

## **Cannabis Users More Likely to Shop at Target, Survey Shows**

# **Cannabis Consumers More Likely to Shop at Target After Retailer Begins Selling THC Beverages, Poll Finds**

### *Target's Move into THC Infused Drinks Draws Cannabis Consumers' Attention*

Target's decision to sell THC-infused beverages at select stores is resonating strongly with marijuana consumers. According to a new poll from cannabis telehealth platform NuggMD, more than half of cannabis users surveyed said they're more likely to shop at Target following the retailer's announcement.

The pilot program, launched in Minnesota, allows adults to purchase hemp-derived, THC-infused drinks in participating Target stores. While this move is limited to one state for now, its impact on brand perception among cannabis consumers appears to be significant.

### **Half of Cannabis Users Say Target's Move Increases Their Likelihood to Shop There**

When asked if Target's new THC beverage program made them more likely to shop at the retailer, 50.5 percent of respondents said yes.

Of that group, 34.4 percent said they'd be more likely to visit Target if their local store carried the infused drinks, while 16.1 percent said they want to support Target regardless of store location. The remaining 49.5 percent said the initiative wouldn't influence their shopping habits.

### **Industry Analysts Say Target Is Tapping into a Fast-Growing Consumer Market**

Andrew Graham, head of communications at NuggMD, told *Marijuana Moment* that the findings show how mainstream retailers can attract new customers by embracing hemp-derived products.

### **A Growing Divide Between State Progress and Federal Uncertainty**

The poll results arrive amid growing debate in Congress over the legality of hemp-derived cannabinoids. While hemp and hemp products were federally legalized under the 2018 Farm Bill, lawmakers are now considering restrictions on products that contain intoxicating levels of THC.

Some legislators want to close what they call "loopholes" that have allowed hemp-derived delta-8 and delta-9 THC products to flourish in an unregulated market. Others, including Senator Rand Paul (R-KY), are

warning against overreach that could harm small businesses and consumers.

Meanwhile, a coalition of 39 state and territory attorneys general recently called on Congress to update the definition of hemp and establish clear federal standards for THC concentration in hemp-derived products.

## **Consumer Behavior Is Shifting as THC Beverages Enter the Mainstream**

THC-infused beverages represent one of the fastest-growing product segments in the cannabis and hemp markets. Designed for relaxation and social enjoyment without the calories or hangover of alcohol, they appeal to both cannabis veterans and curious newcomers.

For retailers like Target, the appeal lies in offering consumers legal, hemp-based products that fit neatly into existing beverage aisles—without the need for dispensary infrastructure.

As the stigma surrounding cannabis continues to fade, more major companies are expected to test similar products, especially in states like Minnesota, where hemp-derived THC beverages are already regulated and widely sold.

## **Survey Highlights: How Consumers View Target's Cannabis Pivot**

NuggMD's poll, conducted from October 16–27, surveyed 285 adult cannabis consumers nationwide. The survey has a margin of error of  $\pm 5.8$  percentage points.

The results show that cannabis consumers are increasingly responsive to mainstream retail integration of THC products—especially when it comes from household names like Target.

For Target, the move could signal the beginning of a broader trend among major retailers. For the cannabis industry, it represents a significant step toward normalization and expanded consumer access outside traditional dispensaries.

## **Why This Matters: Corporate Legitimacy and Federal Policy Collide**

The growing consumer enthusiasm for THC beverages comes as the cannabis industry continues to face economic and regulatory uncertainty. While states have built thriving legal markets, the lack of federal reform has stifled access to capital and restricted interstate commerce.

In this context, Target's entry into the THC beverage space could have symbolic and economic significance. By legitimizing hemp-derived THC products in mainstream retail, Target may help bridge the gap between consumer demand and political hesitation.

However, federal attempts to recriminalize or restrict these products could jeopardize that progress potentially removing a new revenue stream for retailers and reducing consumer access.

## **A Call for Responsible Expansion and Informed Consumers**

While Target's pilot program has been well-received among cannabis users, public health experts continue to stress the importance of proper labeling, education, and responsible consumption.

As THC beverages become more common in grocery and retail environments, clear communication about dosage, effects, and legality will be essential to ensuring consumer safety and maintaining regulatory compliance.

For now, cannabis advocates see Target's participation as a positive development in mainstream acceptance.

## **The Mainstreaming of Cannabis Through Retail**

Target's foray into THC beverages marks a pivotal moment in the evolution of cannabis consumer culture. What began as a niche product category is now entering major retail chains, signaling both normalization and opportunity.

If the Minnesota pilot proves successful, Target could expand the initiative to other states potentially influencing competitors like Walmart, Costco, or Whole Foods to follow suit.

As debates over hemp and cannabis policy continue in Washington, the retail market is moving forward on its own path driven by consumer demand, state-level legalization, and companies like Target that are willing to adapt.

For now, at least one thing is clear: cannabis consumers are paying attention—and they're ready to vote with their wallets.

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