

Soccer Moms Inhale & Other Cannabis Consumer Stories



Presentation by:

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Legal
Cannabis is...

Growing



Majority Agree With Some Form of Legalization

~80% →  64%

of US and CAN adults agree there should be some form of legal marijuana usage

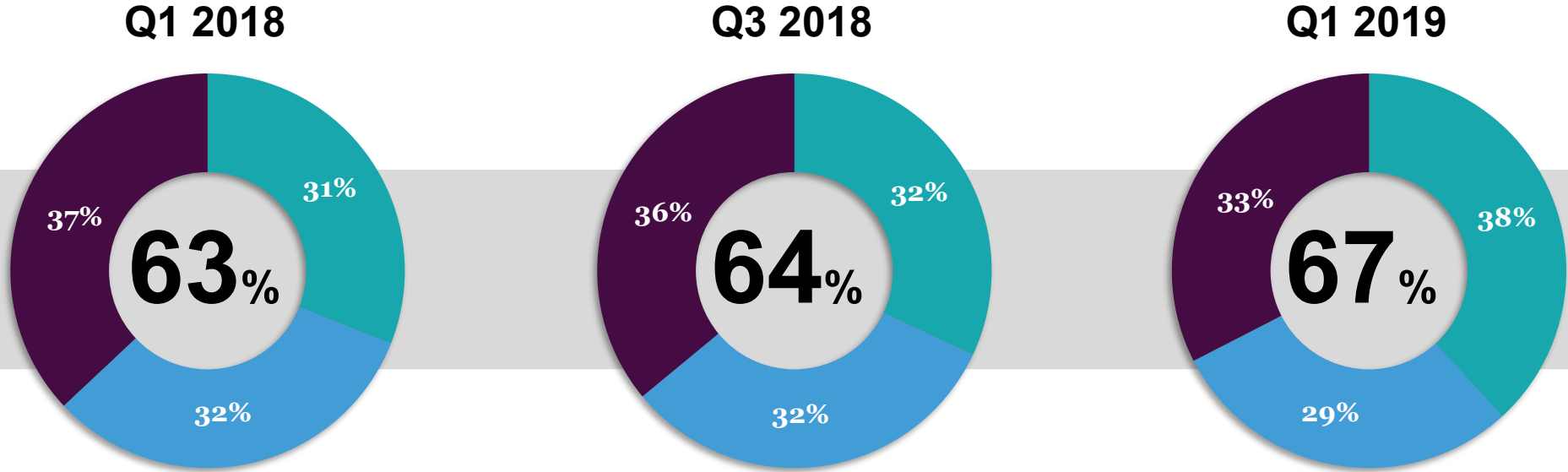
in US agree marijuana has medical benefits






BDS Analytics Consumer Research Q1 2019: US adults 21+ and CAN adults 18/19+

There are Consumers, Acceptors, and Rejecters

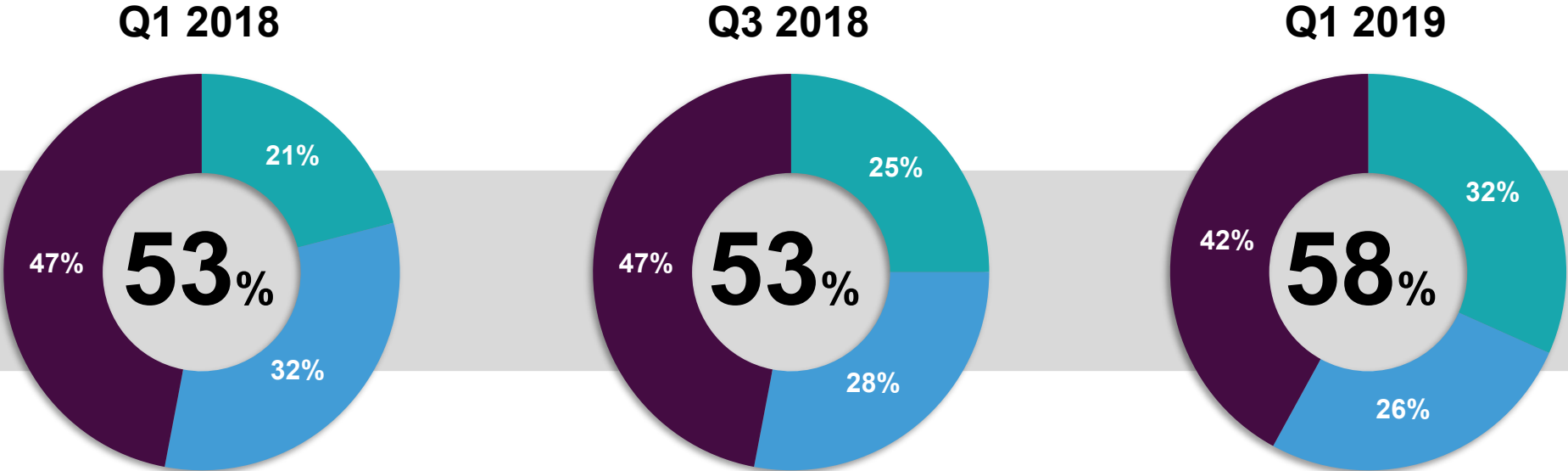
Majority of Adults in Fully Legal States Consume or are Open to Consuming (a GROWING Group)






-  **Consumers:** Have consumed cannabis or cannabis products within the past six months
-  **Acceptors:** Would consider consuming cannabis or cannabis products in the future
-  **Rejecters:** Would not consider consuming cannabis or cannabis products in the future

Canada Consumers, Acceptors, and Rejecters

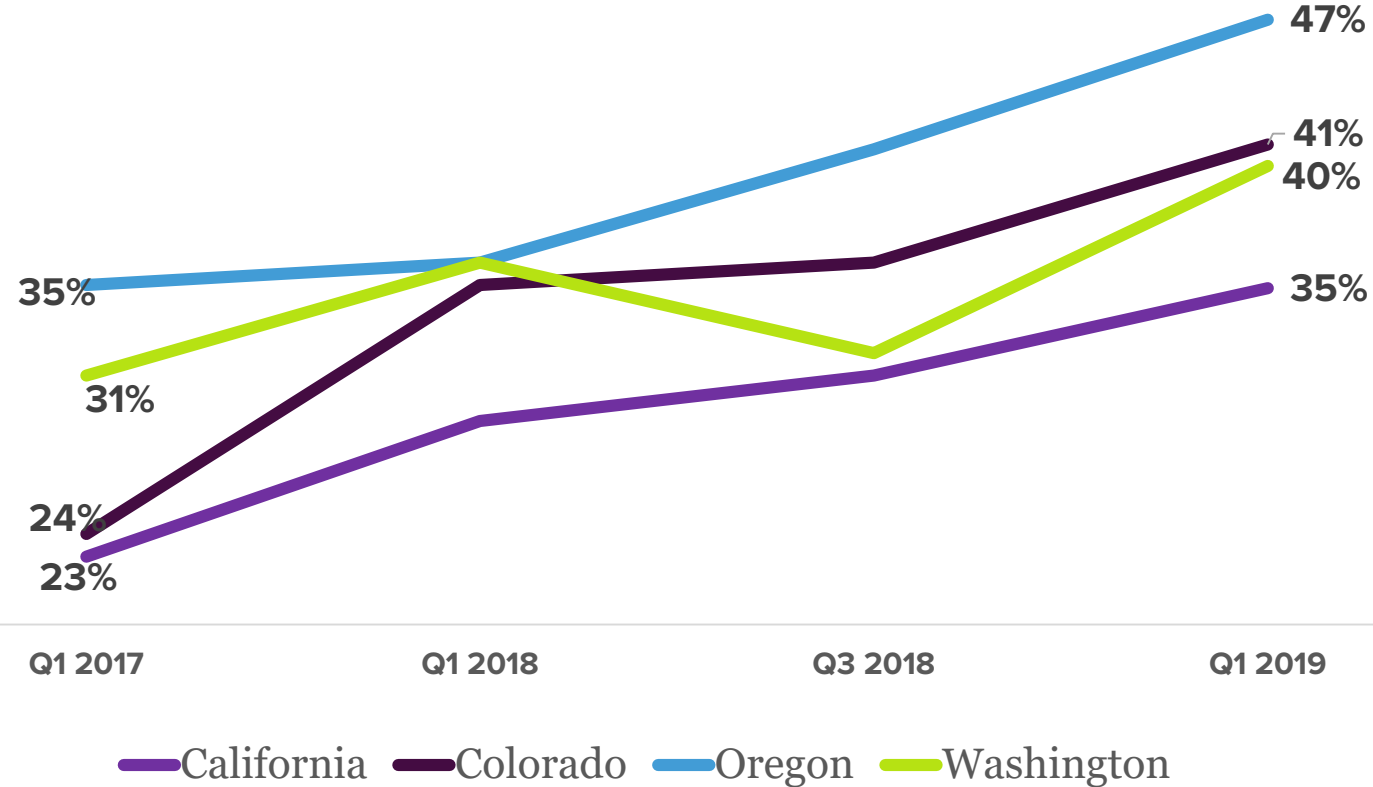
Majority of Adults in Canada Consume or are Open to Consuming (a GROWING Group)



-  **Consumers:** Have consumed cannabis or cannabis products within the past six months
-  **Acceptors:** Would consider consuming cannabis or cannabis products in the future
-  **Rejecters:** Would not consider consuming cannabis or cannabis products in the future

The Size of the Legal Cannabis Consumer Market Continues to Grow

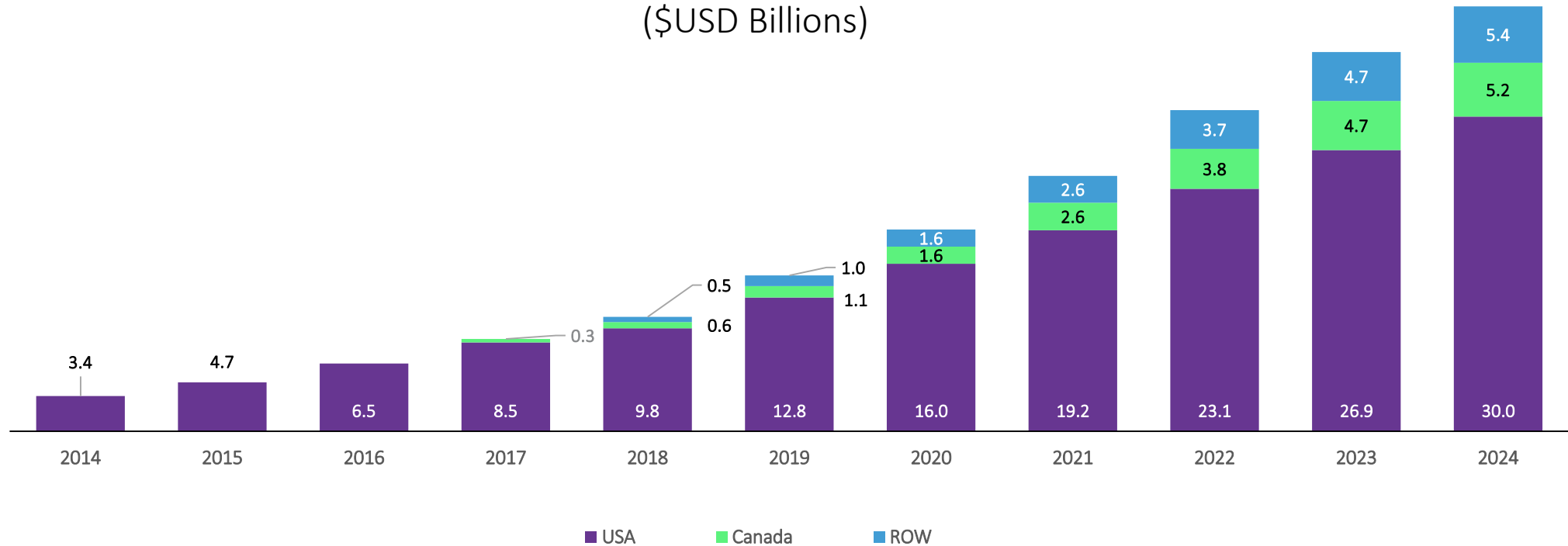
Percent of Adults 21+ Consuming Cannabis



BDS Analytics projects a global \$41B market in 2024

The U.S. will continue to be the world's largest market

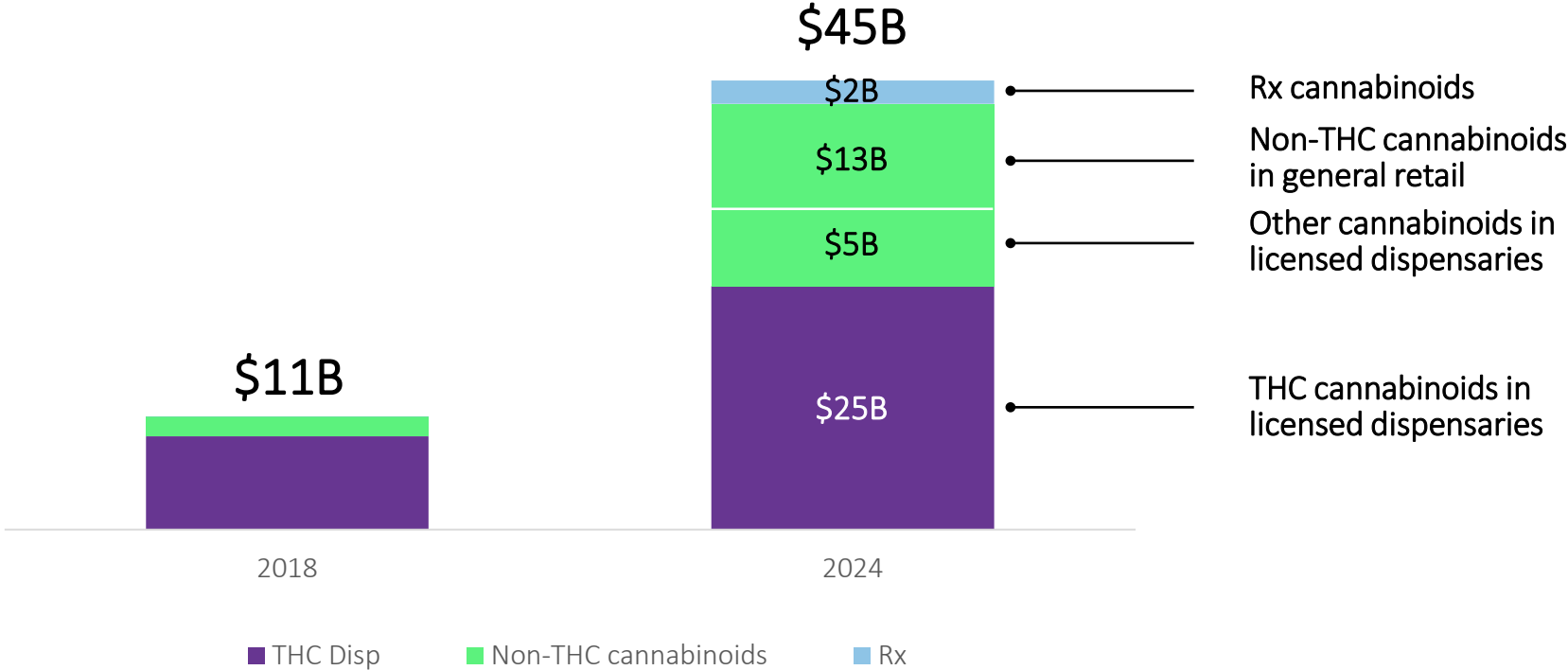
Global Legal Regulated Cannabis Spending by region
(\$USD Billions)



Source: Arcview & BDS Analytics Cannabis Intelligence Briefing

With cannabinoids like CBD crossing into General Retail, BDSA projects a \$45B US Total Cannabinoid Market by 2024

Global Projected US Total Cannabinoid Revenues (\$B)



Source: BDS Analytics CBD Market Monitor; BDS Analytics and Arcview Market Research

Cannabis Consumer Myths



MYTH:

Females Consume
Edibles...
EXCLUSIVELY



Of Female Cannabis Consumers...

63%
Consume Inhalables

47%
Prefer Inhalables

36% Prefer Edibles

16% Prefer Topicals

BDS Analytics Consumer Research Q1 2019: U.S. adults 21+ in Legal Level 1 States

MYTH:

Boomers Consume
for Aches and Pains



BOOMERS:
An important and growing
segment, BUT they do not
fit “neatly” in a box



BDS Analytics Consumer Research Q1 2019: U.S. adults 21+ in Legal Level 1 States

63%

Of Boomers Consume for Health/Medical Reasons

Boomers are
**SIGNIFICANTLY
MORE...**

- Medically Motivated
- Likely to consume to replace Rx/OTC
- Likely to want to ease aches/pains

BDS Analytics Consumer Research Q1 2019: U.S. adults 21+ in Legal Level 1 States



60%

Of Boomers Consume for Social/Rec Reasons

BUT they also
want to...
RELAX
UNWIND
AND HAVE FUN

BDS Analytics Consumer Research Q1 2019: U.S. adults 21+ in Legal Level 1 States

MYTH:

Cannabis
Connoisseurs =
'STONERS'

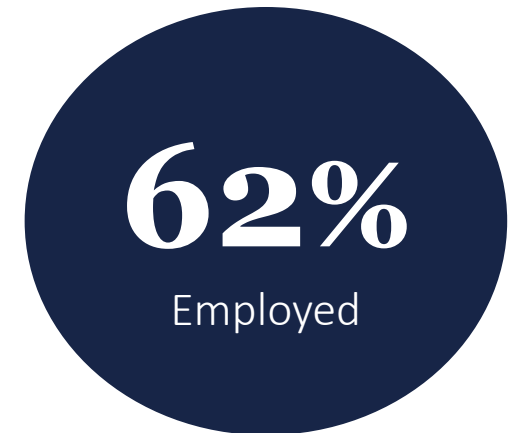
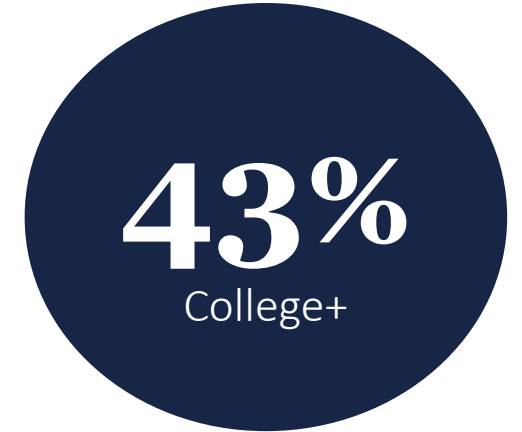


Of Connoisseurs...

~ **2/3** In fully legal states consume for health or medical

~ **1/2** In Canada consume for health or medical

~ **1/2** Consume for both health/medical
AND recreation/social



BDS Analytics Consumer Research Q1 2019: U.S. adults 21+ in Legal Level 1 States and adults 18/19+ in Canada

Of Connoisseurs...

Method Preference...

INHALABLES: 75%
INGESTIBLES: 21%
TOPICALS: 4%

Reasons:

1. Relieve Pain
2. Improve quality of life
3. Relax/Be Mellow
4. Manage Anxiety

Product Selection Factors:

1. THC Content
2. Price
3. Taste/Flavor
4. Product Familiarity

BDS Analytics Consumer Research Q1 2019: U.S. adults 21+ in Legal Level 1 States and adults 18/19+ in Canada

MYTH:

Soccer Moms don't
want to get HIGH;
consumption is
health & wellness
driven



59%

64% in CAN

Of 'Soccer Moms' Consume for Social/Rec Reasons

61% consume for reasons related to being high or stoned....

- Relax/Be Mellow
- Disengage/Zone-out
- Have Fun
- Be Happy
- Feel Peaceful
- Enhance Creativity
- Get High/Stoned



MYTH:

Cannabis
Consumers are
Slackers



Cannabis Consumers...

Employed:

6/10

Enjoy time outdoors

3/4

Keep Busy

2/3

Gym or fitness center ONCE a week

~1/3

Yoga, Pilates or similar activity

~1/4

Participate in outdoor activity

~2/3

BDS Analytics Consumer Research Q1 2019: U.S. adults 21+ in Legal Level 1 States and adults 18/19+ in Canada

Cannabis Pairings



Music/Movies
38%



Snacks
36%



Exercise
15%



Fine Dining
12%



Spirits/Cocktails
11%/10%



Craft Beer/Non-Craft
10%/10%



Wine
9%

BDS Analytics Consumer Research Q1 2019: U.S. adults 21+ in Legal Level 1 States

MYTH:

Low Dosers are New Consumers



Low Dose / Micro Dose Consumers

53/47 Male / Female

<1/5 Recent Adopters

44% Gen Z / Millennials

31% Gen X

25% Boomers / Silent



Recent Adopters

WHO?

50/50 Male / Female

38% Gen Z / Millennials

32% Gen X

30% Boomers / Silent

WHAT?

55% Inhalables

38% Topicals

Preference for inhalables and edibles/ingestibles is very close (41% and 37% respectively)

WHY?

71% Health / Medical

53% Rec / Social

27% Both

Available Now: Consumer Insights



Industry leaders rely on **BDSA Consumer Insights** to:



BUILD

PLANS FOR MARKET EXPANSION



CAPTURE

NEW CONSUMER SEGEMENTS



ACHIEVE

CONFIDENCE IN TRENDS



LAUNCH

SUCCESSFUL INNOVATIONS

BDSA Consumer Insights Available for a Variety of Needs:

- Total U.S., Stage of Legalization, State Level
- Total CAN and By Province
- 5 Additional Global Markets
- Consumer Segmentation
- CBD, CBD, CBD
- Custom Analytics

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IT'S A NEW GAME.
What does that mean for
your business?

Presentation by

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