

Cannabis & CBD: *The Next Frontier*

Understanding the impact of expanding legal access on consumer choice

The first in a series of syndicated studies on adult usage of cannabis and hemp products across North America

Projected to be a \$80B industry by 2030 in the U.S., cannabis is poised to be as disruptive to the CPG industry as ride share was to private transportation. This unprecedented business disruption is happening now - across online, specialty and non-measured retail channels. Consumers are buying cannabis and hemp products as a first line therapeutic to manage ongoing symptoms such as pain, anxiety and trouble sleeping- symptoms which impact over 100 million adults.

The passing of the 2018 Farm Bill, which federally legalized hemp production in the U.S., accelerated the interest and entry into the market by both consumer packaged goods companies (e.g. Heineken, Unilever) and consumers. The National Restaurant Association (NRA) has stated that cannabis & CBD infused food and beverages are among the Top 10 Trends for 2019.

Aclara Research studies reveal that **over 80% of cannabis and hemp consumers indicate that high CBD products are more effective** in managing common need states than traditional products - such as alcohol, OTC medications, prescription drugs, and supplements.



The outcome of this study will identify key consumer insights on the drivers of cannabis and hemp product usage. These insights connect to emerging opportunities for consumer goods manufacturers and retailers - as consumers continue to search for natural products to improve their physical and mental well being.

Understand the Industry

The cannabis and hemp industries offer significant growth opportunity, but the complexity of state and federal legislation, regulatory barriers, medical research and social stigma surrounding the cannabis sativa plant require significant assessment to develop market strategy. The industry outlook provides an integrated perspective of the following:

- **Projections:** industry growth and trends
- **History:** drivers of perception and stigma
- **Legislative outlook:** 2019 legislation and regulatory impact
- **State and federal regulation:** impact to investment and supply chain
- **Medical research:** global and domestic expansion
- **Companies to watch:** cannabis and hemp companies

Understand the Consumer

Despite common perception of cannabis and 'stoner' culture, the leading need states are related to improvement of physical and mental well being. Cannabis and hemp product users are using high CBD products daily, and buying these products across measured and non measured channels. This qualitative and quantitative study of cannabis and hemp users will deliver a comprehensive understanding of usage and purchase behavior, including:

- **Consumer:** the leading influencers
- **Need states:** leading reasons for usage
- **Usage trends:** product segments and usage occasions
- **Purchase trends:** primary channels and drivers of product selection
- **Efficacy:** effectiveness vs previously used categories

Cannabis & CBD: *The Next Frontier*

Understanding the impact of expanding legal access on consumer choice

The first in a series of syndicated studies on adult usage of cannabis and hemp products across North America



Through an Aclara Research syndicated study of cannabis and hemp product users, you will obtain leading insights and data on the fastest growing consumer goods industry in North America – at a fraction of the cost of an independent custom research study.

Methodology

Quantitative:

- 46 question online survey of over 900 adult cannabis and hemp product users across legal US markets
- Timing: Fielded October 2018
- State of Residence: Over 80% reside in adult use markets
- Ages 18 - 65+
- User segments span:
 - Cannabis patients
 - Adult users of cannabis AND hemp derived CBD
 - Adult users of cannabis ONLY
 - Users of hemp derived CBD ONLY

Final Deliverable

In depth report (Power Point format) of overall findings, including an executive summary, implications and recommendations - with comparison to previous Aclara Research quarterly studies and qualitative research. Supplemental data provided in excel format

Timeline

Final report delivered in June 2019.

About Aclara Research

Aclara Research is a cannabis insights and strategy company. Our survey panel and online communities enable real time access to cannabis and hemp consumer insights.

Aclara Research donates 4.20% of gross revenue to medical research and social advocacy groups focused on repairing communities harmed by the War on Drugs.