

HIDDEN IN PLAIN SIGHT

AN AUDIENCE-LED SERIES
THAT GOES BEYOND THE OBVIOUS
TO SHED LIGHT ON THE OVERLOOKED

PARTNERS + NAPIER



THE UNTAPPED CANNABIS CONSUMER

HUGE NEW CATEGORY

Spanning unlimited new products in healthcare, wellness, food + beverage, & beyond

2022 U.S. IMPACT



\$100B

CATEGORY



\$33B

IN SALES



520K

JOBS

SOURCE: MJBiz Factbook 2022

ROOM TO GROW

147M
PEOPLE
GLOBALLY
ARE
ALREADY
USING
CANNABIS
PRODUCTS

AND THAT NUMBER IS ABOUT TO **GROW EXPONENTIALLY** AS MORE PEOPLE DISCOVER HOW CANNABIS CAN PLAY A ROLE IN RELIEVING ANXIETY, MANAGING PAIN, IMPROVING FOCUS, RECREATION, & SO MUCH MORE.

While current users are the primary focus for most cannabis marketing today, there are hundreds of millions of people who have not yet tried it, and the only thing standing in their way is a little education and trial. These non-users represent an extremely valuable yet overlooked audience that can unlock huge potential for brands smart enough to see them.

At Partners + Napier, our audience-led approach is about identifying what specific attributes and behaviors line up to equal the highest potential for brands across categories. In the case of cannabis, we studied what users and non-users have in common, as well as barriers to entry and both demographic and psychographic data to identify new opportunities for category growth – the audiences that are hiding in plain sight.

THE OPPORTUNITY

ATHLETES AMONG US

MANY ARE ALREADY USING CANNABIS TO SUPPORT THEIR LIFESTYLES, BUT THERE ARE MANY MORE PEOPLE WHO SHARE THEIR BEHAVIORS AND CHARACTERISTICS BUT HAVE NOT YET TRIED CANNABIS, AND THEIR BARRIERS ARE EASY TO OVERCOME.

5.6M

CURRENT CBD USERS
WORKING OUT 4+
TIMES A WEEK

53M

NON-CBD USERS
REGULARLY GO
TO THE GYM

60% / 40%
MALE FEMALE



WHY?



THEY HAVE BUYING POWER

50% +\$85k HHI (GWI)



THEIR INTERESTS ALIGN WITH BENEFITS OF CANNABIS USE

Strong research to support CBD
having health and wellness benefits



THEIR BARRIERS ARE EASY TO OVERCOME

Overcome through education and trial
Ex: don't know enough about how to use, concerned
about impact on mental and physical health

ATHLETES AMONG US

WHO THEY ARE & HOW TO REACH THEM



CANNABIS BARRIERS TO OVERCOME WITH EDUCATION & TRIAL



61% Concerned about dependency or addiction

56% Concerned about its impact on mental health

44% Concerned about its impact on physical health

42% Don't know enough about how to use

ACTIVE

2-3+

WORKOUTS
PER WEEK

AFFLUENT

50%

HHI OF
\$85K+

EDUCATED & HARD WORKING

37%

UNIVERSITY
DEGREE

27%

POST-GRADUATE
DEGREE

66%

FULL-TIME
EMPLOYEE

In IT/Telecom, Software Dev, Engineering,
Financial Services, Health & Beauty

URBAN COUPLES AND PARENTS

58%

LIVE WITH
PARTNER

63%

HAVE A DOG

58%

HAVE A CHILD

27%

HAVE 2+
CHILDREN

53%

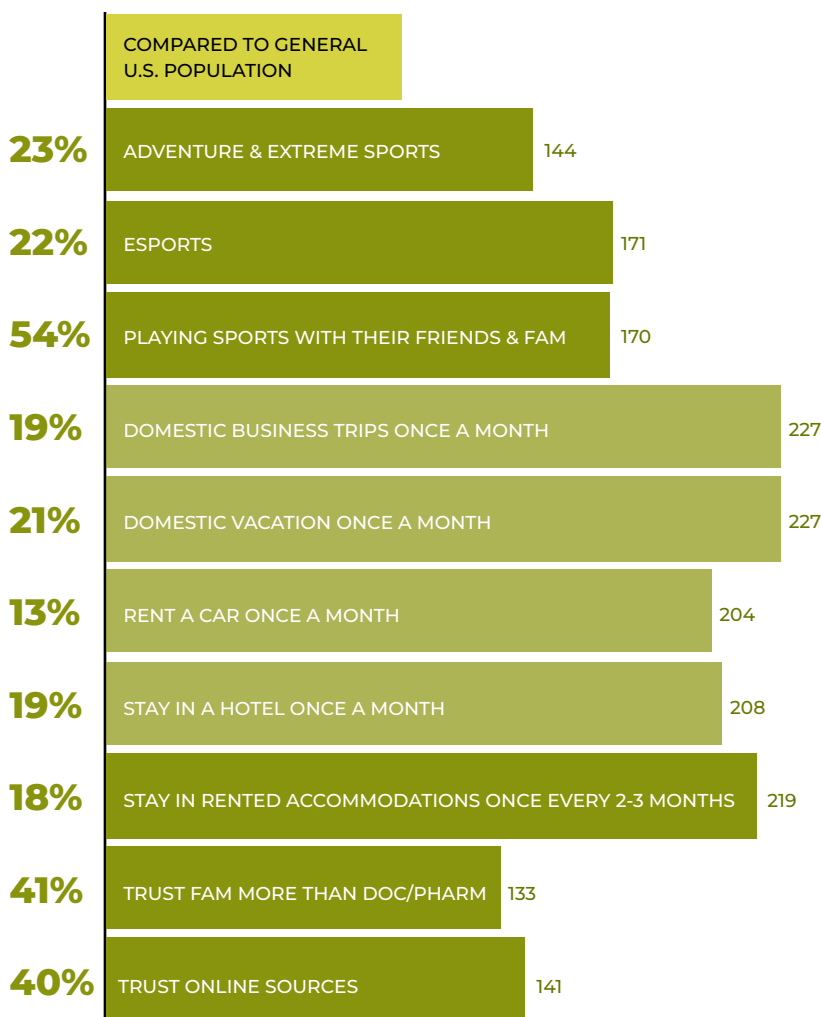
URBAN
DWELLING

HOW THEY THINK

- Buy premium version of products
- Career-focused
- Confident
- Health conscious
- Social/ outgoing
- First to try new things
- Like to explore the world
- Buy new tech as soon as available
- Think social media is good for society



BEHAVIORS AND PREFERENCES



SOURCES: Partners + Napier, 2022. Non-users of CBD Survey, SUZY, GWI Go to Gym: CBD Non-User Audience Segment Details

KEY TAKEAWAYS FOR CANNABIS MARKETING

BRANDS CAN EXPAND THEIR POTENTIAL AUDIENCE BY TARGETING NON-USER "ATHLETES AMONG US" BY SHOWING THEM HOW TO USE CANNABIS IN THEIR OWN HOMES, SURROUNDED BY PEOPLE THEY TRUST. CONSIDER ENCOURAGING TRIAL WITH EDIBLE PRODUCTS THAT FOCUS ON ANXIETY, STRESS RELIEF, AND MUSCLE SPASMS/SORENESS.



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