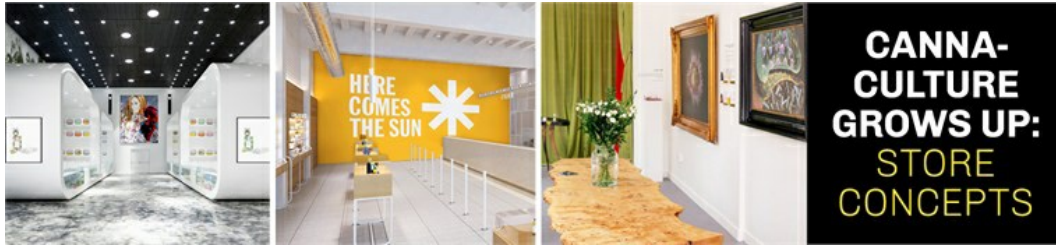
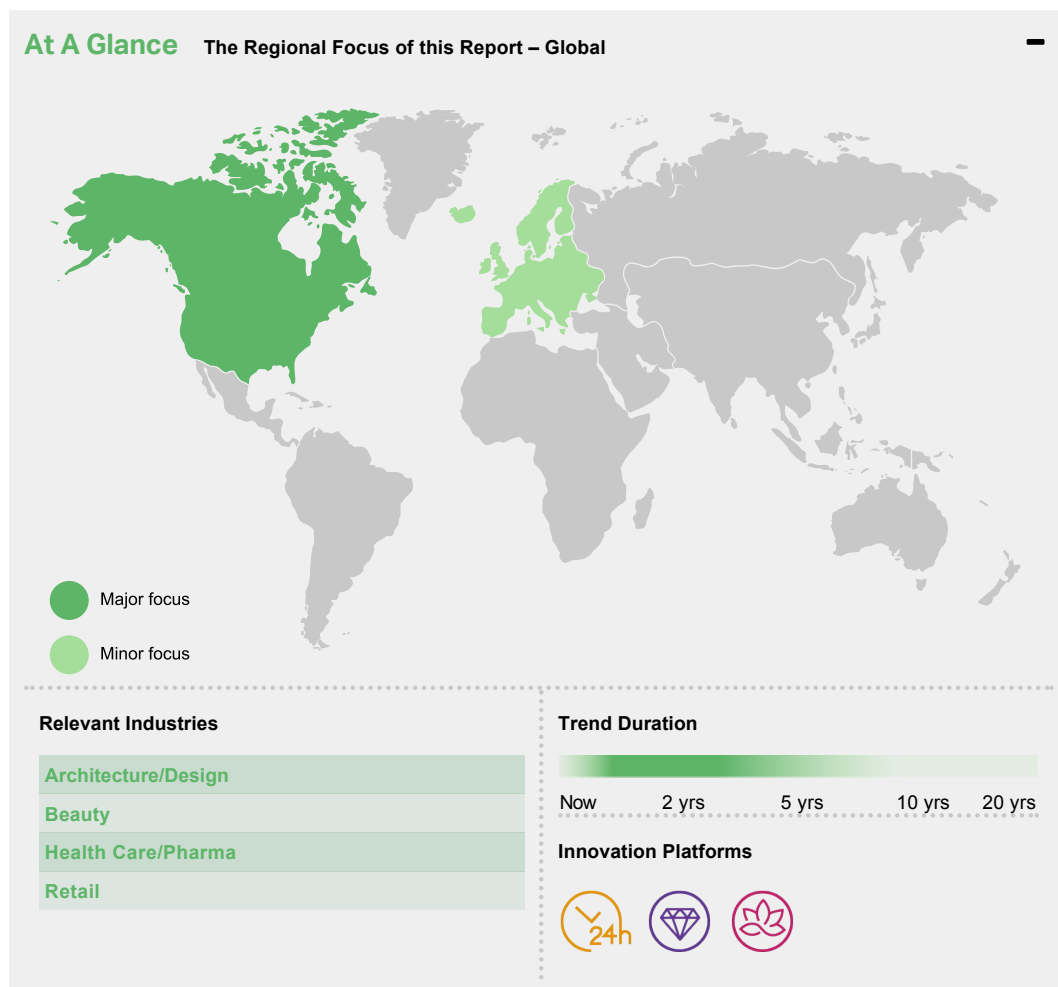


Retail

PUBLISHED: 19 SEP 2019 BY: [EMILIA MORANO-WILLIAMS](#)



Globally, legal spending on cannabis is projected to reach \$40.6bn by 2024 ([BDS Analytics](#), 2019). Canny retailers are satisfying this appetite with store concepts that cater to the sector's diversification and engage a range of consumer cohorts – from progressive experimentalists to mainstream Americans. Stylus identifies the standout players.



Key Stats



\$40.6bn	Global spending on cannabis is projected to reach \$40.6bn by 2024
400%	Europe's CBD market is expected to grow 400% by 2023
85%	In the US, 85% of consumers are interested in CBD to treat chronic pain
32%	The percentage of US consumers who say they're more likely to purchase CBD from a drugstore or supermarket, as opposed to a speciality retailer or dispensary
47%	The percentage of US consumers who are familiar with CBD
19%	Only 19% of US consumers can determine high-quality CBD products
100+	CBD brand Seventh Sense opened over 100 stores in US malls between February 2019 and August 2019

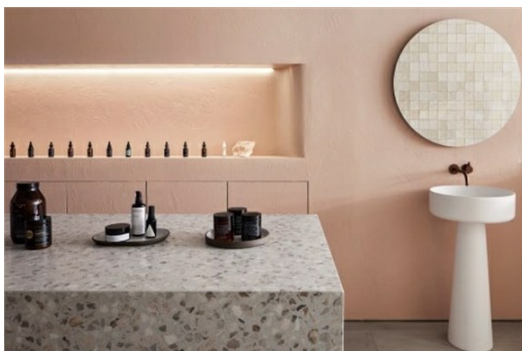
Why Retail Should Reckon with Cannabis

As explored in [Commercialising Cannabis](#), legalisation is fostering cross-generational interest. Eleven US states have legalised cannabis for recreational use, while 47 permit sales of CBD (the non-psychoactive component). In Europe, the CBD market is expected to grow 400% by 2023 ([Brightfield Group](#), 2019). This rapid development offers retailers an opportunity to guide consumers through the burgeoning market, cultivating spin-off communities and brand spaces.

Elevated Environments for Wellness Warriors

As we explore in [Beauty's CBD Rush](#), consumers use CBD for everything from insomnia to skincare. Retailers are targeting these health-conscious consumers with minimalist holistic wellness boutiques that spotlight 'canna' power.

- **Self-Care Gateway:** New York multi-brand CBD boutique [Standard Dose](#) positions itself as a wellness oasis, combining CBD tinctures and skincare with meditation and yoga classes. The pared-back interior exudes a tranquil, natural atmosphere, featuring terracotta tiles throughout and a meditation room (open to customers outside of classes) that boasts an angled skylight obscuring nearby skyscrapers.
- **Medically Minded Wellbeing:** As highlighted in [10 Wellbeing Trends to Watch](#), cannabis rich in THC (tetrahydrocannabinol) is becoming a self-care essential. Californian vape company [Dosist](#), whose products contain THC, showcases the compound's therapeutic capabilities at its two LA dispensaries. The serene spaces feature white walls accented with colourful signs explaining the issue each product addresses, emphasising health benefits over scientific compounds.



Standard Dose, New York



Standard Dose, New York



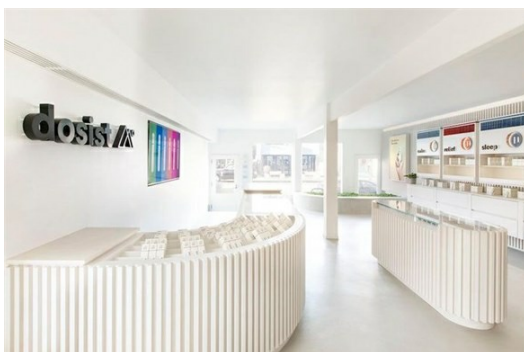
Standard Dose, New York



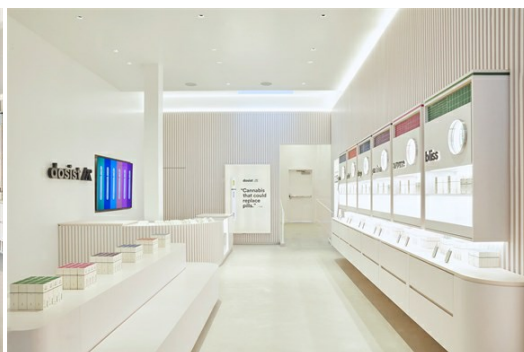
Standard Dose, New York



Standard Dose, New York



Dosist, Los Angeles



Dosist, Los Angeles



Dosist, Los Angeles



Dosist, Los Angeles



Dosist, Los Angeles

Gallery-Style Stores Stimulate Progressive Communities

As described in [Exhibition-Style Brandships](#), culture-first stores are reinforcing credibility, a tactic canna-retail can leverage to stimulate consumers open to progressive expression.

- **Educating Experimentalists:** Located in a two-storey townhouse in London's affluent Marylebone, CBD boutique [The Drug Store](#) resembles an art gallery, with products displayed on antique tables and besides artwork. "The images [displayed in-store] are photographs of human cells or body parts, which educate customers about how CBD interacts with the body," co-founders Johan Obel and Clemens Böninger told Stylus.

While most won't see Danish photographer [Steen Ewald](#)'s semi-surrealist prints as educational, they'll certainly resonate with [The Experimentals](#), the taboo-breaking tribe profiled in our [Consumer Zodiac 2019](#).



The Drug Store, London



The Drug Store, London



The Drug Store, London



The Drug Store, London



The Drug Store, London

- **Elite Street:** Multi-brand LA dispensary [Stiiizy](#), which sells THC-infused products, aims to be the go-to dispensary for upscale trendsetters. It hosts a series of installations by notable artists, with the check-in lobby displaying paintings by local graffiti artists [Mr. Cartoon](#) and [Kelly "Risk" Graval](#). A tunnel with an LED light display connects the lobby to the dispensary, decorated with floor-to-ceiling installations from revered LA street artist [Retna](#).
- **Counterculture Displays:** London's [Mr. Nice](#), named after infamous Welsh drug smuggler [Howard Marks](#)' nickname, honours its namesake with stoner-style cannabis products like grinders and T-shirts featuring multicoloured marijuana leaves. Products are merchandised on wooden shelves and behind glass counters. Polished cement walls and green neon signage bolster the counterculture ethos.



Stiiizy, Los Angeles



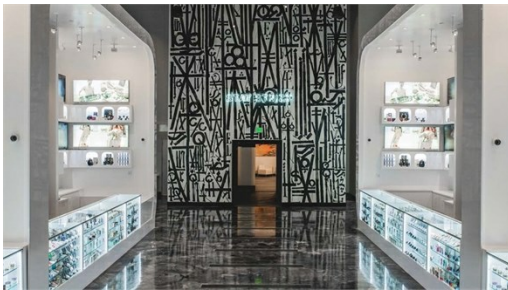
Stiiizy, Los Angeles



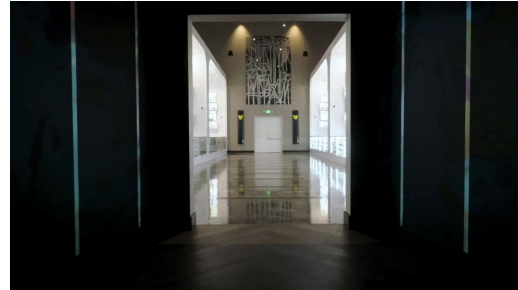
Stiiizy, Los Angeles



Stiiizy, Los Angeles



Stiiizy, Los Angeles



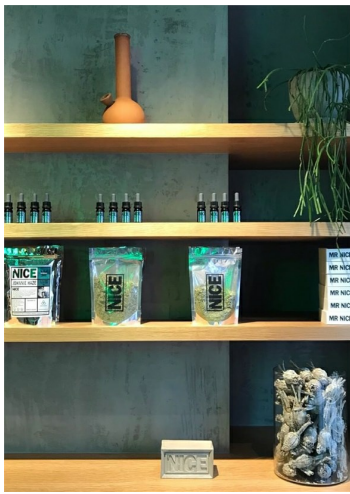
Mr. Nice, London



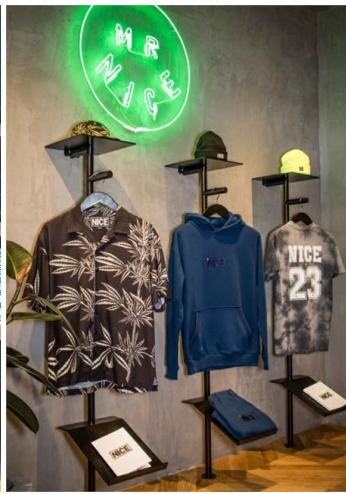
Mr. Nice, London



Mr. Nice, London



Mr. Nice, London



Mr. Nice, London



Mr. Nice, London

Access for the Masses

Although 47% of US consumers are familiar with CBD ([Nutrition Business Journal](#), 2019), only 19% can determine high-quality products ([High Yield](#), 2019). Given the industry's reputation for [dubious sourcing](#) and [unsubstantiated health statements](#), shrewd mass retailers are implementing dedicated displays that reconcile cannabis' health halo with its lingering outlier status.

- **Drugstore CBD:** In March 2019, American drugstore chain [CVS](#) began stocking CBD in 800 stores across eight states, making the retailer a destination for the 32% of US consumers who would rather purchase CBD from a drugstore or supermarket, as opposed to a speciality retailer or dispensary ([High Yield Insights](#), 2019). An endcap highlights common queries about CBD's effects and uses, and spotlights the laboratory that performs safety tests for the featured brands.



CVS, Indiana



CVS, Indiana



CVS, Indiana

- **Speciality Meets the Mall:** Gunning for maximum exposure, this year, Cleveland cannabis company [Green Growth Brands](#) installed kiosks for its CBD subsidiary [Seventh Sense](#) in over 100 American malls, focusing on high-traffic locations like Minnesota's mammoth [Mall of America](#). Open shelves mean products are visible from all sides, with double-sided placards outlining CBD's effects.
- **Medical x Recreational:** As explored in [Medi-Retail: New Health Horizons](#), the boundaries between retail pharmacies and medical services are blurring. Chicago-based dispensary chain [Sunnyside](#) (formerly [Cresco Labs](#)) taps into this shift with its shops that blend Apple store-style minimalism with bursts of yellow, creating an atmosphere that's muted enough for medical marijuana markets, but upbeat enough for recreational sales. This mix will be crucial for Sunnyside as it expands its footprint to 50 dispensaries in 11 states, spanning both recreational and medical-only markets.



Seventh Sense, Pennsylvania



Seventh Sense, Pennsylvania



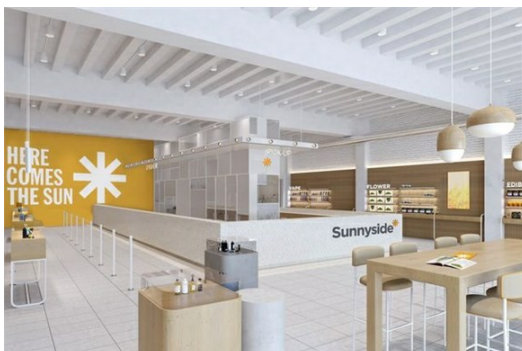
Seventh Sense, Pennsylvania



Seventh Sense, Pennsylvania



Seventh Sense, Pennsylvania



Sunnyside, Chicago



Sunnyside, Chicago

Sunnyside*

A New Kind of Cannabis Store

Future Insights

Supplement with Canna-Free Services

Expand beyond cannabis and into the booming wellness sector with in-store services that enhance self-care routines. Take inspiration from Standard Dose: CBD might lure customers, but well-recognised classes like yoga and meditation turn the boutique into a general wellness hub.

Offer Quality Assurance

Overcome the cannabis industry's still-developing regulations with in-store signage that offers a quality seal for customers. Imitate CVS, with its no-frills endcaps, and anticipate consumers' questions by providing information on product effects and lab testing. This will help build a trusting relationship that keeps customers returning.


Topics


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