



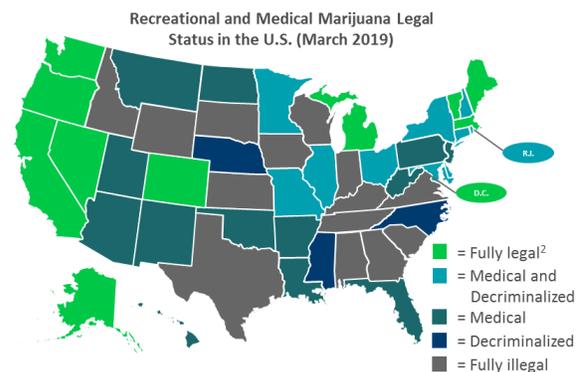
SPECIAL REPORT CANNABIS FOR HEALTH + WELLNESS

Cannabis is poised to be a major disruptive force across a variety of markets, but none more so than food, beverage, and health and wellness. This report is to help you understand this potential and what it might hold for the future.

Cannabis for Health + Wellness 2019 looks at the nascent but fast-growing wellness-oriented cannabis landscape. As more states legalize cannabis for both medical and recreational purposes, the demand for CBD and THC products is poised to be a major disruptor in the wellness market. To understand what this market may hold, we explored attitudes and usage among current cannabis consumers in the largest and most established legal cannabis markets – California, Washington, Oregon, and Colorado. This report illuminates these consumers' perceptions of the potential uses, benefits and drawbacks of cannabis for health and wellness, and their current engagement with cannabis and hemp products.

What's Inside: Contents

- Background and methods / cannabis usage
- Cannabis overview: recreational and medical cannabis legalization and decriminalization in the U.S. continues to progress on a state-by-state level
- Cannabis overview: consumers' perceptions of cannabis and shifting views
- Cannabis overview: broad categories of cannabis markets
- Reasons for using cannabis
- Consumer interest in using cannabis
- Attitudes toward cannabis usage
- Cannabis purchasing and usage in practice
- Type of cannabis products purchased / cannabis frequency of usage
- Cannabis purchasing and usage: aspects of THC use
- Cannabis purchasing and usage: CBD emergence
- How consumers currently interpret the legality of cannabis purchasing and usage
- Negative attitudes around cannabis
- Top barriers to purchasing cannabis products
- The future of cannabis and CBD
- Cannabis for H+W: key takeaways



What You Get

General report (PowerPoint and PDF) including executive summary and demographic data tables (Excel).

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