

## 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



### Where they looked

### Why it belongs

### But... (why not)

**Fizzy Drinks / Cola**

Cola flavor, red can (Coke lookalike), mealtime soft drink

CBD/functional cues, plant-based, low sugar, not indulgent cola

**Ambient Juices & Squash**

Trip multipacks, functional juices, turmeric shots, shelf-stable

Family/children skew, mostly multipacks to be consumed later.

**Grab-and-Go / Meal Deal**

Impulse, single-serve, paired w/ sandwich, chilled & ready to drink smoothies/juices/soda

CBD rarely merchandised in meal-deal, not really a casual lunch drink

**Adult Beverages / Mixers**

Relaxation, adult flavor, 18+ CBD, similar role to NA beer/kvass

Plant-based health brand, not alcoholic, more wellness than party

**Plant-Based Milk**

Coconut milk adjacency, some Vita Coco products and multi-serve juices merchandised here

Plant based, but not a milk/juice substitute

**Chilled Juices & Functional Drinks**

Vita Coco range, LoBro Kombucha Cola, Trip CBD, smoothies, wellness adjacency

Cola branding clashes, single-serve among multi-serve, mixed with kids' drinks, shelf stable

## 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.

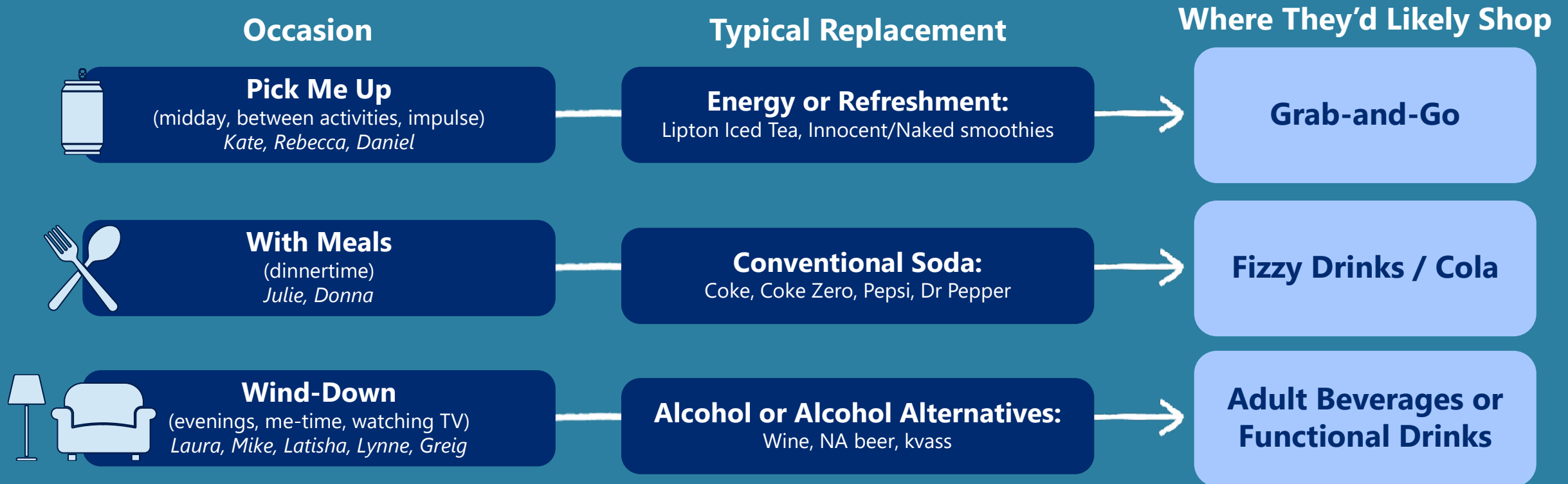
Associate CBD with **oils, lotions, and medicinal products**, not beverages

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.

