

Consumer Need States and Mindful Mindsets Across Fmcg

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Abstracts

As we move into a more atomised world of diverging lifestyle patterns, fragmenting use occasions and blurring categories, consumers are increasingly primed to focus on the desired outcome or intention of their consumption, with nuance and mindfulness, and are beginning their purchase and consumption journeys working back from this point. Need states frameworks give brand owners a powerful means of segmenting and targeting this modern consumer behaviour.

Euromonitor International's Consumer Need States and Mindful Mindsets Across Fmcg Global report is designed specifically for current and potential stakeholders in the emerging legal cannabis market. It seeks to provide an in-depth overview of the size and scope of the global cannabis environment, examining the historic and future market trends. Delving into the forces shaping the emerging legal industry including regulatory momentum, dynamics of current illicit consumption, changing consumer behaviour and corporate activity, the report identifies opportunities and challenges across medical, adult-use cannabis and CBD. Forecasts in the reports are available to 2027.

Product coverage: Adult-Use Cannabis, CBD, Medical Cannabis.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Cannabis market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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