

December 2021

Profiles of the Cannabis User - US

"Cannabis consumers are not a monolithic group. Motivations for use, preferences for when to use and unmet needs for future occasions vary across five distinct segments of cannabis users. Brands will need to consider the characteristics of each group, along with their unique needs and wants, but should also pay ...

November 2021

Inhalables vs Edibles - US

"Inhalable cannabis is what most people think of when they think of THC products, and it's what most users reach for as their primary format. However, edibles are gaining popularity as an additional format for current users and as a primary format among new users. Expect edibles to continue to ...

October 2021

Cannabis in Food and Drink - US

"Cannabis foods and drinks represent one of the largest opportunities within the cannabis market. Consumer interest spans the seasoned user looking to supplement their routine and the interested non-user who is not interested in other formats at all. Dosing is a challenge that presents differently for food and drink, but ...

August 2021

Cannabeauty: CBD and Hemp in BPC - US

"Cannabeauty straddles both the BPC and cannabis worlds, benefiting from market growth within each. Similarly, lines between outward appearance and inner wellbeing are not steadfast, and brands should help consumers understand that personal care and beauty are, in fact, intimately related. COVID-19 boosted interest in hygiene and the need for ...

July 2021

Consumers and the Economic Outlook - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...

CBD and Pets - US

“CBD for pets products are one of the newest additions to the cannabis market and are not dissimilar from CBD for people. Issues like regulations complicate the consumer experience, particularly in regard to what vets can – and cannot – say or do when it comes to CBD for pets ...

June 2021

CBD in Food and Drink - US

“CBD foods and drinks ride the wave of CBD popularity and functional foods as a pervasive trend. COVID-19 influenced the specific uses that are currently trending – like stress relief and immunity-boosting – so brands must be prepared to pivot towards a new generation of CBD food and drink as ...

May 2021

CBD and Health - US

“COVID-19 brought a maelstrom of mental, physical and spiritual health concerns and many consumers turned to CBD to ease their pain, improve their sleep, lessen their anxieties and relieve some of their stress. Unfortunately for consumers, stress and anxiety are not going anywhere even as we enter the next normal ...

April 2021

Cannabis Packaging - US

“Packaging is one of the most critical components of cannabis products, requiring a balance between what consumers want and what regulations demand. Packaging bridges the gap between consumers and brands, helping both sides express their identities in ways that extend far beyond cannabis. Aesthetic appeals should complement practical design elements ...

March 2021

Cannabis and Health - US

Consumers and the Economic Outlook - US

“Evolving consumer health needs puts pressure on at-home treatment methods for managing newfound mental, emotional and physical stressors. Cannabis products have proved to be essential health management tools and are sought after to manage both diagnosed and undiagnosed health conditions. To keep up with consumer needs, cannabis brands will continue ...

“Despite COVID-19 putting a dent in consumers’ finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

February 2021

The Recreational Cannabis Consumer - US

“The pandemic upended many industries yet largely benefited the relatively nascent recreational cannabis market as stressed out consumers locked down with cannabis products. Brands have the opportunity to create products that solve the needs of various cannabis users, ranging from first-time to experienced users. The growing acceptability of cannabis use ...