

# Cannabis in Canada: Food and Drink - Canada - March 2021

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## This report looks at the following areas:

Increased appetites for snacks, treats and hot food during usage mean that food's role within this industry is not limited to infused products. Food and drink already go hand-in-hand with the cannabis industry, and their importance stands to grow even more in the future.

- Cannabis usage and how it compares to the first six months of legalization
- Usage and interest in edibles/drinkables, as well as types of edibles/drinkables
- The most important factors consumers consider when deciding on edible/drinkable purchases
- How cannabis usage increases appetites and the types of foods consumers typically eat
- The advantages and disadvantages of edibles and drinkables compared to other formats
- Understanding who open non-users are and the opportunities for them to try cannabis



“More than two years after cannabis was federally legalized, the industry is finding its footing in Canada and starting to live up to expectations. Edible and drinkable cannabis will play a significant role in helping this industry take the next step; they can expand usage to more Canadians since they are the ideal formats to use as introductions to cannabis.”

– **Scott Stewart, Senior Research Analyst**

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**EDIBLES AND DRINKABLES PURCHASE FACTORS**

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