



Cannabis Adult Use: Branding and Demographic Focus for the Green Revolution

April 2021

Table of Contents

INTRODUCTION

Scope

Key findings

ADULT USE POSITIONING: FMCG PARALLELS

Beyond the fumes of illegality: cannabis as an FMCG industry

Back to basics: affordability, equity and the black market

High aspirations and green luxury

Beyond bling: premiumisation through a craft lens

Identifying new occasions

Intoxicating beauty?

Ancillary branding: from convenience to aspiration

Symbiotic marketing: green cross-pollination

CANNA-CULTURE: NORMALISATION DRIVERS

Canna-culture: from back alleys to storefronts

The sound of cannabis? celebrity buzz...

... and indie notes with a twist

Beyond branded gear: the rise of smokewear ?

Cannabis goes mainstream and learnings from the Mad Men effect

Corporate responsibility; soothing the prohibitionary hangover

EXPERIENCES: A BRAVE GREEN WORLD

Experiential retailing and breaking the mould of copycats

The rise of the on-trade: a key pillar of normalisation

Canna tourism and green experiences

Delivery platforms and the Uber- fication of cannabis

GRASS IS GREENER: IDENTIFYING AUDIENCES

Five shades of green: identifying key demographics

Facilitating the consumer journey: from naysayers to seasoned

Connecting the green dots: key tools for key segments

Catering for the "neo smoker"

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cannabis-adult-use-branding-and-demographic-focus-for-the-green-revolution/report.