

Today's Health-Minded & Active Cannabis Consumer

Insights By  BDS Analytics

To some, cannabis and exercise may seem like an unlikely pairing. But those in the know understand that cannabis in its various forms can serve as a great pre-, during, or post-workout supplement. Manufacturers are mindful that a large percentage of customers desire “more energy” vs. “relaxation” when consuming; new products hitting the market—and generating strong sales—reflect this growing retail trend.



Roughly four in 10 Consumers watch what they eat for health reasons (38%), and highly prioritize their personal health/wellness (43%)



More than six in 10 Consumers believe marijuana is healthier than alcohol, vs. one-third of Acceptors and one-tenth of Rejectors



Cannabis Consumers are active: 50% say that physical activity plays an important role in their personal care, and 58% engage in physical activity on at least a weekly basis



22% of Gen Z/Millennial Consumers say they frequently pair cannabis with exercise; roughly equal to the % who pair cannabis with alcohol

Health-Centric Consumers' Purchasing Preferences

- 40% seek brands that are local
- 37% seek brands that are natural
- 37% seek products without preservatives
- 36% seek products that are locally grown
- 36% seek products that are non-GMO
- 33% seek brands that are organic
- 32% seek products that are organic

Source: BDS Analytics Public Attitudes and Actions Toward Cannabis in the US, Q1 2019 (Adult-Use & Medical Legal States: U.S. Adults 21+)