

Heavy vs. Occasional CBD Users

As the CBD industry continues to grow, more individuals are getting drawn into the market to try products for themselves. With more consumers, we can see how diverse CBD users actually are. Explore the differences between heavy and occasional CBD users.

Who are they?

Heavy Users

Use CBD 5+
times per week

Occasional Users

Use CBD a few
times per month

Heavy users tend to be:

GLAM USERS: high income, well-educated women using CBD for wellness & relaxation

DAILY SYMPTOM ATTACKERS:
use CBD to manage chronic condition

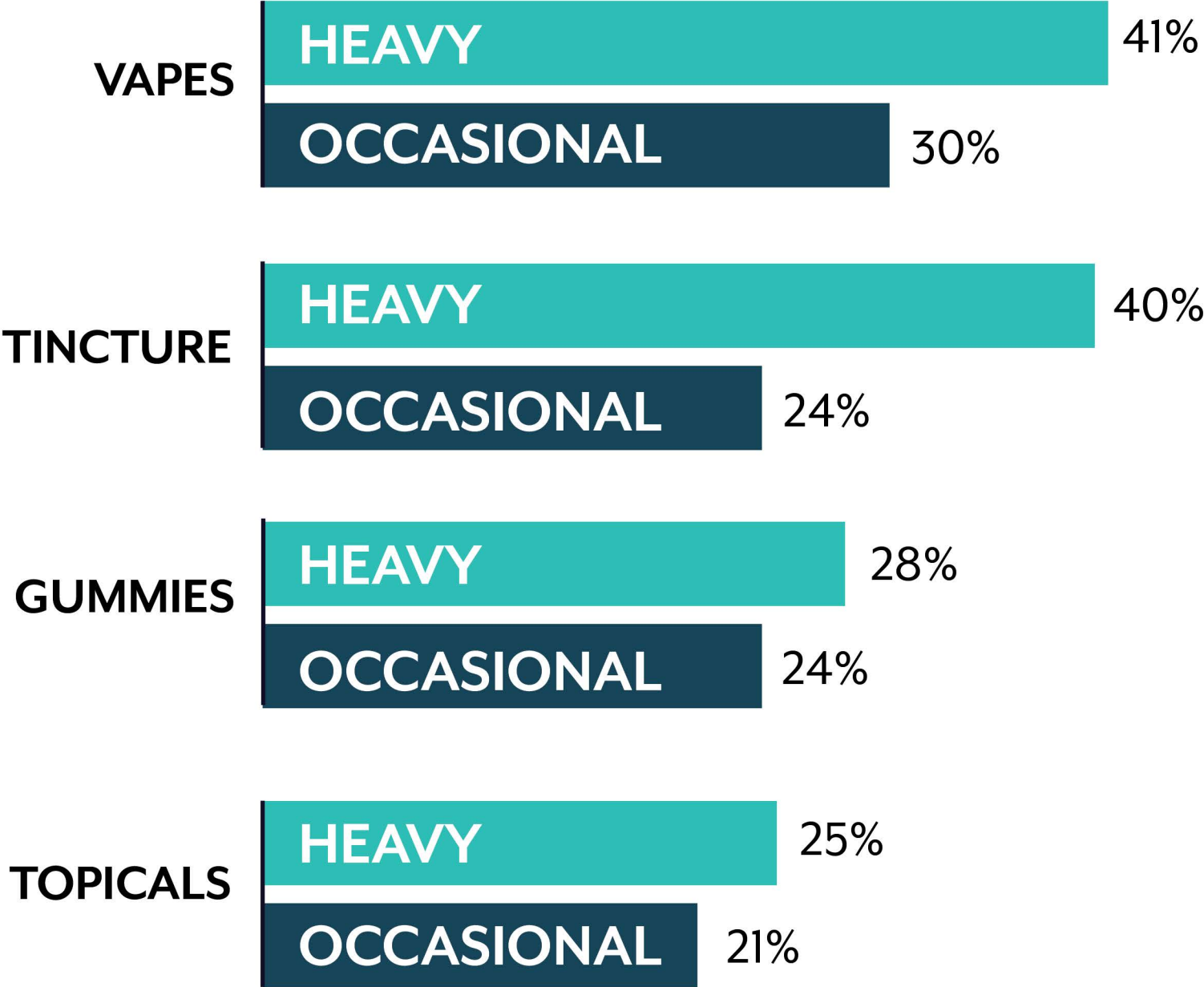
GRASSHEADS: CBD users that also use cannabis daily

While heavy CBD consumers do not dominate the share of overall consumers, they make up a disproportionately large amount of dollar sales in the market.



Products & Dosage

CBD PRODUCTS USED IN LAST 6 MONTHS



Heavy users are 33% more likely to use vapes and 67% more likely to use tinctures than occasional users.

However, the rates of use for gummies and topicals are much more similar, with occasional users only slightly less likely to use.

Heavy CBD users take higher doses than occasional users. The most frequent does taken by heavy users is between 51-100mg, where occasional users take doses of 21-50mg.

Heavy users are twice as likely as occasional users to know the dosage of their CBD.

24%
of occasional users are
unaware of the CBD
dosage they take

Path to Purchase

Occasional users are more likely to learn about CBD from informal sources - like friends/family and the news. Heavy users are more likely to learn about CBD from more formal sources - including their doctor or a recommendation for a specific condition.

OF OCCASIONAL USERS:

50%

HEARD ABOUT CBD FROM FRIENDS/FAMILY

11%

HEARD ABOUT CBD FROM A DOCTOR

OF HEAVY USERS:

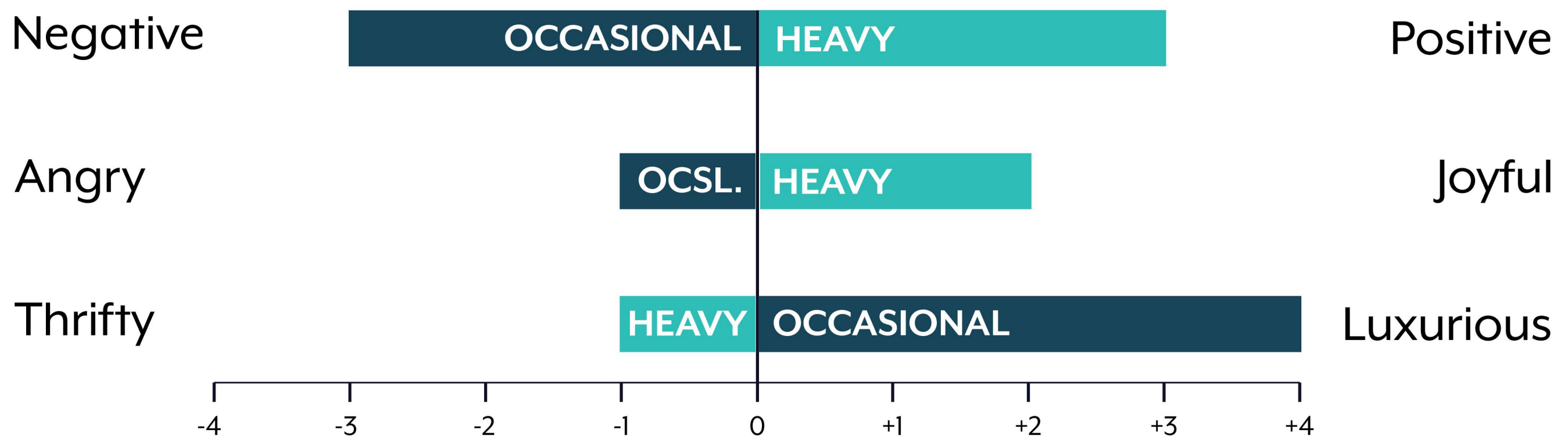
39%

21%



Consumer Psychology

By analyzing the online behavior of CBD users, we can understand some of their psychological traits. This chart shows the percentile score for each spectrum of traits with the right side being above average and the left below average.



Heavy CBD users seem to have more positive patterns of thinking while those who use CBD occasionally are more negative in their approach to life. Similarly, heavy users tend to be more joyful in their psychology while less frequent users are generally angrier.

Occasional users are significantly more likely to be luxurious compared to heavy users. They might be more willing to indulge in higher-priced or more luxurious items like high-end topicals or beverages

Implications for Brands

It's clear that there are differences between heavy and occasional CBD users, but what does this mean for brands? Understanding product preferences, paths to purchase, and the psychology of consumers helps inform marketing strategies, branding, and product development.

Occasional users can be of significant value to brands as they try new product innovations. The challenge is converting them into moderate users by tapping into what means most to them. It takes longer for occasional users to become brand-loyal, and this audience will require more attention along that journey.

Heavy users across any industry are likely to be the biggest advocates, and CBD is no different. Brands will look to hone in on heavy users to build loyalty and long-term relationships with their customers.

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

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