BEVCANNA

Infusing innovation into everyday experiences.

Cannabis Beverage Consumer Insights Report

A FEW KEY INSIGHTS

Bevcanna is taking a consumer-centric approach to bringing desired cannabis beverages to market. All product development, branding and sales strategies are informed by our investment in proprietary consumer research.

In January 2019, Bevcanna retained Strategic Navigator to conduct quantitative research with over 2,000 non-rejectors of legalized cannabis in California, New York and Canada.

1. Across all three markets, over 50% of our sample used cannabis (any form) in the past year: Canada 66%/ California72% / New York 54%

And over 50% are also very likely to consider purchasing legalized cannabis in the future: Canada 50% / Cal 63% / New York 58%

These percentages of people who have and are likely to purchase cannabis are even higher among men and younger adults (those aged LDA-34).

2. The majority of cannabis users also consume alcohol, with over one half consuming alcoholic beverages at least weekly.

Among cannabis users who also consume alcohol, many don't think about cannabis in relation to alcohol at all, and in most cases, it is not being consumed on the same occasions.

3. Inhalables currently dominate the market...

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Delivery Systems

Across all three markets, joints / spliffs / blunts are the most common delivery system. Perhaps influenced by availability, consumption of cannabis-infused beverages is less common than other delivery systems. However, appetite for cannabis beverages is very strong, proving this segment is rife with opportunity. **Despite being used less frequently than their inhaling counterparts, CBD-based edibles and beverages are the most desired delivery systems – preferred in all markets over CBD or THC-based inhalables.**

% SAYING THEY USE METHOD AT LEAST EVERY 3 MONTHS

Canada

Joints / spliffs / blunts	69
Bongs / pipes	44
Cannabis-infused edibles	42
Tinctures / oils	37
Vapes / vaporizers / pens	35
Topicals (salves / ointments)	26
Capsules	22
Cannabis-infused beverages	**20**
Patches	14

California

Joints / spliffs / blunts	68
Bongs / pipes	62
Cannabis-infused edibles	60
Vapes / vaporizers / pens	52
Topicals (salves / ointments)	42
Tinctures / oils	40
Cannabis-infused beverages	**32**
Capsules	26
Patches	22

New York

Joints / spliffs / blunts	77
Bongs / pipes	67
Vapes / vaporizers / pens	62
Cannabis-infused edibles	56
Tinctures / oils	56
Topicals (salves / ointments)	47
Cannabis-infused beverages	**44**
Capsules	41
Patches	38

BASE: THOSE WHO HAVE CONSUMED CANNABIS IN THE PAST YEAR

Across all three markets, CBD-based edibles and CBD-based non-alcoholic beverages had the highest purchase interest. CBD-based non-alcoholic beverages garnered considerably more interest than THC-based beverages in all markets, except New York, where interest is comparable between the two.

% SAYING DEFINITELY / PROBABLY WOULD PURCHASE (ASSUMING LEGAL)

Canada

CBD-based non-alcoholic beverage	**48**
Non-alcoholic beverage (CBD + THC)	41
THC-based non-alcoholic beverage	38

California

CBD-based non-alcoholic beverage	**55**
Non-alcoholic beverage (CBD + THC)	46
THC-based non-alcoholic beverage	44

New York

CBD-based non-alcoholic beverage	**55**
THC-based non-alcoholic beverage	52
Non-alcoholic beverage (CBD + THC)	51

BASE: FULL SAMPLE

And that is just a "taste" of what Bevcanna knows about the cannabis beverage opportunity. Talk to us about our insights into consumer desires regarding package format, 25 product concepts, 6 positioning territories and profiles of the cannabis target.

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