

December 2020

Cannabis on the Menu: Incl Impact of COVID-19 - US

“COVID-19, legal restrictions and consumer unfamiliarity make cannabis on the menu a tricky and somewhat risky business. Dispensaries and other cannabis-focused establishments are currently the safest bet, though these establishments still need to pay careful attention to local licensing in order to remain legally compliant. The good news is that ...

November 2020

The Cannabis Accessory Market: Incl Impact of COVID-19 - US

“Cannabis accessories are the sleeping giant of cannabis opportunity. Accessories are not beholden to the same regulations as cannabis itself, making them easier to finance, produce and sell. However, advertising restrictions do exist on- and offline, putting a kink in how brands can and should approach messaging. Consumers are also ...

October 2020

Inhalables vs Edibles: Incl Impact of COVID-19 - US

“Inhalables and edibles are the most popular cannabis formats and are the most familiar to consumers. Edibles, however, are encroaching on the reign of inhalable varieties, particularly edibles like gummies and baked goods. Lung health is on the mind of consumers because of COVID-19, but the negative associations with inhaling ...

September 2020

Consumer Interest in CBD in Food and Drink: Incl Impact of COVID-19 - US

“CBD in food and beverage is a tricky business, perhaps more so than any other cannabis-related endeavor. While hemp-derived CBD is legal at the federal level, the

Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the

FDA has not approved it for use in foods and beverages. Yet, a crop of brands are dipping their toes into the water ...

subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

August 2020

CBD in Health and Wellness: Incl Impact of COVID-19 - US

"Now, more than ever, consumers want to be and feel healthier, and CBD is well-positioned to assist with those goals. Current CBD use is still nascent, yet consumer curiosity was piqued well before the pandemic. The events and repercussions of the events of 2020 have elevated stress levels to new ...

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 ...

March 2020

Cannabis in Food and Drink - US

"Channels for food and beverage with cannabis as an added ingredient have opened doors that the quintessential "special" brownie never dreamed of, but legal restrictions still constrain how high edibles and drinkables can fly. On-premise options are limited, and distribution is still intra-state only; but creative chefs and entrepreneurs have ...

February 2020

Building the Ultimate Dispensary: Cannabis Retailing - US

"Cannabis retail is a complex hybrid of medical and recreational products (and consumers) sometimes all occurring under one roof. Matters are further complicated by varied state and local regulations and taxation, forcing each dispensary into somewhat of a niche space. The paradox, however, is that overarching themes, issues and opportunities ...

The Recreational Cannabis Consumer - US

"As of October 2019, two additional states have legalized cannabis for adult recreational use, Michigan and Illinois, bringing the total number to 11 states and the District of Columbia. Statewide initiatives for legalization and expectations for the sales potential of cannabis are getting a lot of attention, yet the market ...

January 2020

Consumers and the Economic Outlook - US

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."

- Jennifer White Boehm, Associate Director - Financial Services & Auto