

Cannabis and Health - US - 2023

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This report looks at the following areas:

- State of the cannabis market and how it's faring in the current economic climate
- The role of targeted formats and low-dose options in the health-focused cannabis market
- Changes in cannabis usage frequency
- Health reasons for using and health concerns
- Attitudes and behaviors toward cannabis consumption

The use of cannabis for health purposes in the US continues to gain acceptance and momentum. Growing scientific research, evolving public sentiment and progressive legislation have led to changes in consumption and motivations for usage.

Consumers are turning to cannabis for its potential in reducing pain, stress and anxiety and improving sleep. At the same time, alternative consumption methods like low-dose edibles, tinctures, and topicals are gaining traction, driven by health-conscious consumers looking to avoid feelings of intoxication and side effects.

Personalized cannabis medicine is also a promising field, with some companies developing products based on consumers' unique genetics and health needs. Additionally, an emphasis on education and responsible use is evident in the rise of cannabis education apps, dosage trackers and micro-dosing.

While the trend is positive, challenges remain. More comprehensive research is needed, particularly regarding long-term effects, dosing standards and potential interactions with other medications. Regulatory discrepancies between states and on a federal level pose further complications.

Notwithstanding these challenges, cannabis for health shows significant potential for growth and improved consumer outcomes.



"The landscape of cannabis and health in the US is rapidly evolving. A growing acceptance of cannabis, increased interest in cannabis products, rising trends in micro-dosing, exploration of alternative consumption methods and an emerging focus on targeted treatment options drive growth."

– **Fiona O'Donnell, Senior Director – US Reports**

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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
- Cannabis is well-entrenched in wellness routines
Figure 1: Change in cannabis consumption, 2023
- Mental health support leads reasons for using
Figure 2: Reasons for health use, 2023
- Address health concerns to grow user base
- Cannabis benefits from positive safety halo
Figure 3: Attitudes toward cannabis safety, 2023
- Competitive strategies
- Alternative formats support targeted health needs
- Cannabis can benefit exercise and recovery
- Micro-dosing and low-dose options aid inexperienced and wellness-focused users
- Personalized cannabis medicine sustains holistic health
- Market predictions
Figure 4: Cannabis and health outlook, 2023-28
- Opportunities
- Improve access to medical prescription cards
- Use technology to help young adults overcome cannabis concerns
- Invest in education
- Support older adults with tailored wellness solutions

STATE OF THE CANNABIS MARKET

- Legal differences shape markets

MARKET VALUE INDICATORS

- Cannabis market continues to grow...
- ...but profit margins are being squeezed
- Medical marijuana market fueled by legalization and growing investment

MARKET DRIVERS

- Most adults don't have a prescription card...

What's included

Executive Summary

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Infographic Overview

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Figure 5: Prescription status, 2023

- **...but health is a strong driver of use**

Figure 6: Primary reason for use, 2023

- **Access to prescriptions reduces barriers to use and improves adherence**

Figure 7: Prescription status, by financial situation, 2023

Figure 8: Change in cannabis consumption, by prescription status, 2023

- **Cannabis reform could lead to more uses and benefits**
- **Expect emergence of cannabis-supporting products**

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Align formats with targeted benefits**
Figure 9: Usage and interest in cannabis formats, 2023
- **Is 'stoner-cising' the future of working out?**
- **Manage symptoms with micro-dosing and low-dose formats**
- **Personalized cannabis medicine could provide tailored treatment plans**

THE CANNABIS AND HEALTH CONSUMER – FAST FACTS

- **Improved access and wellness drivers spur more frequent usage**
- **Wellness benefits are wide-ranging, led by mental health**
- **Health concerns are minimal but elevated among young adults**
- **Cannabis boosted by positive safety perceptions**
- **Use digital solutions to help young adults overcome cons of cannabis**

CHANGE IN CANNABIS CONSUMPTION

- **Frequency of cannabis usage is on the rise**
Figure 10: Change in cannabis consumption, 2023
- **Young adults drive the market but older adults show adherence**
Figure 11: Change in cannabis consumption, by age, 2023
- **Reduced use impacted by finance and health concerns**
Figure 12: Change in cannabis consumption, by financial situation, 2023
- **Health concerns, by change in cannabis consumption, 2023**
Figure 13: Health concerns, by change in cannabis consumption, 2023

CANNABIS HEALTH MOTIVATIONS

- **Mental health concerns drive cannabis usage**
Figure 14: Reasons for health use, 2023

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- Full Report PDF
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- **Expand reach with low-dose options for sleep and targeted pain relief**

Figure 15: Reasons for health use, by primary use, 2023

Figure 16: Reasons for health use, by prescription status, 2023

- **Age dictates different health needs**

Figure 17: Reasons for health use, by age, 2023

CANNABIS HEALTH CONCERNS

- **Tackle health concerns to convert non-users**

Figure 18: Cannabis health concerns, 2023

- **Address over-eating, anxiety and productivity to improve adherence**

Figure 19: Cannabis health concerns, by cannabis health attitudes, 2023

- **Despite engagement, young adults report elevated health concerns**

Figure 20: Cannabis health concerns, by age, 2023

CANNABIS HEALTH AND SAFETY ATTITUDES

- **Pros outweigh cons when it comes to cannabis**

Figure 21: Cannabis health and safety attitudes, 2023

- **Older adults embrace wellness benefits of cannabis**

- **Younger adults have concerns, seek tailored solutions**

Figure 22: Cannabis health and safety attitudes, by age, 2023

- **Perceptions of safety and wellness elevated among those struggling financially**

Figure 23: Select cannabis health and safety attitudes, by financial situation, 2023

APPENDIX – DATA SOURCES AND ABBREVIATIONS

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

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