

The Recreational Cannabis Consumer - US - February 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the recreational cannabis market
- Cannabis format consumption trends
- How brands can satisfy the needs of both high- and low-frequency users
- What consumers want from cannabis products and why

The stress of 2020 directly benefited the recreational cannabis market as both consumption incidence and use frequency increased from one year ago, as did the share of cannabis consumers who say they use cannabis for stress relief. Cannabis companies have the opportunity to increase category engagement with low-dose products for low-frequency consumers and create new accessories that cater to the needs of high-frequency users. Reasons for cannabis use vary among users, yet an interest in using cannabis for sleep and relaxation is shared among virtually all cannabis users, indicating opportunities for products and marketing messages that closely connect cannabis with sleep.



“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.”

– Caleb Bryant, Associate Director of Food and Drink Reports

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