

Cannabis Accessories - US - 2022

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- What factors help indicate the size of the accessories market
- How inflation will affect cannabis and the accessories market
- Current and pending cannabis legislation
- Cannabis knowledge and format use
- Important attributes of accessories and associations with specific accessories
- Purchase location of accessories
- How knowledge affects all of the above

Knowledge is one of the most critical pieces to the cannabis accessories puzzle, with more knowledgeable consumers more likely to purchase them, and more likely to use formats that require accessories. However, 74% of cannabis consumers who self-identify as "not knowledgeable" are getting their accessories information from friends and family – not the most reliable of sources. Dispensary employees, however, are the second most common source of information, making them a key partner in bolstering cannabis accessory sales.

Thus, some of the biggest opportunities in the market are related to retail, whether expanding offerings and education about accessories in dispensaries or expanding sales at convenience stores and online. Cannabis consumers are still shopping mostly at dispensaries for these products, but unlike cannabis itself, brands are able to sell accessories anywhere. A challenge will be finding the right home for the right products, with rolling papers and other small, disposable goods better suited for convenience stores and more complicated products that require knowledge better suited for online.

One of the biggest threats to the market is inflation, which is poised to raise cannabis prices and will especially impact accessories, a price-sensitive category that already adds to the expense of cannabis consumption. Value will need to become a part of the conversation: how the right tools can make your



"Unlike cannabis, they are not restricted for sale, making one of the key opportunities expanding purchase locations. Dispensaries remain the bedrock of the market, as these retail locations provide necessary knowledge to consumers, a factor that is key across consumer habits, attitudes and beliefs."

– **Michele Scott, Associate Director**

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product last longer, the effects more deeply felt, and overall, an elevated experience.

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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This report is part of a series of reports, produced to provide you with a more holistic view of this market.

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