

Cannabis Consumer Intelligence Report

January 2026

13,940

POSTS ANALYZED

6,961

USER PROFILES

822

HIGH-VALUE TARGETS

97%

CLASSIFIED

CANNECT INTELLIGENCE

Cannabis consumer insights from real social conversations.

Executive Summary

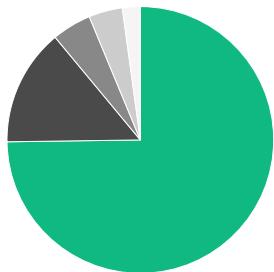
This report analyzes 13,940 posts from the Cannect cannabis social network. We classified 13,551 posts and built behavioral profiles for 6,961 users, identifying 822 high-value targets for wellness brand outreach.

Key Findings

- Positive sentiment dominates (50%+), indicating strong community engagement
- Relaxation and pain relief are the most sought-after effects
- Legal/regulatory uncertainty is the primary consumer frustration
- 822 users identified as high-value wellness brand targets
- 144 posts show high purchase intent (70%+ score)

Consumer Segmentation

Users are classified by primary consumption motivation based on their posting history.



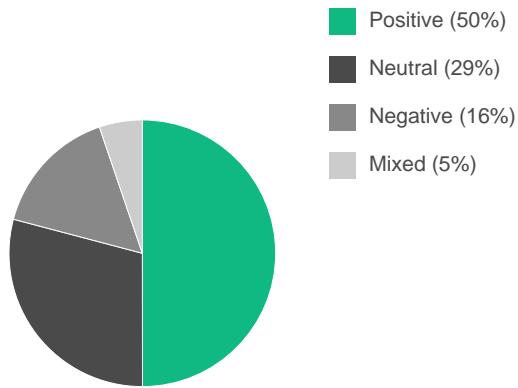
Segment	Users	Share
Recreational (75%)	3,350	74.8%
Medical (14%)	636	14.2%
Social (5%)	214	4.8%
Wellness (4%)	183	4.1%
Connoisseur (2%)	97	2.2%

Recreational users dominate, but medical and wellness segments show higher lifetime value potential.

Experience Distribution

Experience Level	Users
Regular	2,339
Casual	846
Expert	273
Newbie	124
Daily	104
Curious	38

Sentiment Analysis



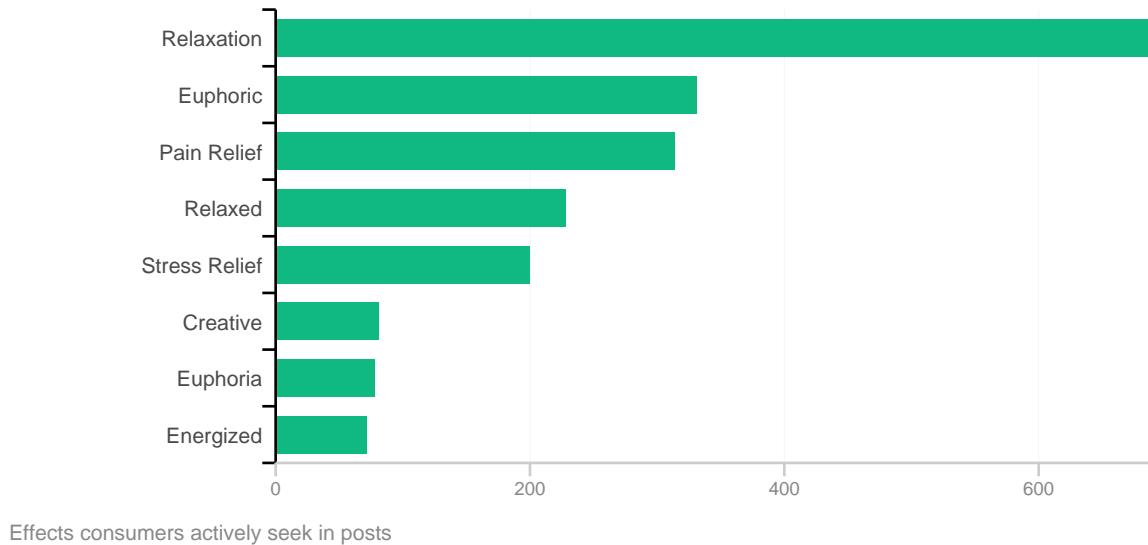
Positive sentiment accounts for 50% of classified posts, with negative at 16%. The overall tone indicates a healthy, engaged community with product satisfaction.

Implications

- Negative sentiment primarily relates to access/legal issues, not product quality
- High positive ratio supports premium positioning strategies
- Mixed sentiment posts provide valuable product feedback

Effects & Preferences

Understanding consumer-desired effects informs product development and marketing.



Effects consumers actively seek in posts

Top Effects Mentioned

Effect	Mentions
Euphoric	943
Relaxation	561
High	305
Pain Relief	276
Relaxed	263
Euphoria	182
Creative	176
Intense High	122

Strain Intelligence

Strain	Mentions	Sentiment
Kushmints	18	76
Sour Diesel	15	57
White Widow	12	36
Blue Dream	10	67
Afghan Kush	7	70
Killer A5 Haze	6	82
Gorilla Melon	6	31
Kush	5	53
Jack Herer	4	70
Fat Bastard	4	75
Granddaddy Purple	4	43
Og Kush	4	76

Sentiment: 0-100 scale where 50 is neutral

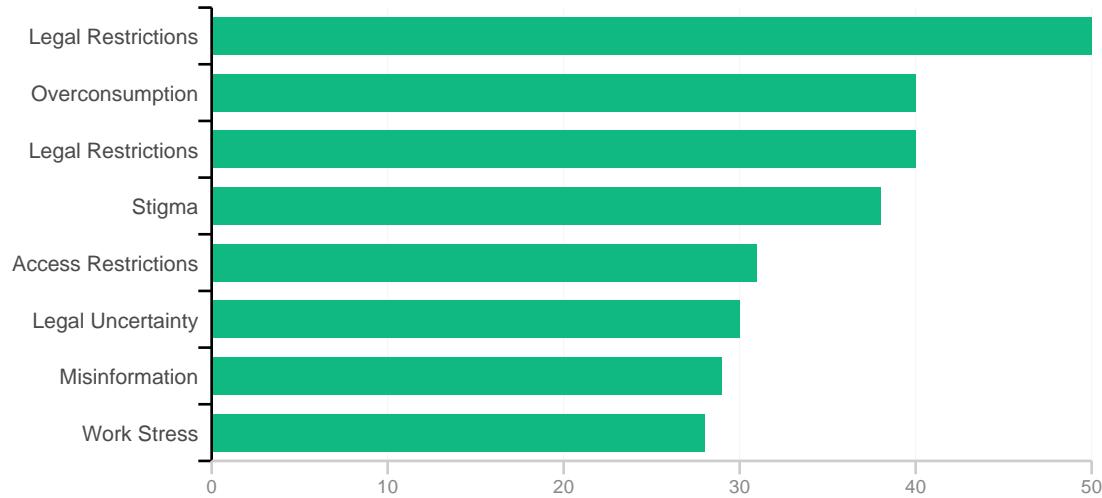
Brand Intelligence

Organic brand mentions reveal authentic consumer sentiment.

Brand	Mentions	Sentiment
Curaleaf	11	-2
Trulieve	8	-5
420formulator	8	64
humboldtseedco	7	64
EZ MedCard+	6	75
Green Fox Farms	6	64
Aurora Cannabis	5	18
Cresco Labs	4	-20
ADLites	4	75
Fastbuds	4	74

Consumer Pain Points

Frustrations represent business opportunities.



Opportunity Areas

- Legal/Regulatory: Compliance tools, consumer education
- Stigma: Normalization content, professional branding
- Safety: Lab testing visibility, dosing guides

Market Overview

Product Categories

Category	Mentions	Share
Flower	3,115	60.2%
Edible	951	18.4%
Accessory	355	6.9%
Vape	266	5.1%
Concentrate	163	3.1%
Preroll	128	2.5%
Tincture	105	2.0%
Topical	94	1.8%

Consumption Timing

Time of Day	Posts	Share
Morning	1,651	53.5%
Evening	746	24.2%
Night	472	15.3%
Afternoon	164	5.3%
Late Night	55	1.8%

Full Platform Access

This report provides a sample of Cannnect Intelligence capabilities. The full platform offers real-time alerts, custom segments, API access, and historical trend analysis.

Feature	Description
Real-Time Alerts	Instant notification for high-intent consumers
Custom Segments	Build and track proprietary audience groups
Brand Monitoring	24/7 brand and competitor tracking
API Integration	Connect to your CRM and marketing stack
Trend Analysis	Track preferences over time