

Cannabis Consumer Response to COVID-19



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Stocking Up on Cannabis

52%

of cannabis users have
already or plan to stock up
on cannabis

Only **28%** of cannabis consumers said they plan on reducing their spending on cannabis, which could be driven by uncertainty about leaving home for trips to the dispensary or a desire to save money by spending less on items that could be considered non-essentials.



Cannabis Products Used



The CDC has reported that COVID-19 can significantly impact individuals with respiratory issues. This has led many to speculate that cannabis consumers will shift to smokeless products like edibles. However, our data and conversations with dispensaries shows that consumers have little intention on changing their habits.

In the wake of the COVID-19 crisis...

7%

of cannabis consumers plan to use **less inhalable products.**

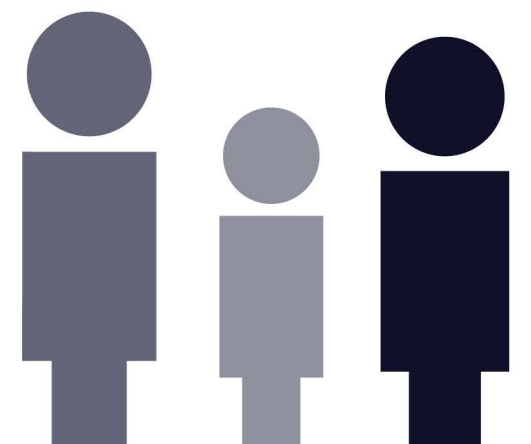
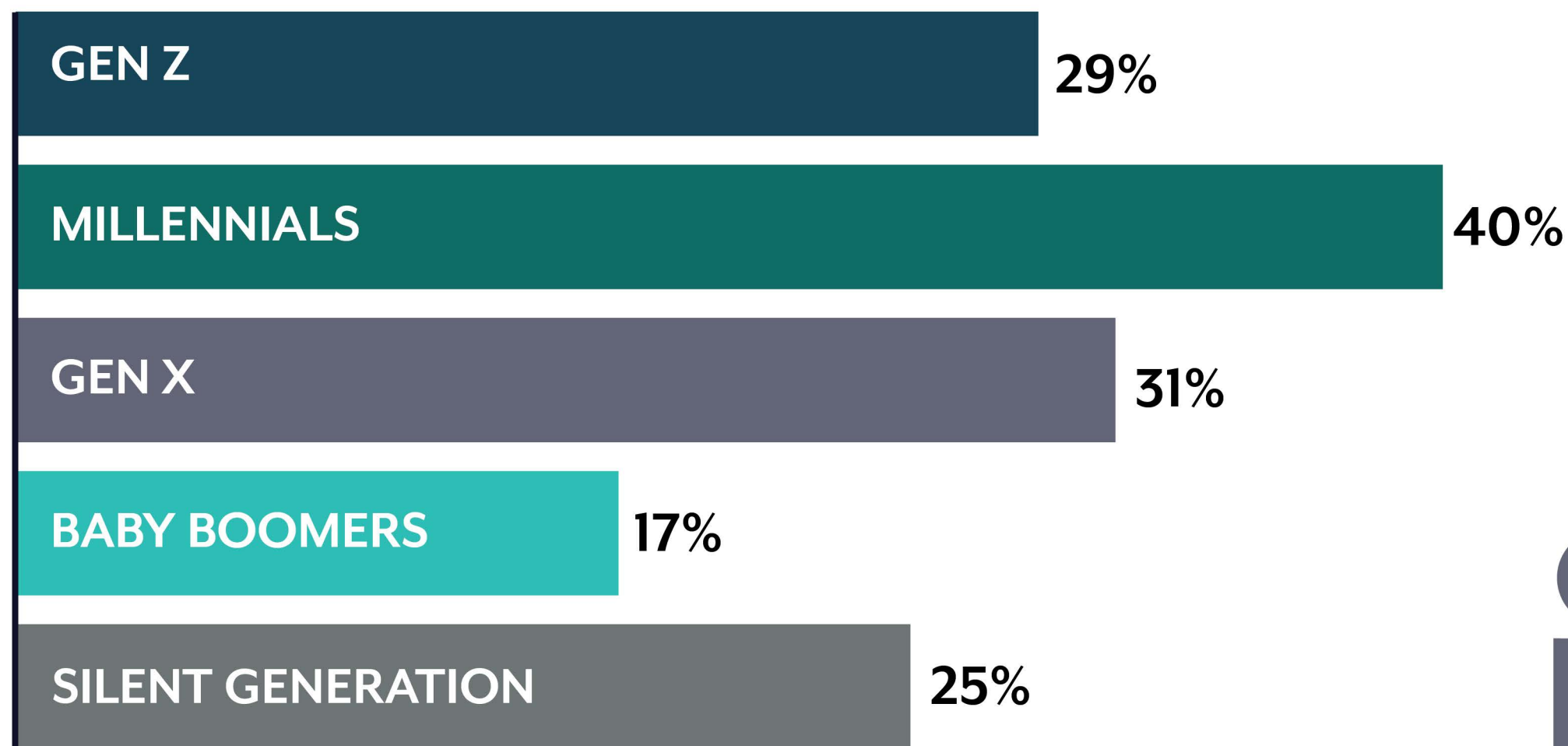
11%

of cannabis consumers plan to use **more edible products.**

Changes in Cannabis Use By Generation

As consumers remain at home - one of the top occasions of cannabis use - we'd expect to see some increase in usage. Our research revealed that **32%** of cannabis consumers plan to use cannabis more frequently amidst the COVID-19 crisis.

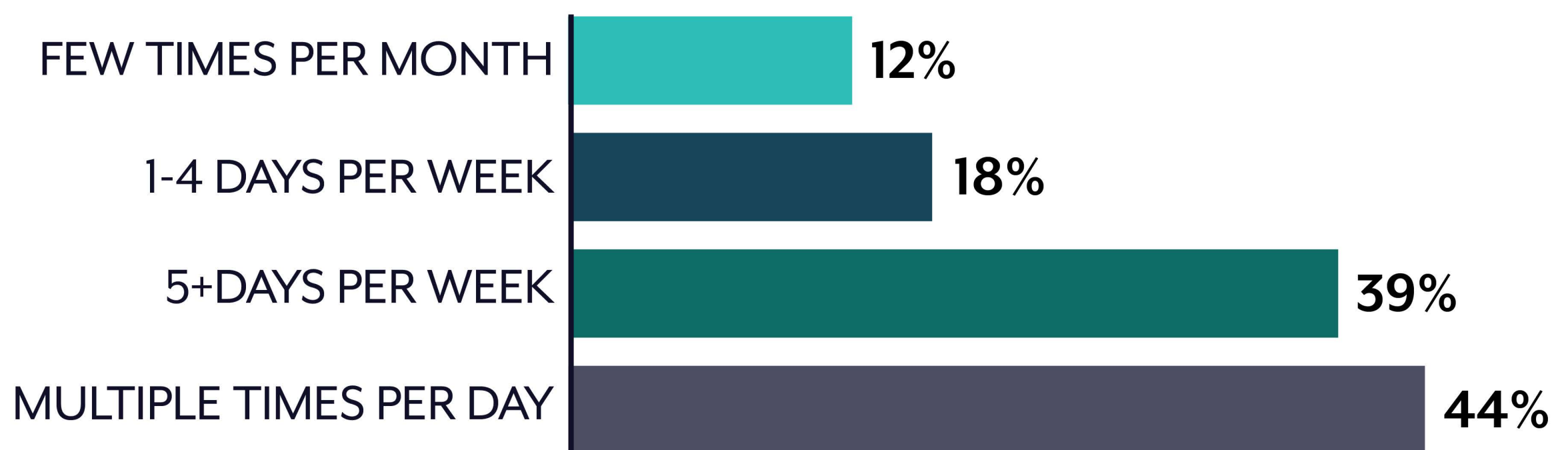
% PLANNING TO USE CANNABIS MORE FREQUENTLY BY GENERATION



Changes in Cannabis Use By Frequency

The mood management categories are rather insulated from market shocks in terms of demand, and we will likely see consumers continuing to toké up to handle anxiety, boredom, or just to take the edge off of each new day. Our research shows that **44%** of consumers who use cannabis multiple times each day report are planning to use **even more frequently** in response to COVID-19.

% PLANNING TO USE CANNABIS MORE OFTEN BY FREQUENCY OF USE



We're Brightfield Group, and we provide consumer insights and market intelligence for the CBD and Cannabis industries.

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