

Female Consumers Drive Explosive Growth in THC Beverages

Women Swap Wine for Weed: How THC Beverages Are Becoming the New Go To for Fun, Wellness and Social Connection

If you want to party with Jazmin Hupp, you won't find a bottle of wine on the table you'll find THC-infused beverages.

The 42-year-old chief marketing officer for Marfa, Texas-based Jota Living ditched alcohol and now prefers the lighter, hangover-free buzz of hemp-derived THC drinks. And she's far from the only one making the switch.

A Generational Shift: Women in Their 40s and Beyond Are Trading Chardonnay for Cannabis Drinks

For decades, women unwinding after work or gathering with friends were encouraged to "grab a glass of wine." But as wellness culture accelerates among women 40 and older—the classic "Chardonnay mom" demographic—hemp THC beverages have emerged as a compelling and convenient alternative.

Cannabis beverage operators have noticed—and they're moving fast to meet the moment.

THC Drinks Are Succeeding Where Other Cannabis Products Haven't

Economist Beau Whitney says the shift is clear: women, especially those over 40, are driving the booming THC beverage category.

"They're replacing that glass of wine at the end of the night with a THC beverage," Whitney said. "It checks multiple boxes: fewer calories, no sugar and no hangover."

Instead of stepping away from social environments or sacrificing wellness goals, women say THC drinks let them stay fully present.

"I can raise a glass with everyone else and stay part of the moment," Hupp said. "I don't have to give up the social aspect."

For many, beverages are even an entry point into cannabis.

"Beverages have been that great bridge to introduce them to cannabis," said Taylor Fairman, COO of Sky High Cannabis Co. in Iowa.

THC Beverages Hit a Cultural Turning Point as Sales Surge Nationwide

The THC beverage market—currently estimated at **\$1.1 billion to \$1.3 billion annually**—could balloon to **\$14.9 billion**, according to Whitney.

The biggest driver? Accessibility.

Unlike traditional cannabis products, THC beverages are increasingly sold in grocery stores and liquor shops right next to beer and wine.

“When positioned near alcohol, THC beverages have captured up to 10% of the intoxicating beverage market,” Whitney said.

For many women, skipping the dispensary entirely is a major benefit.

“From age 30 to 50, a lot of women have a child in the car and think, ‘I’m not going to make a pitstop at a dispensary,’” Fairman said.

Even when beverages aren’t available in grocery aisles, delivery solves the problem—and sidesteps stigma.

“Women will send their husbands or rely on delivery,” said Smrita Choubey, CEO of Veda Warrior.

“Women are 60% of our customers.”

A Federal Hemp THC Ban Looms but Women’s Demand Isn’t Slowing

A federal prohibition on intoxicating hemp products is scheduled to take effect next year. Whitney warns the results could be devastating.

Because THC beverages represent less than 1% of licensed cannabis store sales—and most of those are high-dose—consumers who rely on hemp beverages may not shift to dispensaries at all.

“They’ll most likely go back to drinking alcohol or nothing at all,” Whitney said. “It’s wiping out a product line with a very specific consumer.”

Still, operators believe the broader trend toward functional, wellness-driven beverages will continue.

“More people want intentional, functional options,” Fairman said. “Some alcohol companies are fighting against it, and some are fighting for it.”

The Wellness Connection: Why THC Drinks Appeal to Women Balancing Health, Hormones and High Stress

Despite the benefits, stigma persists. That’s why much of the growth is happening through grassroots, person-to-person recommendations.

“It’s old-school word of mouth,” Hupp said. “Women are tipping off their girlfriends and bringing hemp beverages instead of wine.”

For many women navigating perimenopause and menopause, THC beverages offer distinct advantages:

- Reduced stress
- Better sleep
- Emotional balance
- Safer use alongside medications compared to alcohol

“A gentle-potency THC beverage allows women to reset their nervous system and stay present,” said psychotherapist and Pharos Brands co-founder Mary Bernuth.

A New Era for Social Drinking One Where Women Are Leading the Charge

As cannabis beverages leap from dispensaries to grocery aisles and from niche wellness circles to mainstream dinner parties, one thing is clear: women are at the forefront of rewriting the rules of social drinking.

And for many, the future looks like fewer hangovers, fewer compromises—and more intentional fun.

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