

The Recreational Cannabis Consumer - US - January 2020

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This report looks at the following areas:

- Spoiler alert – the market is complicated
- The cannabis consumer is not
- Cannabis is an opportunity for any brand

The base of cannabis users is still relatively small at 28% of the total population within recreationally legal states. Yet those who aren't current users are nearly split on their interest or intentions for future consumption, whether staunchly opposed, interested or still undecided, suggesting that the industry, while nascent, has a lot of room to grow. While the market and the products within it seem complicated, the current cannabis consumer is not. Their attitudes and behaviors not only defy stereotypes, they show that cannabis users are not unique as consumers of all things. Understanding cannabis consumers and their behavior as it relates to cannabis, the occasions, motivations and perceptions can offer unique insights to brands in any space to help them connect with these consumers. The momentum of legalization – whether at the state level or potentially federal – should be an indicator for brand strategists and marketers to start thinking about how their brand will be impacted.



"As of October 2019, two additional states have legalized cannabis for adult recreational use, Michigan and Illinois, bringing the total number to 11 states and the District of Columbia. Statewide initiatives for legalization and expectations for the sales potential of cannabis are getting a lot of attention, yet the market remains incredibly complex."

- Michele Scott

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