

Profiles of the Cannabis User - US - 2021

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This report looks at the following areas:

- Five different cannabis user segments based on their attitudes toward cannabis.
- The impact of COVID-19 on consumer segments and the cannabis market.
- What stereotypes are refuted by data about cannabis users.
- How cannabis consumer segments differ demographically as well as behaviorally.
- The similarities shared by the majority of cannabis consumers.

80% of cannabis consumers are looking for a brand they can trust for future purchases, representing a significant opportunity for a brand leader to emerge. However, brands are tasked with meeting other consumer needs that are diverse and varied. Not all products or messages will resonate with all consumer segments, so brands must decide if they hope to attract a niche group with a specialty product or win mass appeal with a broader line. Quality and consistency across occasions is currently lacking, making it difficult for a leader to emerge as customers struggle with trust and thus, loyalty. COVID-19 has, fortunately, had a positive effect on the market especially in terms of motivating additional states to legalize adult use.



“Cannabis consumers are not a monolithic group. Motivations for use, preferences for when to use and unmet needs for future occasions vary across five distinct segments of cannabis users. Brands will need to consider the characteristics of each group, along with their unique needs and wants, but should also pay attention to their similarities.”

– Michele Scott, Senior Analyst

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Table of Contents

OVERVIEW

- What you need to know
- This Report looks at the following areas
- Market context
- Economic and other assumptions
- COVID-19: US context

EXECUTIVE SUMMARY

- Top takeaways
- Market overview
- Impact of COVID-19 on cannabis
Figure 1: Short-, medium- and long-term impact of COVID-19 on cannabis, 2021
- Five segments of cannabis users have distinct profiles and motivations
Figure 2: Consumer segments of cannabis users, 2021
- Opportunities and challenges
- Cannabis knowledge continues to be a hurdle
Figure 3: Knowledge about cannabis, 2021
- Letting go of stereotypes is a worthy challenge
- Cannabis Aficionados present opportunities as early adopters
Figure 4: Format type, by cannabis user consumer segments, 2021
- Opportunities span weekends, weekdays
Figure 5: Cannabis occasions – weekdays and weekends, by cannabis user consumer segments, 2021
- Nighttime is still the best time
Figure 6: Cannabis occasions – time of day, by cannabis user consumer segments, 2021
- Burnout is a universal opportunity
Figure 7: Effects of the pandemic – Burnout, 2021

TARGET MARKET AND AUDIENCE – KEY TAKEAWAYS

- Cannabis stereotypes live on, but many fall flat
- Cannabis users are a diverse group with a few ties that bind
- Use for health vs recreation is a defining characteristic
- Supply chain challenges will get worse before they get better
- Mental health should remain top of mind

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TARGET AUDIENCE – CANNABIS USERS

- **Who uses cannabis?**
Figure 8: Profile of cannabis users, by key demographics, 2021
- **Edibles are the winning format**
Figure 9: Cannabis formats used, any use, 2021
- **Interested non-users are the largest growth opportunity**
Figure 10: Use and interest in cannabis, 2021

PROFILES OF THE CANNABIS USER – CONSUMER SEGMENTS

- **Five segments of cannabis users identified based on attitudes**
Figure 11: Consumer segments of cannabis users, 2021
- **Cannabis Enthusiasts (21%)**
 - **Characteristics**
 - **Demographics**
Figure 12: Profile of Cannabis Enthusiasts, indexed to all cannabis users, 2021
- **Sub-chronic Patients (16%)**
 - **Characteristics**
 - **Demographics**
Figure 13: Profile of Sub-chronic Patients, indexed to all cannabis users, 2021
- **Good Time Gang (18%)**
 - **Characteristics**
 - **Demographics**
Figure 14: Profile of Good Time Gang, indexed to all cannabis users, 2021
- **Cannabis Aficionados (25%)**
 - **Characteristics**
 - **Demographics**
Figure 15: Profile of Cannabis Aficionados, indexed to all cannabis users, 2021
- **Cannabis Essentialists (20%)**
 - **Characteristics**
 - **Demographics**
Figure 16: Profile of Cannabis Essentialists, indexed to all cannabis users, 2021
- **Consumer segments are a roadmap out of stereotypes**
Figure 17: Attitudes toward cannabis, by cannabis user consumer segments, 2021

OPPORTUNITIES BY CANNABIS USER CONSUMER SEGMENTS

- **Segments are not monolithic, but do share some sentiments**

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Figure 18: Lifestyle attitudes, by cannabis user consumer segments, 2021

Figure 19: Lifestyle attitudes, by cannabis user consumer segments, 2021

Cannabis Aficionados will be early adopters

Figure 20: Format type, by cannabis user consumer segments, 2021

Mixed messaging can benefit with different groups

Figure 21: Reasons for use, by cannabis user consumer segments, 2021

Messaging strategies

Cannabis Enthusiasts

Sub-chronic Patients

Good Time Gang

Cannabis Aficionados

Cannabis Essentialists

Most cannabis users are weekday warriors, indulging in evenings

Figure 22: Cannabis occasions – weekdays and weekends, by cannabis user consumer segments, 2021

Figure 23: Cannabis occasions – time of day, by cannabis user consumer segments, 2021

MARKET FACTORS

- Cannabis myths are pervasive
- Logistical challenges run deep
- Shipping policy adds further kinks to supply chain issues
- Inflation tightens belts for the near future
- Cannabis consumers don't fit the mold

Figure 24: Lifestyle Attitudes, 2021

Burnout is real, and an opportunity

Figure 25: Effects of the pandemic – Burnout, 2021

COMPANIES AND BRANDS – KEY TAKEAWAYS

- Wellness is evolving
- Balance embracing culture with shunning stereotypes
- Be mindful of online engagement
- Consider both consumer similarities and differences

COMPETITIVE STRATEGIES

Wellness means more than good sleep, less stress

Figure 26: Ganja Yoga Instagram Bio

Sexual health refreshes wellness messaging

Figure 27: Kiskanu intimacy oil

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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- **Balance is key with certain messaging**
Figure 28: Leafly and East of Eden
- **Lean into other pop culture trends**
Figure 29: Weedmaps Instagram post
- **Play myth busters with common stereotypes**
Figure 30: High Times Halloween myth
- **Pair up for extra effect**
Figure 31: Cannacclusive x Curaleaf
Figure 32: Kiva Instagram

THE CONSUMER – KEY TAKEAWAYS

- **Cannabis: CPGs with a THC twist**
- **Using cannabis alone makes space for certain use cases**
- **Consistent quality will define the cannabis brand leader**

IMPORTANT ATTRIBUTES

- **Don't overthink cannabis products**
Figure 33: Important attributes in a cannabis product, 2021
- **Consider important attributes in tandem**
Figure 34: Important attributes in a cannabis product, by gender, 2021
- **Simplicity wins with older consumers**
Figure 35: Important attributes in a cannabis product, by age, 2021
- **Different attributes have different appeal across user segments**
Figure 36: Important attributes in a cannabis product, by cannabis user consumer segments, 2021

SOLO CANNABIS USE

- **Desire for relaxation drives solo use**
Figure 37: Using cannabis alone, 2021
- **Men have specific needs**
Figure 38: Using cannabis alone, by gender, 2021
- **The youth are the future**
Figure 39: Using cannabis alone, by age, 2021
- **Self-medication is a solo activity**
Figure 40: Cannabis occasions – alone, by cannabis user consumer segments, 2021

GROUP CANNABIS USE

- **Some stereotypes stand up, others fall flat**
Figure 41: Using cannabis with others, 2021
- **Social use benefits men more**

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- Full Report PDF
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- Powerpoint Presentation
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Figure 42: Using cannabis with others, by gender, 2021

- **Good times live on in groups**

Figure 43: Cannabis occasions – with others, by cannabis user consumer segments, 2021

IMPORTANT BRAND ATTRIBUTES

- **Quality – consistently – is king**

Figure 44: Important brand attributes, 2021

- **Women can reach women**

Figure 45: Important brand attributes, by gender, 2021

- **Younger consumers are interrogating their brands**

Figure 46: Important brand attributes, by age, 2021

- **Brands live and die on consistent quality**

Figure 47: Important brand attributes, by cannabis user consumer segments, 2021

BRAND LOYALTY AND BRAND TRUST

- **Cannabis consumers crave brand leadership**

Figure 48: Attitudes towards brands, 2021

- **Men are more brand conscious**

Figure 49: Attitudes towards brands, by gender, 2021

- **Younger consumers will decide what brands win**

Figure 50: Attitudes towards brands, by age, 2021

- **Positive experiences will drive trust**

Figure 51: Attitudes towards brands, by cannabis consumer segments, 2021

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Consumer survey data
- Abbreviations and terms
- Abbreviations

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