# Trip CBD drinks defy losses with rapid UK growth and US expansion



CBD drinks brand Trip has made headlines recently for its ambitious global expansion strategy, albeit racking up significant losses of nearly £14 million. The burgeoning company, founded in 2019 by Olivia Ferdi and Dan Khoury, incurred £5.6 million in losses in the financial year ending 28 February 2024, continuing a trend from the previous year. While the unaudited accounts do not disclose specific revenues, Trip is rumoured to be on track for impressive sales, with expectations to exceed £60 million within the calendar year.

Despite these financial setbacks, Trip has not seen its growth stymied. According to reports, it has demonstrated remarkable progress, becoming the fastest-growing soft drink brand in the UK. NielsenIQ data shows that Trip's value sales surged by a staggering 522%, reaching £4.3 million over a one-year period. The brand now claims to dominate the UK CBD drinks market, allegedly holding an 88% share, although this figure is based on a subset of sales captured by NielsenIQ, which represents less than 20% of its total revenue.

Trip’s expansion into the US marketplace has been particularly noteworthy. As a component of its strategy, the brand has fortified its distribution channels and established itself with major US retail giants, including Target and Sprouts Farmers Market. With plans to further bolster its US presence, Trip is also working to expand into three additional national accounts by the first quarter of 2026. The integration of a manufacturing base in the US marks a significant step for the brand, allowing it to serve a rapidly growing customer base effectively.

In addition to its core revenue-generating operations, the brand has secured substantial investment, garnering over £25 million through various funding rounds. Noteworthy backers include Maria Raga, the former CEO of Depop, and Christian Angermayer, founder of Apeiron Investment Group. This financial support has been pivotal for Trip as it enables the company to solidify its infrastructure across the globe while continuing to innovate within the wellness sector.

With its UK operations turning a profit and the brand consistently topping lists of fastest-growing companies, Trip remains optimistic about its future. Managing Director James Edmunds emphasised the company's mission to help people find calm around the world, stating, “Since launch in 2019, we have invested to build a global brand.” The anticipated continuation of rapid growth aims to see revenue exceed £100 million by 2026, as Trip positions itself at the forefront of the booming CBD market.

As conversations about mental wellbeing evolve and the stigma around CBD diminishes, Trip appears poised not merely for survival but for a significant leadership role in an industry projected to reach new heights. The road ahead may be peppered with challenges, but with an engaged community and a strong market presence, Trip continues its journey towards becoming a household name.

### Reference Map

1. Paragraphs 1, 2
2. Paragraphs 3, 4
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4. Paragraph 5
5. Paragraph 5
6. Paragraph 3
7. Paragraph 3

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.thegrocer.co.uk/news/cbd-drinks-brand-trip-racks-up-losses-amid-global-expansion/704820.article> - Please view link - unable to able to access data
2. <https://www.thegrocer.co.uk/news/cbd-drinks-brand-trip-racks-up-losses-amid-global-expansion/704820.article> - CBD drinks brand Trip has reported losses of nearly £14 million as it heavily invested in building a global brand with booming sales. The company, launched in 2019 by Olivia Ferdi and Dan Khoury, accumulated losses of £5.6 million in the year ending 28 February 2024, following a similar deficit in the prior year. Despite these losses, Trip has experienced significant growth, establishing a major presence in the US market and expanding its UK operations, with its range of functional drinks stocked in over 30,000 shops across the country.
3. <https://www.thegrocer.co.uk/news/cbd-brand-trip-becomes-fastest-growing-soft-drink-in-the-uk/677099.article> - CBD brand Trip has become the fastest-growing soft drinks brand in the UK, according to NielsenIQ data. The brand's value sales soared by 522% to £4.3 million in the 52 weeks ending 12 February 2023, making it the fastest-growing soft drink brand worth more than £500,000 in grocery. Trip now claims to hold 88% of the total CBD drinks market share, with sales captured by NielsenIQ representing less than 20% of Trip's total revenue.
4. <https://www.prnewswire.com/news-releases/trip-raises-12m-as-the-viral-brand-continues-to-disrupt-the-global-wellbeing-landscape-and-13-billion-cbd-industry-301609386.html> - UK's leading CBD brand, TRIP, announced a $12 million investment supported by prominent entrepreneurs, business leaders, and investors, including Maria Raga, the former CEO of Depop, and Christian Angermayer, founder of Apeiron Investment Group. This latest round of funding will support the brand's continued growth in the United States and across the globe. TRIP has been a viral sensation, drawing in millions of fans and attracting the most organic search traffic of any CBD drinks brand globally.
5. <https://www.thegrocer.co.uk/fundraising/trip-secures-10m-for-mainstream-cbd-push/670819.article> - CBD start-up Trip has secured a £10 million investment to fuel its rapid growth and bring the brand to a mainstream customer base. Launched by husband-and-wife team Daniel Khoury and Olivia Ferdi in 2019, the brand’s range of CBD drinks and oils are stocked in 11,000 stores, including Sainsbury’s, Holland & Barrett, Boots, Ocado, Selfridges, and Harrods, as well as foodservice and hospitality chains such as The Ivy, Brewdog, Leon, and Benugo.
6. <https://www.thedrinksbusiness.com/2023/03/trip-cbd-named-fastest-growing-soft-drinks-brand-in-the-uk/> - CBD brand Trip has grown 522% over the last 12 months, making it the fastest-growing soft drinks brand in the UK. The brand has recorded growth that doubles that of the second fastest-growing soft drinks brand with over £500,000 in sales in 2022. Founder Olivia Ferdi described the year’s achievements as a special milestone for Trip, showing how far the brand has come in its mission to destigmatize conversations about mental wellbeing and rework misconceptions about CBD.
7. <https://www.cantechonline.com/news/31670/trip-canned-cbd-becomes-uks-fastest-growing-soft-drinks-brand/> - With its reported growth of 522% over the last 12 months, CBD company, TRIP, has become the fastest-growing drinks brand in the UK. The company has stated that cans are flying off the shelves across the country, both at TRIP warehouses and at major retail stockists including Waitrose, Harrods, Sainsbury’s, Boots, Ocado, and Holland & Barrett, as well as hospitality stockists such as Soho House worldwide.