

Women Leading the Cannabis Wellness Revolution

Women Are Driving Innovation and Shaping Cannabis Market Trends to Reinvigorate the Struggling Industry

Women are emerging as key players in the cannabis industry, not just as consumers but as drivers of innovation and market trends. With increasing interest in cannabis for wellness purposes such as stress relief, sleep improvement, and pain management, brands are pivoting their strategies to cater to this health-conscious demographic.

Cannabis Brands Are Adapting to Meet Women's Wellness Needs

From wellness-focused edibles to beauty and self-care cannabis products, the industry has a unique opportunity to tap into this growing consumer base. Companies that create products tailored to women's lifestyles and preferences can drive sales and innovation in an increasingly competitive market.

Women Are Using Cannabis With Purpose and Intention

David Kooi, CEO of Los Angeles-based cannabis discovery app Jointly, noted that women are leading the charge in purposeful cannabis use. "Women are leading the way in purposeful cannabis use, focusing on wellness goals like stress relief and improved sleep," Kooi said.

According to Jointly, 55% of its users are women, and they are more likely than men to consume cannabis with their significant other (28% versus 19%). The platform's data also suggests that women experience a nearly 10% higher success rate than men when using cannabis for recovery and pain management.

Women's Cannabis Consumption Surpasses Men's for the First Time Since 1975

In 2023, a study by the University of Michigan's Institute for Social Research revealed that women between the ages of 19 and 30 reported consuming more cannabis than men for the first time since the research began in 1975. This shift underscores the importance of understanding and catering to the needs of female cannabis consumers.

Formulating Products That Align With Women's Lifestyles

Chloe Steerman, Chief Operations Officer at Denver-based cannabis marketing and public relations agency Grasslands, emphasized that simply marketing products with pink or purple packaging is no longer effective.

Challenges in Getting Cannabis Executives to Listen to Women Consumers

Despite the rise of female cannabis consumers, many of the industry's leadership roles are still held by men, making it challenging for women-centric ideas to gain traction. "I know that there are countless brilliant

marketing and business leaders who are women in the cannabis space with great ideas about what women want and need,” Steerman said. “But at the end of the day, it’s the men in the leadership role who make the final call.”

Women-Led Cannabis Products Address Specific Health Needs

Some women in leadership positions have managed to create cannabis products specifically designed for women’s health. Narmin Jarrous, Chief Development Officer at Michigan-based Exclusive Brands, developed Neno’s Naturals to help relieve her endometriosis symptoms.

Jarrous stressed that her ability to make decisions set her apart from most women in the cannabis industry. “You think it’s obvious, and then you walk into a room and start pitching to someone, and you realize that it’s not,” she said.

She encourages cannabis businesses to consider products that address conditions such as menstrual cramps, pain, and endometriosis. “If they’re not already targeting women, they’re really missing the mark,” she added.

Ancient Ayurvedic Wisdom Meets Modern Cannabis Innovation

Smrita Choubey, founder and CEO of New Jersey-based Veda Warrior, is merging ancient Ayurvedic principles with modern cannabis formulations. The company’s artisanal cannabis-infused cooking oils and butters aim to promote healing based on Ayurvedic teachings. With 65% of its customers being women, Veda Warrior is also planning a new product line targeted at female consumers, including Cramp Relief gummies and balms, Joint Comfort gummies and balms, and Deep Rest gummies.

Cannabis Companies Supporting Women-Owned Brands and Initiatives

California-based Connected Cannabis Co., a leader in premium marijuana flower, is collaborating with Olivia Alexander, CEO of Kush Queen, to celebrate International Women’s Month. The partnership has led to the creation of the Queen of Diamonds box, which includes a lubricant, bath balm, and two infused pre-rolls from the Jack of Diamonds sativa strain.

Women Consumers Are Also Driving Cannabis Beverage Sales

Kayla Weier, Sales Manager at Denver-based Fable, noted that women gravitate toward cannabis beverages at higher rates than men. At a recent company tasting event, 36 of the 49 attendees were women, and all the purchases were made by women.

The Future of Women in the Cannabis Industry

As women continue to drive innovation and market trends, cannabis companies that listen to their needs and develop products that align with their lifestyles will likely find the most success. With the industry still evolving, the influence of women as both consumers and business leaders is expected to grow, shaping the future of cannabis for years to come.

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