

September 2023

Cannabis in Food and Drink - US

"Cannabis edibles and beverages are navigating the crossroads of consumer wellness demands and regulatory complexities. As premium and health-focused offerings surge in popularity, accurate dosing, consistent quality and education efforts become pivotal, setting the stage for brands that prioritize both innovation and consumer trust."

July 2023

Cannabis and Health - US

"The landscape of cannabis and health in the US is rapidly evolving. A growing acceptance of cannabis, increased interest in cannabis products, rising trends in micro-dosing, exploration of alternative consumption methods and an emerging focus on targeted treatment options drive growth. These trends signify a shift towards a more holistic ...

Consumers and the Economic Outlook - US

"The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...

June 2023

Cannabis Retail: Positioning and Marketing - US

"The cannabis industry is on a positive growth trajectory thanks to expanding legalization and increased consumption. Still, the industry faces hurdles including heavy regulation, price compression, oversupply and intense competition. Dispensaries need to adapt to this rapidly evolving industry by rethinking store format, highlighting wellness drivers and savvy promotional activity."

February 2023

Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

January 2023

The Recreational Cannabis Consumer - US

“The cannabis market has always been distinctive and complex. Usage remained steady in 2022 despite high inflation that is expected to continue in 2023, which further demonstrates its uniqueness, especially compared to other discretionary products. Users are unwilling to forgo cannabis, even as prices rise, presenting an opportunity for brands ...