

Cannabis - USA

July 2020

Attitudes about Cannabis and CBD: Incl Impact of COVID-19 -US

"Consumer attitudes towards legal cannabis – including legalization and use – are trending positively over the last four years. COVID-19 has brought significant changes to the daily lives and routines of consumers and will help shape how consumer attitudes continue to evolve. Products positioned towards health and wellbeing are in ...

June 2020

Cannabeauty: Cannabis in BPC: Incl Impact of COVID-19 - US

"Consumers are stressed, overwhelmed and anxious about their physical and financial health, and many are also bored at home. Dramatic shifts in shopping behavior complicate things further, and consumers are inexperienced with these products. Getting into consumer hands at a time when trial is limited will be a challenge; yet ...