

December 2022

Attitudes toward CBD vs THC - US

“CBD and THC are unique products in their own right that happen to have some opportunities when used together—either in a single dose or as part of a routine. Build on the strengths of both by showing appropriate uses for each and help consumers manage their expectations regarding effects to ...

November 2022

Cannabis Accessories - US

“Cannabis accessories are necessary for consumption of a range of cannabis formats, and simply elevates others. Unlike cannabis, they are not restricted for sale, making one of the key opportunities expanding purchase locations. Even still, dispensaries remain the bedrock of the market, as these retail locations also provide necessary knowledge ...

September 2022

Cannabeauty: CBD and Hemp in BPC - US

“While cannabeauty use remains relatively low, the category has experienced steady growth in adoption from 2020-22. What’s more, strong future interest points to a market poised for future growth. Overcoming the hurdle of new product trial amid a time of inflationary pressures will be a challenge in the near term ...

August 2022

CBD in Food and Drink - US

“In an era of high demand for functional foods, the use of CBD in food and drink aligns with current wellness trends. However, questions over efficacy and consistent quality challenge willingness to invest in this relatively new category during times of record high inflation.”

— **Fiona O'Donnell, Senior Director ...**

Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

June 2022

CBD in Health and Wellness - US

"While health is a strong opportunity for CBD brands, market players shouldn't assume consumers know the benefits of the compound and the products that contain it. Education efforts are still in order to communicate what CBD is, what it does, how to use it and, most importantly, that it works ...

May 2022

Profiles of the CBD User - US

"While usage of CBD remains steady from 2021-22, the novelty appears to be fading as interest among non-users and amount of usage has declined slightly over the past year. Brands will need to focus on both enticing new users through clear education efforts, as well as on engaging current users ...

April 2022

Cannabis in Food and Drink - US

"Cannabis food and drink are growing segments of the larger cannabis market, holding strong potential for future growth. Edibles are a far more established sub-market than drinkables, but consumers show interest in a variety of flavors and formats among each. Edibles also win out as an alcohol alternative, indicating that ...

March 2022

Cannabis and Health - US

"Cannabis is a growing market, driven by the introduction of new consumers through legalization and research about new applications. A holistic approach to health that includes physical, mental, sexual and spiritual wellbeing opens the most doors. Medical patients are qualitatively different than recreational consumers and their needs and preferences should ...

February 2022

The Recreational Cannabis Consumer - US



Cannabis - USA

“The recreational cannabis consumer is looking for a cannabis experience, though individual users define a good experience differently. As more states legalize cannabis and more brands emerge, competition to become a consumer’s go-to experience is becoming fierce. Premium products and innovative products give brands the edge they need to win ...