



MARCH REPORT

CBD-RICH TRENDS ACROSS AMERICA

“Introducing RYAH Data, our new data analytics report leveraging insights from our proprietary data lake.”
- Gregory Wagner,
CEO, Ryah Medtech, Inc.

THE QUESTION

The US cannabidiol (CBD) market is expected to reach \$23.7 billion by 2023 – but who are the Americans using it for medicinal purposes?

Who is the US-CBD target market, and what are their preferences? [1]

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THE ANSWER

44,988 patients between January 1, 2019, and March 23, 2020, reported through RYAH Data. The following report focuses on CBD trends.

Six out of the top twenty strains contain more than 5 percent CBD, including Harlequin, Cannatonic, and ACDC.

Men are just as likely as women to prefer CBD-rich flower.

CBD's effects on anxiety, inflammation, and epilepsy are well-established. RYAH Data confirms patients prefer CBD-rich strains to treat these conditions.

The most commonly experienced side effects from the favorite CBD strains in RYAH Data include creativity, focus, talkativeness, hunger, and peacefulness.

6/20 TOP STRAINS
REPORTED THROUGH
RYAH DATA ARE **CBD-RICH**

This report is based on information pulled from RYAH Data between January 1, 2018, and February 1, 2020

ADDITIONAL DATA

In 2018 the Journal of Cannabis and Cannabinoid Research published "A Cross-Sectional Study of Cannabidiol Users," which characterized whom, how, and why individuals are currently using CBD.

62% of participants reported using CBD to treat a medical condition.

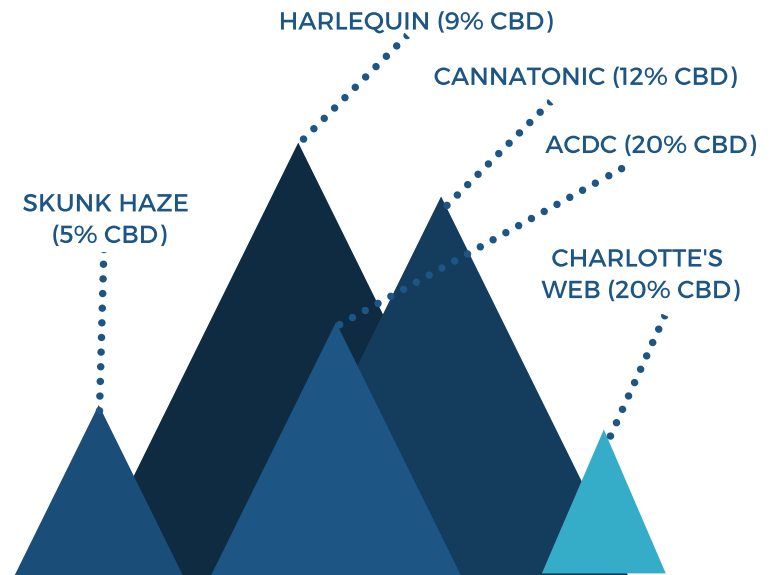
Top conditions treated included:

- Chronic pain
- Arthritis & Joint Pain
- Anxiety
- Depression
- Insomnia & Sleep Disorders

Following sublingual administration, vaping was the second most common method of ingestion. [3]

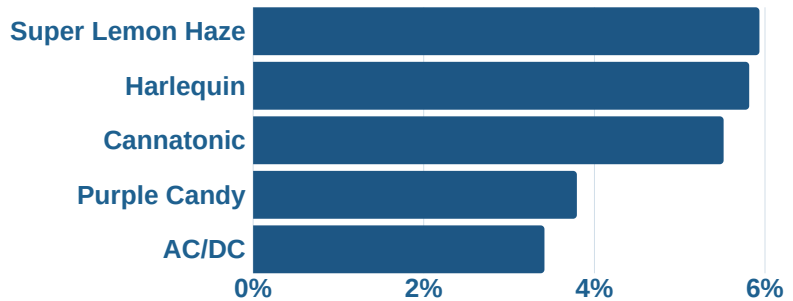
TOP CBD STRAINS

CBD-RICH WITH >5% CBD CONTENT [2]

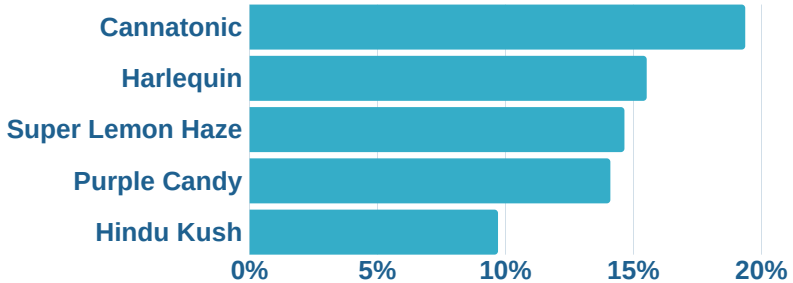


TOP STRAINS BY AILMENT

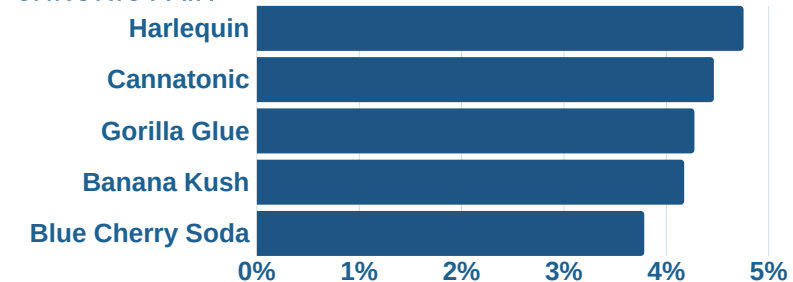
INFLAMMATION



ANXIETY



CHRONIC PAIN



ADDITIONAL DATA

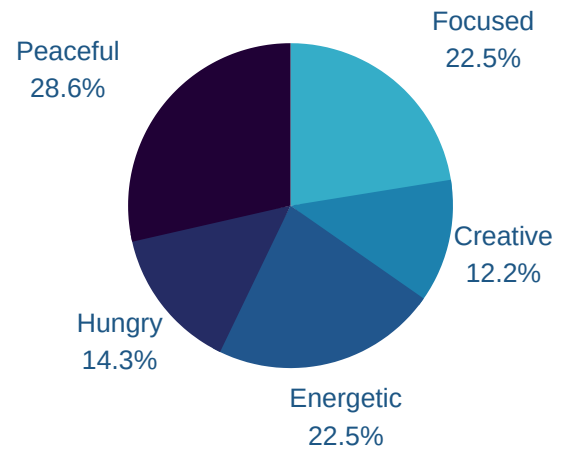
While there is a growing argument against the genetic differences between indicas and sativas, the vast majority of patients reporting through RYAH Data rely on indicas and indica dominant strains for insomnia.

"Cannabis species and cannabinoid concentration preference among sleep-disturbed medicinal cannabis users" explored strain type in more detail.

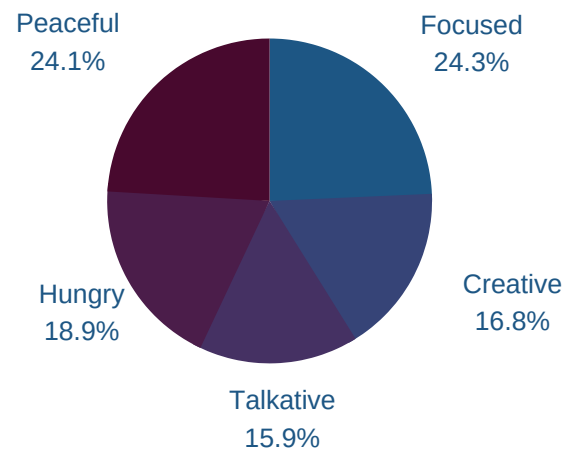
According to their survey, participants preferred sativas to reduce nightmares, but CBD-rich strains are better for improving insomnia and sleep latency. [3]

COMMON SIDE EFFECTS

HARLEQUIN



CANNATONIC



TOP STRAINS IN TOP STATES

FAORITE STRAINS IN THE STATES WITH MOST PATIENT REPORTING
CBD-RICH*

CALIFORNIA

1. **CANNATONIC***
2. **SUPER LEMON HAZE**
3. **HARLEQUIN***
4. **AC/DC***
5. **PURE OG**

OKLAHOMA

1. **SUPER LEMON HAZE**
2. **HARLEQUIN***
3. **CANNATONIC***
4. **PURPLE CANDY**
5. **SKUNK HAZE***

FLORIDA

1. **SUPER LEMON HAZE**
2. **HARLEQUIN***
3. **CANNATONIC***
4. **AC/DC***
5. **PURPLE CANDY**

ADDITIONAL SOURCES

(1)

(2019, July 31). **U.S. CBD Market Projected to Grow at 107% Annual Average (CAGR) Through 2023.** Retrieved from <https://www.prnewswire.com/news-releases/us-cbd-market-projected-to-grow-at-107-annual-average-cagr-through-2023-300893763.html>

(2) **Strain details provided by AllBud should be used as rough guidelines only.**

Find Marijuana Dispensary, Strain & Doctor Info & Ratings. (n.d.). Retrieved March 23, 2020, from <https://www.allbud.com/>

(3)

Corroon, Jamie, and Joy A Phillips. "A Cross-Sectional Study of Cannabidiol Users." Cannabis and cannabinoid research vol. 3,1 152-161. 1 Jul. 2018, doi:10.1089/can.2018.0006

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