

The Conversation Around Cannabis

Exclusive research shows an existing user base among c-store shoppers

Legalized cannabis is finding growing support at the state level across the United States. To date, 18 states and Washington, D.C., have legalized marijuana for adults over the age of 21. The number of dispensaries and authorized retail storefronts that sell cannabis products is anticipated to rise as even more states legalize the offering. While convenience stores have yet to jump into the marijuana market, there seems to be an existing customer base available should they choose to do so, according to the findings of the *2021 Convenience Store News Realities of the Aisle Study*, which surveyed 1,500-plus consumers who shop at a c-store at least once a month.



One in four
convenience store shoppers said they purchased cannabis in the past month.

MORE millennial and Generation X shoppers are open to purchasing cannabis at convenience stores (both at 35%) vs. Generation Z and baby boomer shoppers (both at 16%).

C-store shoppers in the **South (81%)** and **Midwest (80%)** are the most likely to say they **did not purchase** cannabis in the past month.

WHERE CONVENIENCE STORE SHOPPERS WOULD CONSIDER PURCHASING CANNABIS

Among those c-store shoppers who said they purchased cannabis in the past month, nearly a third indicated they would buy their product at a c-store were it available.

