

## The Recreational Cannabis User - US - September 2018

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"As of July 2018, nine US states and the District of Columbia have legalized cannabis for recreational (adult) use, and moves toward expanded legalization are underway. This has and will continue to impact some food and drink categories. Already, 34% of cannabis users have decreased alcohol consumption since legalization, likely contributing to the recent alcohol sales slowdown."  
**- Beth Bloom, Associate Director - Food & Drink**

This report looks at the following areas:

- **Nine US states and Washington DC have legalized recreational cannabis**
- **US sales of recreational cannabis estimated to reach \$6.7 billion in 2018**
- **Men under the age of 55 are the most likely cannabis users**
- **Relaxation and relief drive cannabis usage**
- **From "new" market to specialization in record time**
- **A third of cannabis consumers have reduced alcohol consumption**
- **Non-cannabis brands are getting in on the action**
- **A shift in popular cannabis formats can be seen**
- **A robust cannabis culture offers new paths for engagement**
- **Market nascence means the risk of uncertainty**

Beyond the challenge to recreational categories, cannabis appeals for functional benefits, pointing to a need for other segments to be on alert. Leading reasons for cannabis use are relaxation and stress relief, and leading reasons identified for potential use include pain relief and medical conditions."

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

Nine US states and Washington DC have legalized recreational cannabis

US sales of recreational cannabis estimated to reach \$6.7 billion in 2018

Men under the age of 55 are the most likely cannabis users

Relaxation and relief drive cannabis usage

From "new" market to specialization in record time

A third of cannabis consumers have reduced alcohol consumption

Non-cannabis brands are getting in on the action

A shift in popular cannabis formats can be seen

A robust cannabis culture offers new paths for engagement

Market nascence means the risk of uncertainty

### The Market – What You Need to Know

Nine US states and Washington DC have legalized recreational cannabis

US sales of recreational cannabis estimated to reach \$6.7 billion in 2018

Consumers see legalization as good for economy, torn over public good

A third of cannabis consumers have reduced alcohol consumption

Stress and chronic pain present a need for cannabis use

### Market Factors

Nine US states and Washington DC have legalized recreational cannabis

Figure 1: Status of cannabis regulation in the US, June 2018

Legalization viewed as good for the economy

Figure 2: Cannabis statements - opinion, June 2018

Sales reach \$6.7 billion in 2018

Figure 3: US Legal Cannabis Spending, 2017-22

Stress and chronic pain present a need for cannabis use

Figure 4: Lifestyle statements - wellbeing, June 2018

### Market Breakdown

California is the largest US legal market, presents strongest potential consumer base

Figure 5: Top performing adult-use markets, 2018 (est)

Popular cannabis formats shifting

Figure 6: Share of Products Sold at Cannabis Retail

Candy leads edibles sales in share

Figure 7: Edibles share in adult-use, 2017

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## Market Perspective

A third of cannabis consumers have reduced alcohol consumption

Figure 8: Cannabis statements - alcohol, June 2018

Cannabis performs well for fun and function, struggles with social acceptability

Figure 9: Motivations for drinking alcohol, August 2017

Alcohol sales stagnate

Figure 10: Total US volume sales of beer, 2012-2017 (est)

Figure 11: Total US volume sales of wine, 2012-2017 (fore)

Figure 12: Total US volume sales of spirits, 2012-2017 (est)

Cannabis consumers are more likely than average to drink alcohol

Figure 13: Substance usage, by cannabis usage, June 2018

Frequent cannabis users are most likely also to drink beer

Figure 14: Substance usage, by marijuana/cannabis usage frequency, June 2018

On-premise cannabis consumption limitations stunt permissibility...

...but a preference for staying in among younger consumers could benefit cannabis

Expanded legalization should ease access

CBD an opportunity for traditional CPG, doesn't cut into cannabis use

Figure 15: Cannabis statements - CBD, June 2018

Market nascence means the risk of uncertainty

## Key Players – What You Need to Know

Recreational market is stimulated by new product development

Non-cannabis brands are getting in on the action

Cannabis culture ripe for engagement

Craft will come to market sooner than later

## A Look at Brands

Branding will gain importance as legalization expands

Edibles (including drinkables) expand in multiple directions

Kikoko tea gets specific about occasions

Cheeba Chews highlight cannabis classification

Kiva Confections offers low-THC options that allow consumers to maximize control

Lagunitas brings a familiar brand to the cannabis space

Ceria Beverages uses big beer expertise to develop new beverage line

Constellation invests early in cannabis

Stillwater Brands puts the control in consumers' hands

The benefits of association

Figure 16: Self perceptions, by cannabis use, June 2018

Splimm speaks to parents

Retailer Med Men emphasizes education, inclusion

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### Grass roots resources offer trusted guidance

Figure 17: Discovery, June 2018

### Social networking goes beyond traditional brands

Figure 18: Discovery, by age, June 2018

### Users aren't picky about retail source

Figure 19: Cannabis statements - dispensaries, June 2018

### Mainstream brands are welcome by a third of cannabis users

Figure 20: Cannabis statements - mainstreaming, June 2018

### Mainstream brands already aim at a contact high

Figure 21: Jack in the Box - \$3 Late Night Munchie Mash-Ups - "Monsters," August 2018

## Edible Formats of Interest

### Sweets lead as edible format of interest

Figure 22: Edible/drinkable cannabis formats of interest, June 2018

### Young consumers are interested in diverse, edible formats

Figure 23: Edible/drinkable cannabis formats of interest, by age, June 2018

### Cannabis-infused alcohol interests a quarter of alcohol reducers

Figure 24: Edible/drinkable cannabis formats of interest, by alcohol behavior, June 2018

## What's Next?

From new market to specialization in record time

Keeping pairing in mind

Health-focused food brands are a natural fit to enter the cannabis space

## The Consumer – What You Need to Know

Cannabis users resemble profile of alcohol users

More than half of cannabis users are drinkers too

Relaxation and relief drive cannabis usage

Alcohol outperforms cannabis for social acceptability

Non-users say they just have no need for cannabis

Interest in edibles presents an opportunity for food/drink manufacturers

## Cannabis Usage

Figure 25: Cannabis usage, key demos\*, June 2018

### Men lead cannabis use

Figure 26: Cannabis segmentation, by gender\*, June 2018

Figure 27: Substance usage, by gender\*\*, June 2018

### 35-54-year-olds most likely to consume, but do so in moderation

Figure 28: Cannabis segmentation, by age\*, June 2018

Figure 29: Substance usage, by age\*\*, June 2018

### Low income is not a strong barrier to cannabis consumption

Figure 30: Cannabis segmentation, by HH income\*, June 2018

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Figure 31: Substance usage, by HH income\*\*, June 2018

**Suburban dwellers are less engaged**

Figure 32: Cannabis segmentation, by location\*, June 2018

Figure 33: Substance usage, by location\*\*, June 2018

**Cannabis users are generally employed**

Figure 34: cannabis segmentation, by employment status\*, June 2018

**Parents are just as likely as non-parents to use cannabis**

Figure 35: Cannabis segmentation, by parental status\*, June 2018

Figure 36: Substance usage, by parental status\*\*, June 2018

**Hispanic non-users are open to use**

Figure 37: Cannabis segmentation, by Hispanic origin\*, June 2018

Figure 38: Substance usage, by Hispanic origin\*\*, June 2018

**A quarter of non-users remain on the fence**

Figure 39: Interest in using cannabis, June 2018

## Substance Usage Frequency

**40% of cannabis users do so daily**

Figure 40: Usage frequency – marijuana/cannabis, June 2018

**Daily cannabis use higher than alcohol**

Figure 41: Usage frequency - Daily, June 2018

**Functional drivers lead to daily use; alcohol can aim at recreation**

Figure 42: Usage frequency - Daily, by reasons for use, June 2018

**Younger adults show a higher proclivity for daily use**

Figure 43: Usage frequency - Daily, by age, June 2018

## Cannabis vs Other Substance Occasions

**Cannabis is most commonly linked with home consumption**

Figure 44: Correspondence Analysis – Symmetrical map – Occasions, June 2018

Figure 45: Occasions, June 2018

**Women are interested in quiet, relaxing cannabis occasions**

Figure 46: Occasions – marijuana/cannabis, by gender, June 2018

**Young consumers open to a range of occasions**

Figure 47: Occasions – marijuana/cannabis, by age, June 2018

## Attribute Association

**Alcohol is more likely to be viewed as socially acceptable**

Figure 48: Correspondence Analysis – Symmetrical map – Attributes associated with alcohol/marijuana/cannabis, June 2018

Figure 49: Attributes associated with alcohol/marijuana/cannabis, June 2018

**Even frequent users view cannabis as a treat**

Figure 50: Attributes associated with Marijuana/cannabis, by marijuana/cannabis usage frequency, June 2018

**Alcohol reducers think cannabis is natural, healthy, effective**

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Figure 51: Attributes associated with alcohol/marijuana/cannabis – respondents to agree they have reduced alcohol consumption since cannabis legalization, by perception of marijuana/cannabis and any alcohol, June 2018

Further information about health impacts of cannabis is needed

Figure 52: Cannabis statements - knowledge, June 2018

## Cannabis Formats Used

The majority of consumers use inhaled formats

Figure 53: Marijuana/cannabis formats, June 2018

Majority of users turn to 2+ formats

Figure 54: Marijuana/cannabis formats – repertoire analysis, June 2018

Figure 55: Marijuana/cannabis formats, by reasons for use, June 2018

Edibles as point of entry

Figure 56: Marijuana/cannabis formats, by marijuana/cannabis usage frequency, June 2018

Women are strong targets for edibles

Figure 57: Marijuana/cannabis formats, by gender, June 2018

Half of users aged 22-34 do so using vape pens

Figure 58: Marijuana/cannabis formats, by age, June 2018

## Perception of Cannabis Formats

Inhalable formats lead for basic needs; room for improvement exists

Edibles perform well for being good tasting and discreet

Drinkable formats experience low perception of efficacy, availability, and consistency

Figure 59: Correspondence Analysis – Symmetrical map – Attributes associated with marijuana/cannabis types, June 2018

Figure 60: Attributes associated with marijuana/cannabis types, June 2018

## Reasons for Cannabis Use

Relaxation and relief drive cannabis use

Figure 61: Reasons for use, June 2018

Daily users may be hard to convert

Figure 62: Reasons for use, by marijuana/cannabis usage frequency, June 2018

Female users look for relief

Figure 63: Reasons for use, by gender, June 2018

Figure 64: Lifestyle statements - wellbeing, by gender, June 2018

Younger users want to slow it all down

Figure 65: Reasons for use, by age, June 2018

Figure 66: Lifestyle statements - wellbeing, by age, June 2018

## Important Factors in Cannabis Choice

Price and THC amount lead choice factors

Figure 67: Important factors, June 2018

Users are open to various strains

Figure 68: Cannabis statements - strain, June 2018

Three quarters of daily users are interested in THC amount

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Figure 69: Important factors, by marijuana/cannabis usage frequency, June 2018

Women want to know what they're getting into

Figure 70: Important factors, by gender, June 2018

Younger shoppers are interested in flavor/aroma

Figure 71: Important factors, by age, June 2018

## Openness About Cannabis Usage

The majority of users are open about their use

Figure 72: Cannabis statements - openness, June 2018

Infrequent users less likely to share

Figure 73: Cannabis statements - openness, by marijuana/cannabis usage frequency, June 2018

Young users are most likely to be open about usage

Figure 74: Cannabis statements - openness, by age, June 2018

## Barriers to Cannabis Use

The majority of non-users say they just have no need

Figure 75: Barriers, June 2018

Half of non-users aged 55+ say cannabis doesn't fit their lifestyle

Figure 76: Barriers, by age, June 2018

## Reasons for Potential Use of Cannabis

Relief and health enhancement appear as the strongest potential draws

Figure 77: Reasons for potential use, June 2018

Discretion is a hallmark of interested non-users

Figure 78: Occasions for potential use, June 2018

Interest in edibles presents an opportunity for food/drink manufacturers

Figure 79: Formats for potential use, June 2018

## Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Correspondence analysis methodology

Abbreviations and terms

Abbreviations

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