

March 2021

Cannabis and Health - 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 ...

Consumers and the Economic Outlook - US

“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 ...