

Cannabis in Food and Drink - US - 2023

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- State of the cannabis food and drink market
- Innovations and opportunities in edibles and beverages
- Changes in consumption trends
- Interest in beverage and edible formats
- Important product attributes
- Perceptions of alcohol vs cannabis beverages

The cannabis food and drink sector is in a period of rapid expansion, spurred by broader legalization and shifting consumer perceptions. Central to this evolution is the wellness movement, positioning cannabis edibles and beverages as both recreational and wellness solutions. Changing consumption trends including alcohol moderation and BFY formats are widening the cannabis consumer base, suggesting significant market potential. Growing demand for gourmet and health-focused offerings also present a lucrative opportunity for brands to innovate and diversify.

However, the landscape isn't without its challenges. Regulatory uncertainties at the federal level pose challenges, even as individual states push towards legalization. As the market becomes increasingly crowded, brands face intense competition to maintain distinct identities and assure product quality. Accurate dosing and transparent labelling are also paramount in building consumer trust, particularly among less experienced cannabis users.

The cannabis food and drink market is full of potential but also regulation-laden and competitive. Successful brands will capitalize on broader food and drink drinks while still understanding the needs of an evolving and complex cannabis user base.



"Cannabis edibles and beverages are navigating the crossroads of consumer wellness demands and regulatory complexities. As premium and health-focused offerings surge in popularity, accurate dosing, consistent quality and education efforts become pivotal, setting the stage for brands that prioritize both innovation and consumer trust."

- Fiona O'Donnell, Senior Director – US Reports

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- What you need to know
- This Report looks at the following areas
- Definition
- Market context

EXECUTIVE SUMMARY

- Top Takeaways
- Consumer trends
- Uptick in beverage consumption signals market potential
Figure 1: Trended edible/drinkable cannabis use – Past three-month usage, 2019-23
- Gummies propel edibles market
Figure 2: Edibles interest, 2021 and 2023
- Different dosages for different users
Figure 3: Typical dose per occasion, 2023
- Cannabis beverages carve unique niche when compared to alcohol
- Competitive strategies
- Market predictions
Figure 4: Cannabis edibles and drinkables outlook, 2023-28
- Opportunities
- Appeal to young snackers with savory edible options
Figure 5: Edibles interest, by age, 2023
- Expand user base with customization and controlled dosing
Figure 6: Interest in product added to beverages, by gender and by age, 2023

STATE OF THE CANNABIS MARKET

- Legal differences shape markets
- Cannabis: State of Legality

MARKET VALUE INDICATORS

- Cannabis is a growing industry but not without challenges
- Edibles outperform total category
- Cannabis beverages hold significant potential

MARKET DRIVERS

- Cannabis use is on the rise
Figure 7: Select consumables – Trended use, 2020-23
- Edibles and drinkables attract new users and drive adherence

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 8: Change in cannabis consumption, 2023

- **Rising food and drink prices squeeze cannabis profit margins**

Figure 9: Consumer Price Index change from previous period, 2007-23

- **Cannabis crops impacted by climate change**
- **Align dosage needs with different attributes to reach target users**

Figure 10: Typical dosage, by product attributes, 2023

KEY PLAYERS

- **Edibles booming amid volatile market**
- **Cannabis industry dominated by Curaleaf**
- **Wana Brands leads in edibles**
- **Competition picking up in beverages**

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Push permissible indulgence with “reduced” claims**
- **Functional benefits promote premiumness and drive adherence**
- **Flavor trends mimic broader food and drink trends**
- **Leading flavor trends**
- **Alcohol moderation creates space for cannabis beverages**

THE CANNABIS FOOD AND DRINK CONSUMER – FAST FACTS

- **Cannabis beverages show potential**
- **Led by gummies, edibles broaden cannabis consumer base**
- **NA cannabis beverages capitalize on changing consumption trends**
- **Market supports diverse range of potency needs**
- **Function is paramount but secondary attributes expand reach**
- **Positive perceptions of cannabis beverages create value**

CANNABIS FORMAT USE

- **Edible use holds steady, drinks show potential**

Figure 11: Cannabis format use, 2023

Figure 12: Trended edible/drinkable cannabis use – Past three-month usage, 2019-23

- **Young adults drive usage but older adults show promise with drinks**

Figure 13: Cannabis format use – Edibles and drinks, by age, 2023

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Income correlates with usage; promote value to encourage trial**

Figure 14: Cannabis format use – Edibles and drinks, by household income, 2023

EDIBLES INTEREST

- **Gummies garner widespread interest, savory formats show potential**

Figure 15: Edibles interest, 2021 and 2023

- **Edibles expand reach to women**

Figure 16: Edibles interest, by gender, 2023

- **Keep pace with lifestage needs**

Figure 17: Edibles interest, by age, 2023

DRINKABLES INTEREST

- **Non-alcoholic drinks gain momentum**

Figure 18: Drinkables interest, 2021 and 2023

- **Use customization to expand consumer base**

Figure 19: Interest in product added to beverages, by gender and by age, 2023

- **Young, affluent consumers seek variety across drinking occasions**

Figure 20: Interest in alcoholic and non-alcoholic cannabis drinkables, by age and income, 2023

TYPICAL DOSE

- **Market supports diverse range of potency needs**

Figure 21: Typical dose per occasion, 2023

- **Women skew toward lower-dosage products, need education**

Figure 22: Typical dose per occasion, by gender, 2023

- **Age dictates different dosage needs**

Figure 23: Typical dose per occasion, by age, 2023

PRODUCT ATTRIBUTES

- **Function edges out flavor in terms of importance**

Figure 24: Product attribute importance, 2023

- **Appeal to diverse cannabis user base with relevant product mix**

Figure 25: TURF analysis – Product attribute importance, 2023

- **Young adults report outsized interest in secondary attributes**

Figure 26: Product attribute importance, by age, 2023

- **Higher-earners represent knowledgeable user base**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 27: Product attribute importance, by household income, 2023

DRINKABLES VS ALCOHOL

- **Cannabis beverages have potential to carve unique niche**
Figure 28: Drinkables vs alcohol – Perceptions, 2023
- **Positive perceptions of cannabis beverages signal growing acceptance**
Figure 29: Correspondence Analysis – Symmetrical map – Drinkables vs alcohol, 2023
- **Perceptions of cost and taste vary across age groups**
Figure 30: Drinkables vs alcohol – Select perceptions, by age, 2023

APPENDIX – DATA SOURCES AND ABBREVIATIONS

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

APPENDIX – THE CONSUMER

- **TURF analysis methodology**
Figure 31: Table – TURF Analysis – Product attribute importance, 2023
- **Correspondence analysis methodology**
Figure 32: Drinkables vs alcohol – Perception, 2023
Figure 33: Correspondence Analysis – Principal map – Drinkables vs alcohol, 2023

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.