



# How CBD Gummies Can Boost Convenience Store Sales



For retailers looking to provide their consumers with easy access to value-priced CBD, adding CBD gummies to the front counter could be the ticket.

*Sponsored content from our partner Leafline Wellness*

While having made a somewhat recent debut on convenience store shelves, cannabidiol (CBD) products have quickly become one of the fastest-growing categories on the market. By 2024, CBD products will exceed an estimated \$20 billion in U.S. mainstream retail sales, according to a 2019 report from BDS Analytics.

C-stores aren't the only sellers competing for their share of the profits, however. By meeting consumers' biggest demands for CBD products—including accessibility, affordability, efficacy and quality—c-store retailers can

position themselves to convert new buyers and to become consumers' go-to seller for the CBD products they love.



**Accessibility makes the sale**

With CBD products first appearing in c-stores within the last couple years, many c-store shoppers have limited experience with CBD, if any. This leaves room for common misconceptions among consumers, who may mistakenly believe CBD is the same as THC or who may not know if there are restrictions

regarding who can purchase it—when in fact, there are no age restrictions on purchasing CBD in states where CBD is legal (all except Iowa and Idaho).

Fortunately, there are several ways in which retailers can make their CBD products more approachable to help secure more sales. Educational materials, including take-home cards and digital communications, are a great first step to creating a more informed base of consumers.

For new buyers, providing an accessible format should also be a top priority: According to

a report by High Yield Insights, product form is the No. 1 factor consumers consider in making a purchase decision, with 52% of consumers citing it as a main concern. Unsurprisingly, gummies are a favorite, holding its own as the most popular CBD product aside from baked goods. Coming in a spectrum of fun colors and familiar flavors, consumers are likely to find a CBD gummy that makes an otherwise novel product into an accessible experience.

Plus, gummies provide a functional advantage. Rachel Quintanilla Albertson, VP of brand marketing at Leafline Wellness, explains that the ready-to-eat gummy format is perfectly suited for busy, on-the-go c-store consumers.

"It's portable and easily measured, so the consumer is not needing to guess if they're getting the right amount of CBD for them," she says. "Gummies taste great and offer a sweet treat along with delivery of CBD; and since we know price is the number one barrier to adoption, gummies offer a more comfortable price point."

## Price it right

Indeed, according to the High Yield report, price is the primary barrier to purchasing among new and seasoned CBD shoppers alike. Whether a shopper is trying CBD for the first time and doesn't want to spend too much on an unfamiliar product, or a repeat buyer wants a low-cost option for a product they routinely purchase, value-priced CBD offerings are a key fixture of any retailer's CBD category.

By choosing a brand of CBD products that provides great quality at a fair price—all in the accessible gummy format shoppers know and love—retailers can successfully avert the obstacles that could otherwise prevent a sale. Happy Place™, a Leafline Wellness brand, provides a top-tier CBD product that's as likely to win over an impulse buyer at the counter as it is to become a shoppers' go-to favorite product.

## Delivering on efficacy

Of course, it's not enough for a CBD gummy just to be affordable and delicious—it needs to perform well, too. The High Yield report found that, after product form, potency is the No. 2 purchase driver for a CBD product, with 41% of consumers citing it as a priority.

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Happy Place CBD gummies are made to deliver on the benefits consumers want most: reduced stress and an increased sense of calm, all without the intoxicating and mind-altering effects of THC thanks to a stringent extraction process resulting in a 0% THC product. Other gummy manufacturers who use a full or broad spectrum hemp extract rather than CBD isolate can turn out products with up to 0.3% THC—enough to discourage a wary shopper from buying. Some manufacturers even pump solvents like butane and hexane through massive amounts of hemp to extract the active compounds, which can result in unwanted chemical residues left over in the final product.

According to Albertson, brand integrity is key to maximizing profits at the c-store.

"Building a faithful consumer base is critical," she says. "As the industry matures, the development of industry standards and best practices will continue to evolve, but



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offering full transparency through proper labeling and access to third-party testing results can help build that trust.

Happy Place gummies contain 100% natural, hemp-derived cannabidiol—which is exactly what shoppers looking for a solution to help with sleep, pain, anxiety and stress want to see. Albertson recommends that c-store retailers display their CBD products in an accessible location so that consumers can look for product quality themselves.

“There is a lot of stigma around CBD already, and by placing product behind the counter or locked up, it amplifies the stigma that it isn’t safe,” she explains. “Consumers want easier access to CBD products and by bringing the product forward where shoppers can see it, pick it up, read the label, we can help alleviate a lot of the skepticism.”



### Quality counts

Whether they’re using CBD for the first or the fiftieth time, whether they pick it up on a whim or they’re seeking

specific solutions to concerns such as stress and pain, a CBD product’s quality is a forefront priority for any and every c-store shopper. And quality matters to retailers, too; especially when navigating a new and developing marketplace, retailers need a reputable brand name they can trust.

Happy Place has it covered: Sourcing its hemp from some of the finest, most highly regulated organic hemp farms in the country, they offer a formula that’s free from

pesticides, GMOs, solvents and chemical fertilizers, as verified by thorough lab testing. They are among the few companies in the cannabis industry to have mastered a supercritical CO<sub>2</sub> extraction process that compresses as much CBD as possible from raw hemp flowers to create a safe, effective product. Plus, Happy Place’s standard for full transparency helps earn a vote of confidence from retailers and consumers alike. They provide detailed lab data showing a full rundown of the phytocannabinoids and other ingredients in each and every product.

Consumers approach the CBD section at the c-store with high standards and varied priorities. Luckily, Happy Place gummies check every box for a product that’s as potent as it is approachable and as high-quality as it is affordable.



**To learn more about how retailers can win in the CBD category with Happy Place products, visit [discoverhappyplace.com](https://discoverhappyplace.com)**