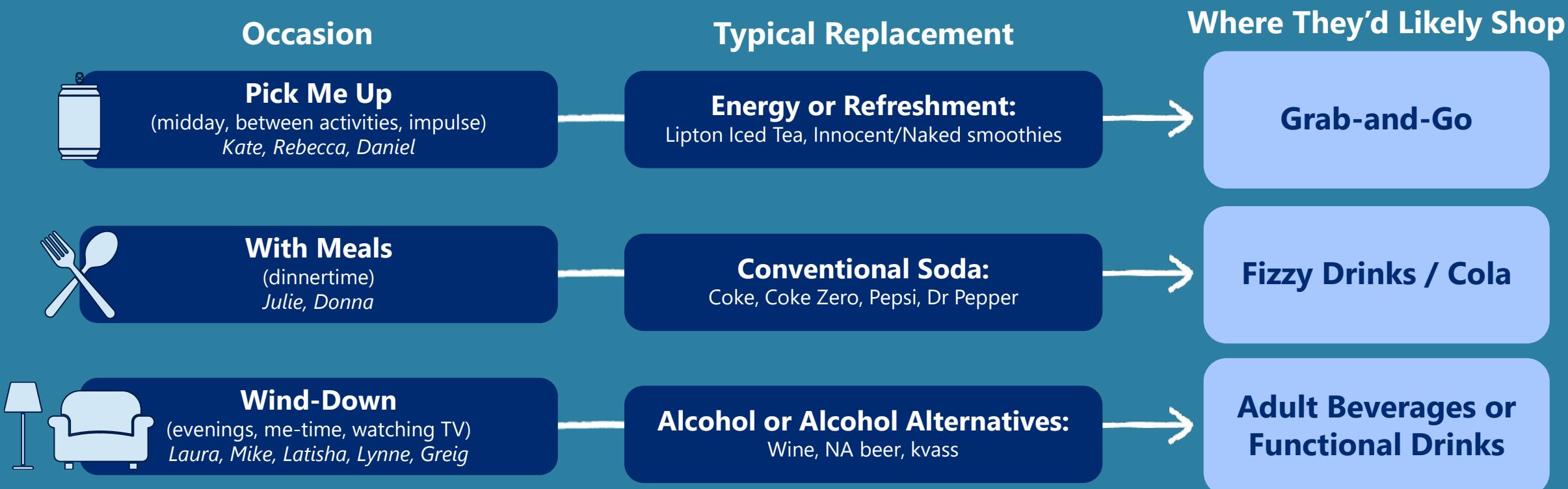
Associate CBD with **oils, lotions, and medicinal products**, not beverages

More likely to be consumers of **mainstream colas and sodas** (Coke, Pepsi, Dr Pepper, Sprite).

Surprised by CBD cola's placement with smoothies, expected CBD to be **segregated as an adult/18+** product, or were thrown off by the cola aspect.

# A Cola That Doubles as a Nightcap

Shoppers described three distinct moments for drinking CBD Cola: a daytime refresh, a dinnertime accompaniment, and an end-of-day wind down. The largest group reached for it in the evening, treating it as an alcohol alternative. The ideal placement is where shoppers go to stock their wind-down ritual.



# Recommendation: Anchor in Health Drinks, Trial in Adult Beverages

The product fits best where functional drink buyers already shop, but the strongest usage occasion points to night-time wind-down. To capture both, keep CBD Cola in Chilled Juices & Functional Drinks and trial it in Adult Beverages alongside NA options.



## What we saw:

For some, it was **easy to find**.  
For others, it turned into a bit  
of a **treasure hunt**.

## Insights:

### Split identities, split associations:

Part cola, part coconut, part CBD, each attribute sent shoppers into a different direction.

### Wellness seekers found it, remedy seekers didn't:

Shoppers who thought of CBD as wellness looked in functional drinks and succeeded, while those who saw it as medicine didn't know where to look.

### From cola to nightcap:

Evening wind-down emerged as the most common use, with CBD Cola replacing alcohol or a mocktail more often than a Coke at dinner.

## Placement Recommendations:

### Keep in Chilled Juices & Functional Drinks

with Trip CBD, kombucha, and smoothies. Functional drink shoppers already know this spot.



### Trial Secondary Placement in Adult Beverages

with NA beers and mocktails. That's where nightcaps live, and it helps shift CBD from medicine to lifestyle drink.



### Avoid Fizzy Drinks Aisle.

Yes, it's a cola, but that aisle promises energy and sugar, not relaxation.

