



# WHAT DRIVES BUDTENDERS?

Canadian Budtender Study Highlights

2.

2023



# About the Data

## The Canadian Budtender Study

Budtenders play a significant role in influencing what a consumer will purchase. And their recommendations start well before the customer walks in the door – it starts with understanding the brand and the product.

Brightfield's **2nd annual Canadian Budtender Study**, in partnership with O2O, highlights how budtenders consume, their pain points, their experience within the industry and brands, and how those factors impact what they recommend to customers.

Learn what budtenders need to effectively recommend your brand based on insights collected from 400+ budtenders across Ontario, Alberta, and British Columbia.



## About Us

Brightfield Group is the leading social listening-enabled research firm serving the global cannabis, CBD, and emerging wellness industries.

# Conducting the Study

## Methodology & Objectives

**Brightfield Group** conducted an online survey in Feb/Mar 2023 among 482 Canadian budtenders recruited via the **O2O network**.

2.

We wanted to better understand...

- Which brands resonate with budtenders
- What budtenders consider when recommending a brand to customers
- The information budtenders find most helpful and what they think is helpful for consumers



# This is our **FREE** report

This report includes just a fraction of the data and insights in Brightfield Group's **Canadian Budtender Study**.

Contact us to access the full report. Learn how budtenders are influencing shopping baskets and what brands can do to help budtenders better understand - and recommend - their products.

## **Full Report includes data charts & analysis on:**

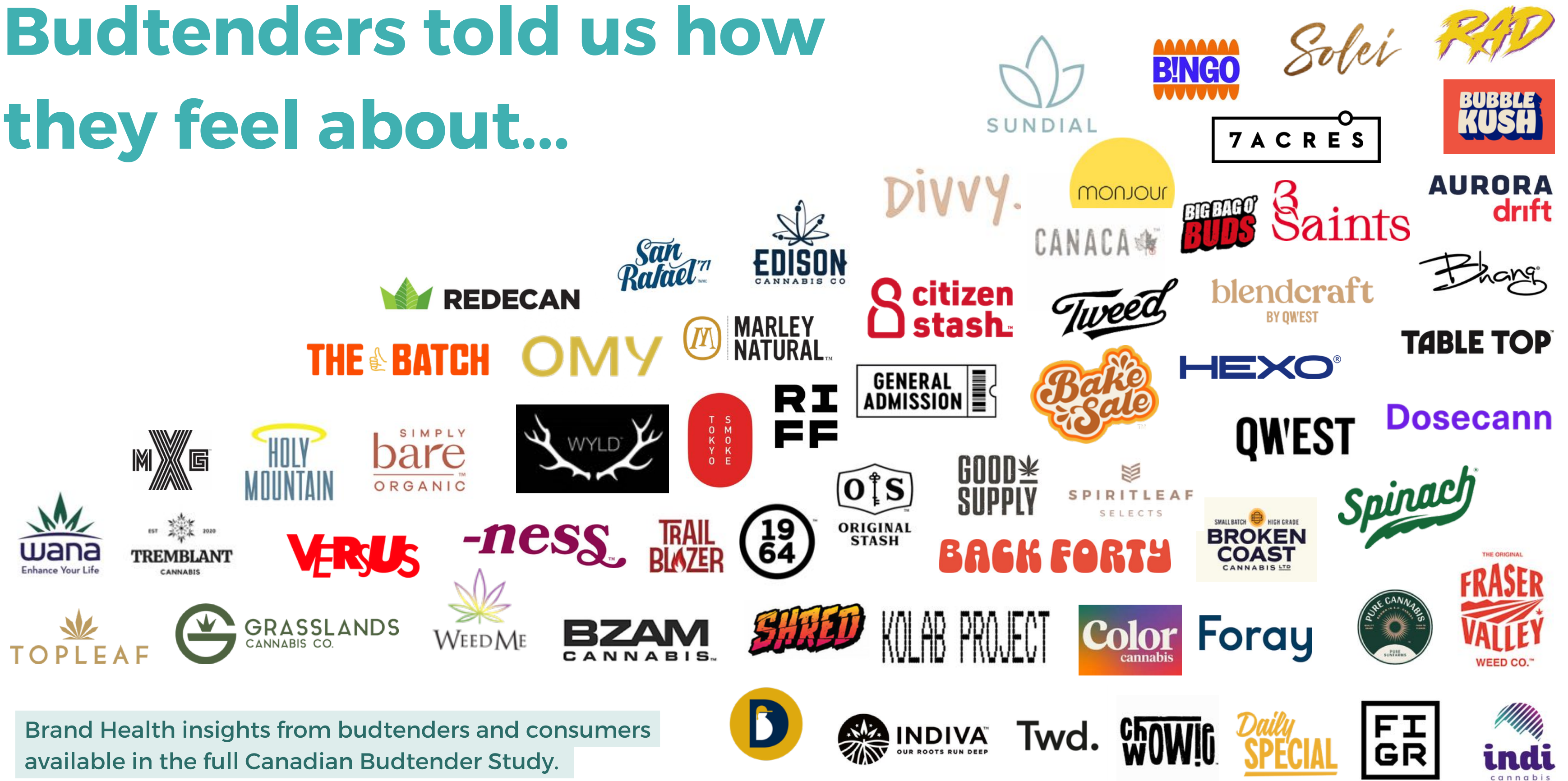
- Brands most recommended— and why
- What deters budtenders from recommending a brand
- How often consumers come to the store knowing what they want to purchase
- Which brands do budtenders consider “premium”
- What do they value in a cannabis company



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# Budtenders told us how they feel about...



# About the Budtenders

## Survey Respondents Demographic + Cannabis Usage Insights

Have been a budtender for at least 2 years



Are under age 30



Use cannabis at least daily



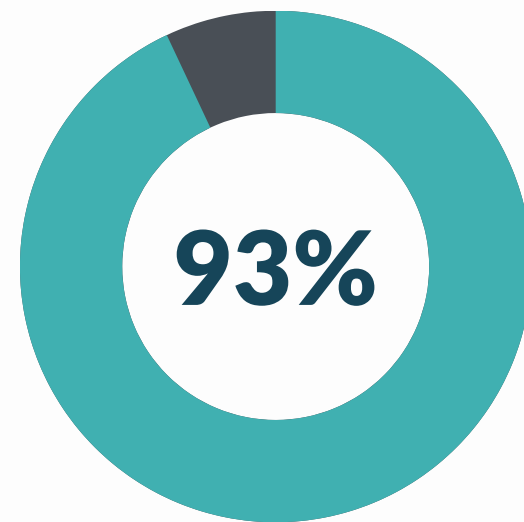
Have used cannabis consistently in their life



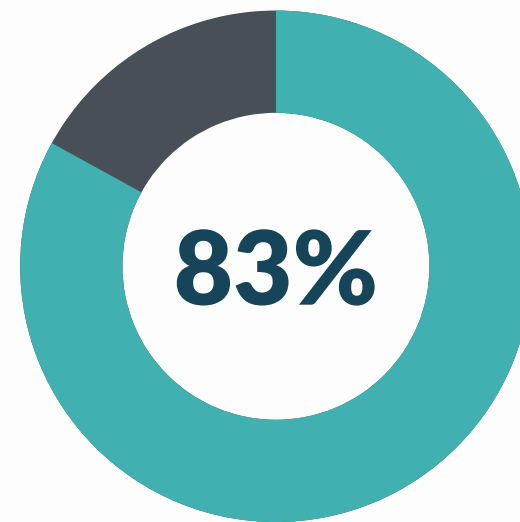


## Budtender Product Type Use

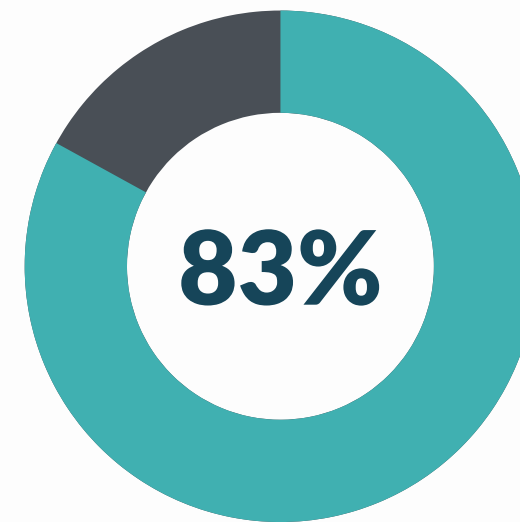
Flower



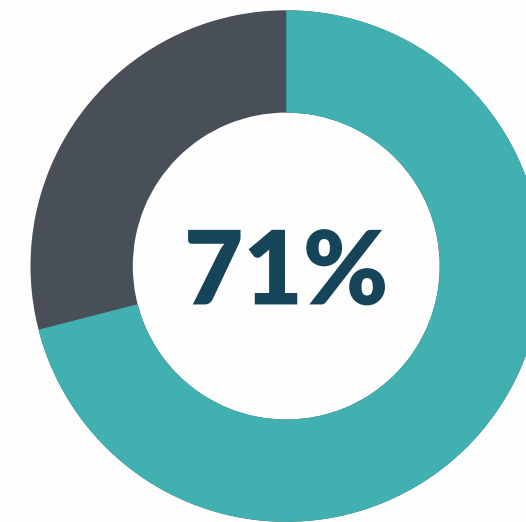
Gummies



Vapes



Concentrates



This is the tip of the iceberg. Survey data plus social listening makes our consumer insights platforms the most robust in the cannabis industry.

# What Do Budtenders Care About?

## Drivers for Budtender Recommendations

1. Positive personal experience
2. Terpene profiles
3. Engaged & attentive brand reps
4. Samples & swag
5. Detailed product information

**Budtenders access & experience with products is key for recommendations**



# 1

## WHAT BUDTENDERS CARE ABOUT

# Personal Experience is Crucial

Budtenders are recommending their own favorites. Most won't recommend a brand without having tried it.



of budtenders said it's important to **personally try** a product before recommending



of budtenders said they are **unlikely to give a brand a second chance** if they don't like it



# 2

WHAT BUDTENDERS CARE ABOUT

## Terpene Profile

Terpene profile is the top driver of **product trial** among budtenders. Terpenes are becoming a popular way to discern what sort of experience a consumer will have with the product. The easier a budtenders can understand the product's effects, the easier it is to recommend to a customer seeking that experience.

A good terpene profile is also how budtenders define **premium products** and is a topic they **want more information about**.

Brightfield's full Canadian Budtender Study includes in-depth insights into the topics budtenders want to be educated on.



# 3

WHAT BUDTENDERS CARE ABOUT

## Engaged Brand Reps

Attentive brand representatives are greatly valued

- Sales representatives are budtenders' top source for learning about new brands
- Budtenders appreciate helpful sales reps and are thirsty for more info
- They want to see the brand reps more so they can provide more knowledge needed to better serve consumers

Quotes from active budtenders provides context otherwise lost in point of sale data



### From the Budtender:

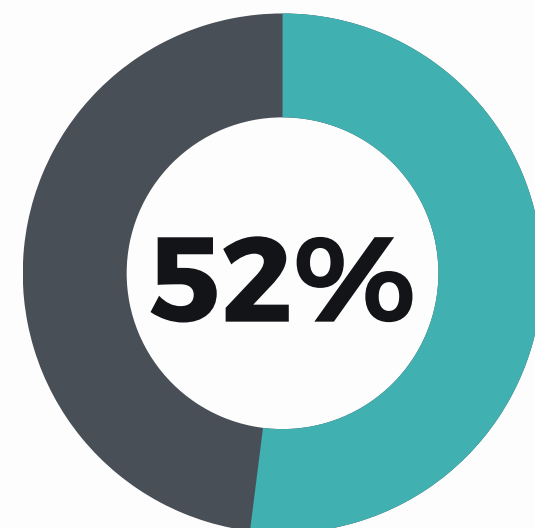
“I appreciate the [brand reps] who make monthly/bi-monthly visits to the store. They give us great talking points for their products and we can ask them questions.”

# 4

## WHAT BUDTENDERS CARE ABOUT

# Samples & Swag

Budtenders say samples and swag items are the best incentives to encourage brand recommendations. Samples have become increasingly important in 2023. Choosing between swag for themselves and swag for customers, they think swag for themselves is more effective; they want clothing items like hoodies, hats, and t-shirts.



**of budtenders said swag impacts brand recommendations.**





WHAT BUDTENDERS CARE ABOUT

## Detailed Product Information

In-store education is an essential part of a budtender's job, and there are many ways for cannabis product brands to make it easier for them. We asked budtenders what sort of collateral is useful to have at the point-of-sale or as other in-store merchandising.

### Helpful for Customers

Budtenders believe consumers benefit most from **digital screens**, **posters**, **info cards**, and **shelf talkers**.

### Helpful for Budtenders

Budtenders prefer product **info cards** and **sell sheets** to assist in educating customers.





# How do brands get budtenders on their side?

Find out in the full Canadian Budtender Study

**Get in Touch!**



# About Brightfield Group



Brightfield Group is the leading social listening-enabled research firm serving the global cannabis, CBD, and emerging wellness industries.

We combine traditional research expertise with AI-integrated social listening to provide a deeper level of consumer insights.

Marketing, innovation, and insights leaders have trusted us to help drive customer-centric strategies since 2015.

Learn more about our data at [www.brightfieldgroup.com](http://www.brightfieldgroup.com)