

bloomwell



The Cannabis-Barometer

**Motives, Concerns and Preferences
of Cannabis Consumers in Germany**

Based on a representative survey.

Foreword by Dr. med. Julian Wichmann

MD, Specialist and CEO, Bloomwell GmbH



The evaluation of our survey reveals a shocking truth regarding the current supply of medical cannabis, despite the easing of regulations within the industry under the Cannabis Act (CanG), which was passed in April 2024: numerous people treat their ailments with cannabis obtained from the illicit market despite having safety concerns about contaminated or unsafe supply. Our data clearly show that health motives are the reason many consumers use cannabis in Germany. These users are still pushed into the illegal market—although their clear preference is digital, medically supervised patient access and cannabis from a pharmacy. Despite having conversations with their physicians, medical patients have stated that their requests for medical cannabis treatment have often been ignored.

Our appeal to public decision-makers and actors in the healthcare system is therefore to approach the topic of medical cannabis more openly in dialogue, to break away from outdated stigmas, to look at data and facts, and to utilize or promote the medical potential of the cannabis plant. To inform and educate instead of shaming users and discrediting the medical properties of cannabis.

We must be aware that we are still at the beginning of uncovering the potential of medical cannabis. Its use for symptom relief has proven effective in daily medical practice and studies for numerous chronic diseases.

However, the results of our survey often highlight inadequately treated conditions with severe or debilitating symptoms, such as sleep disorders and stress. According to Techniker Krankenkasse, one in four people in Germany frequently experiences chronic stress. The result? High rates of sick leave, mentally induced absences, exhaustion, sleep disorders, headaches, migraines, depression, or low spirits. Therefore, access to medical cannabis therapy should be easy to help provide symptom relief to this large population of patients. Regarding capacity, only specialized telemedicine can enable this promptly and should, therefore, be stigma-free and accessible to the general public. Cannabis therapy is likely one of the health policy developments of the last ten years, with a significant potential to alleviate symptoms of numerous common medical conditions.

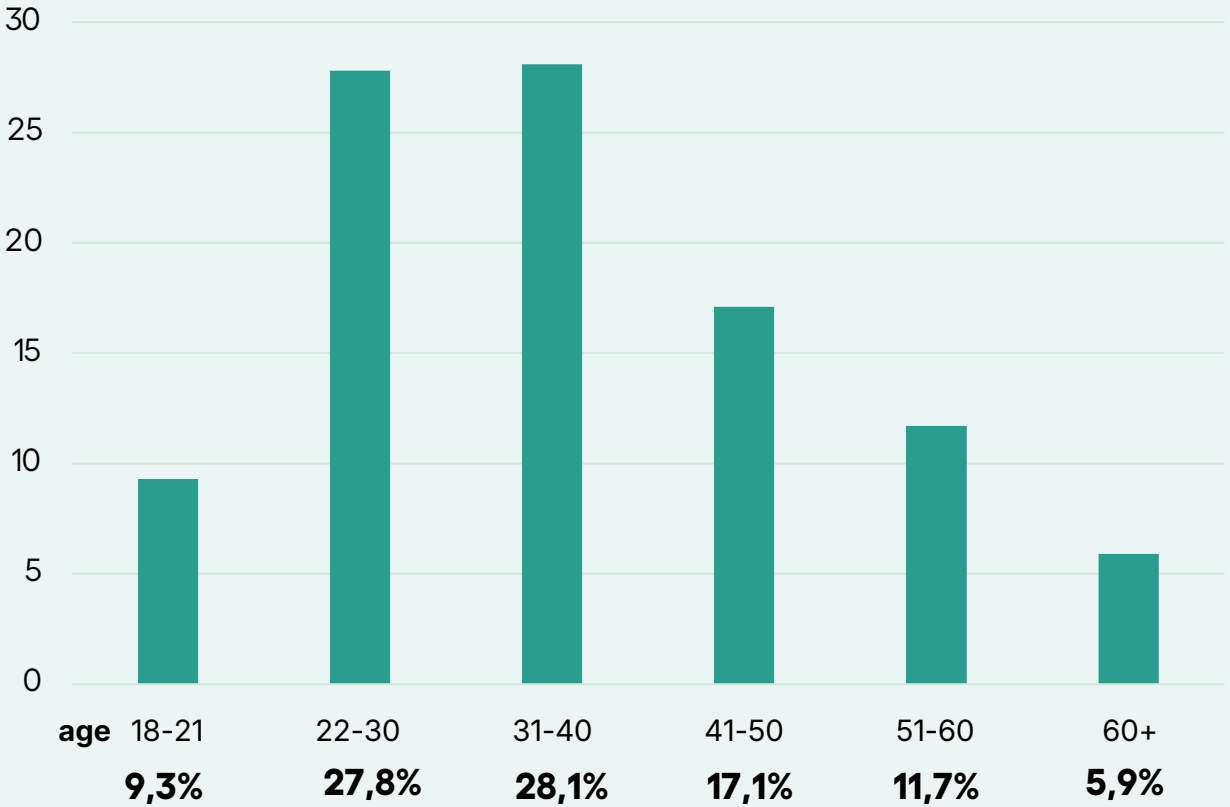


1

Number of current patients

Nearly two-thirds of cannabis users are between 18 and 40 years old.

The age of cannabis users is heterogeneous. However, the age groups of 22-30 (27.8%) and 31-40 years (28.1%) are more represented than older generations in our survey. Consumption decreases among those over 60 years old. The age group of 18 to 21 years, considered critical by legislators, accounts for 9.3% of cannabis users in Germany.

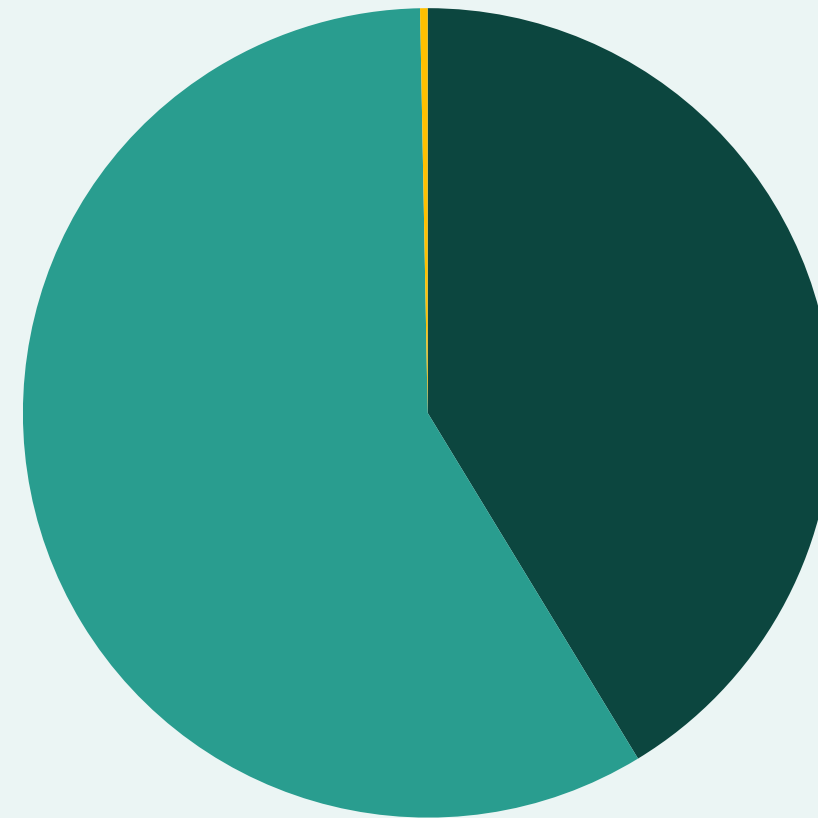




2

Men consume cannabis more frequently than women

Among consumers, 58.4 percent are male and 41.3 percent female. This means that the majority are male, these results nevertheless contrast with primarily male consumers with an alleged share of 80 percent in some cases.



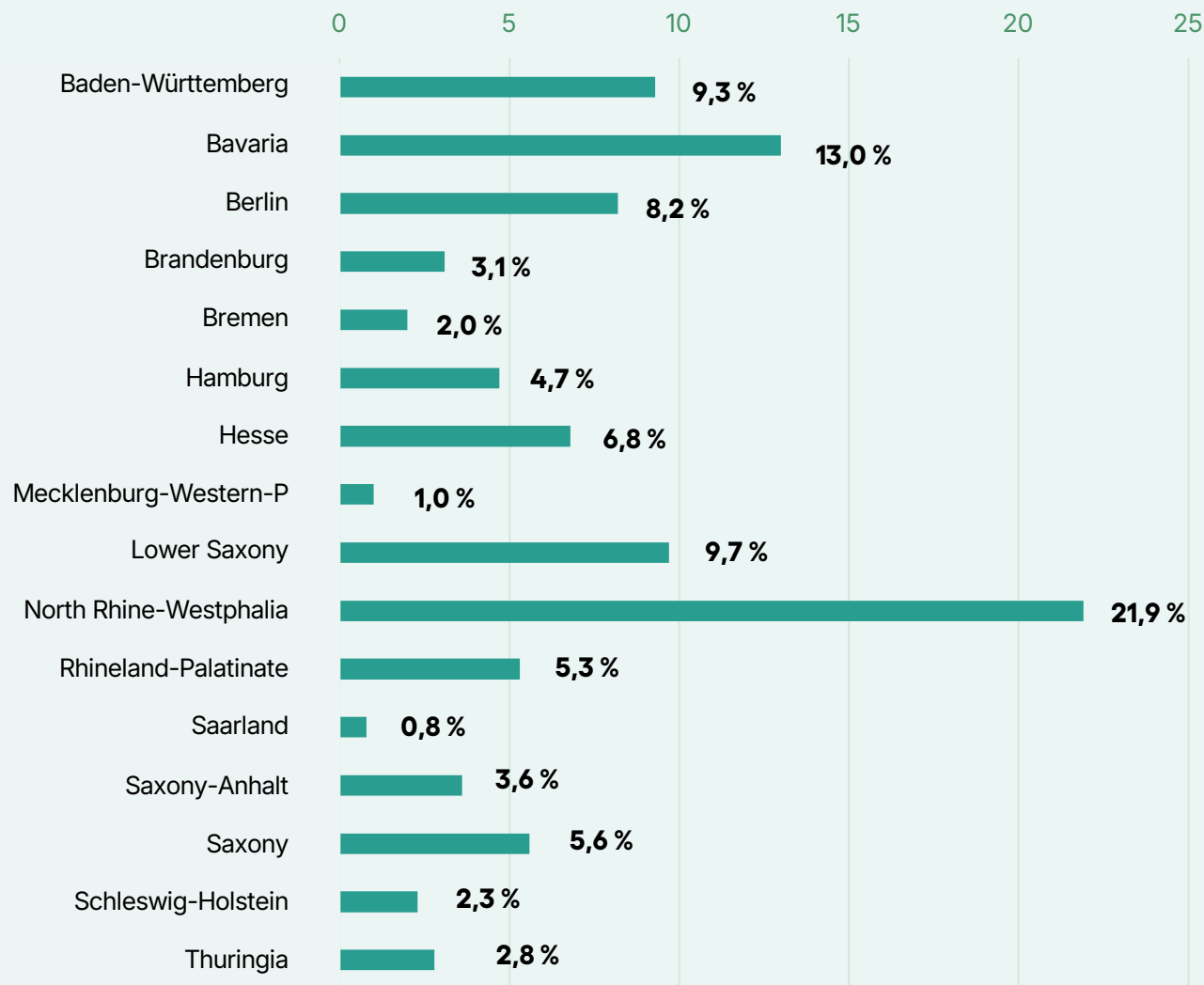
■ female 41,3% ■ male 58,4% ■ other 0,3%



3

More than half of the cannabis users come from North Rhine-Westphalia, Bavaria, Lower Saxony, or Baden-Württemberg.

The largest number of cannabis producers is also found in the most populous federal states of North Rhine-Westphalia (21.9%), Bavaria (13%), Lower Saxony (9.7%), and Baden-Württemberg (9.3%). In the city-states of Berlin (8.2%), Bremen (2.0%), and Hamburg (4.7%), cannabis users are disproportionately represented relative to the population.

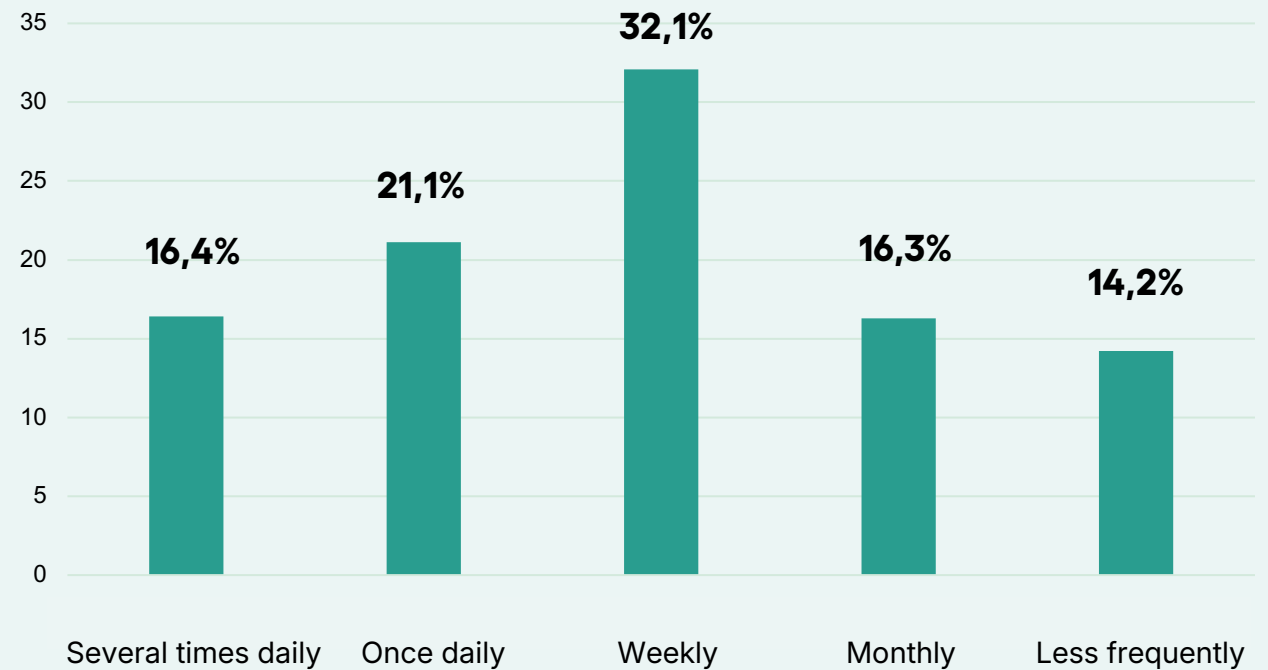




4

Nearly one-third consume weekly

Multiple daily cannabis use is the exception (16.4%). Just over half of cannabis users consume daily (21.1%) or weekly (32.1%).

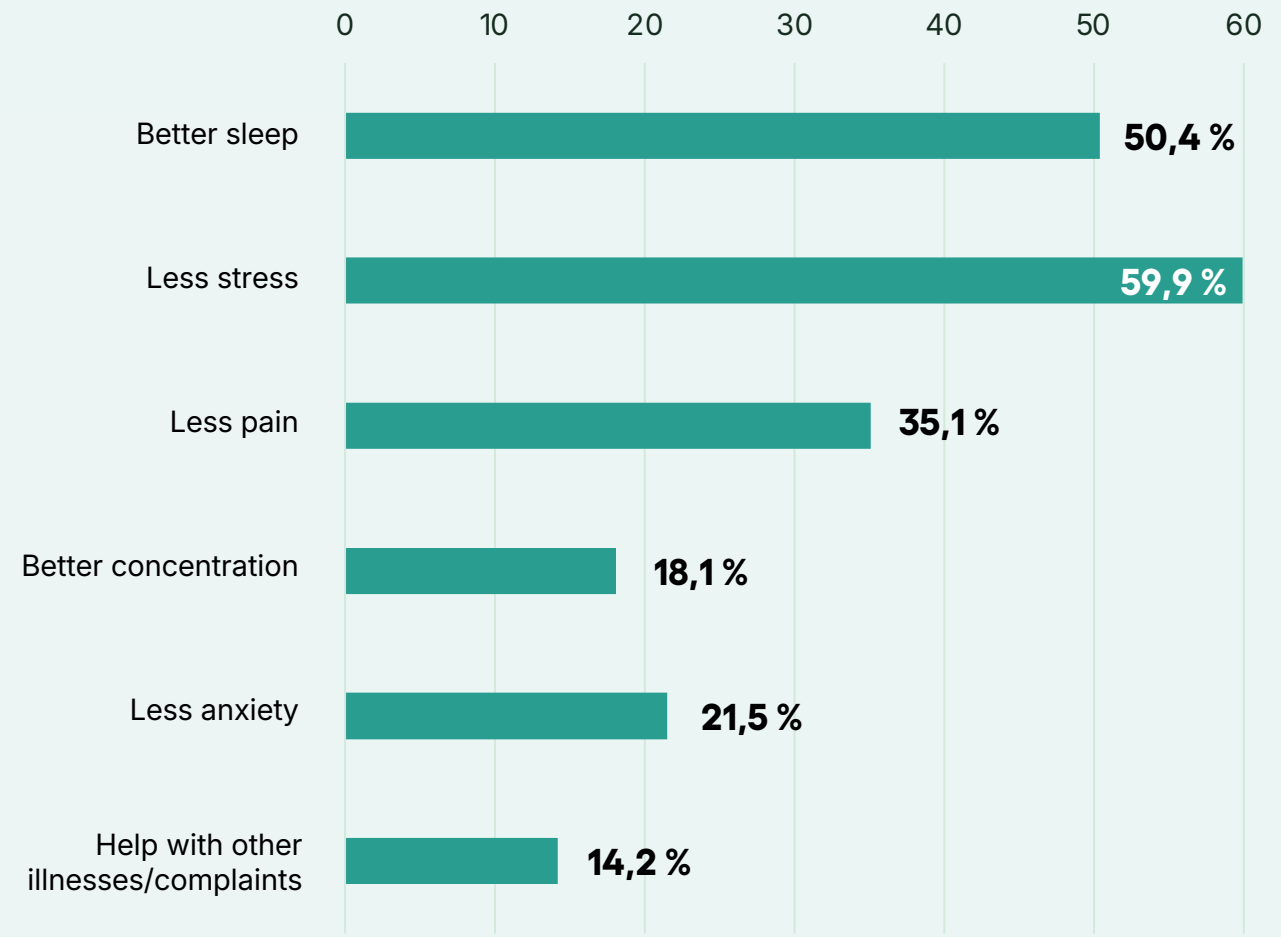




5

Stress reduction and improvement of sleep problems are the dominant health motives

A large proportion of those surveyed gave medical or health reasons for cannabis use. In particular, conditions, which are usually treated by a doctor - such as sleep disorders or chronic pain.

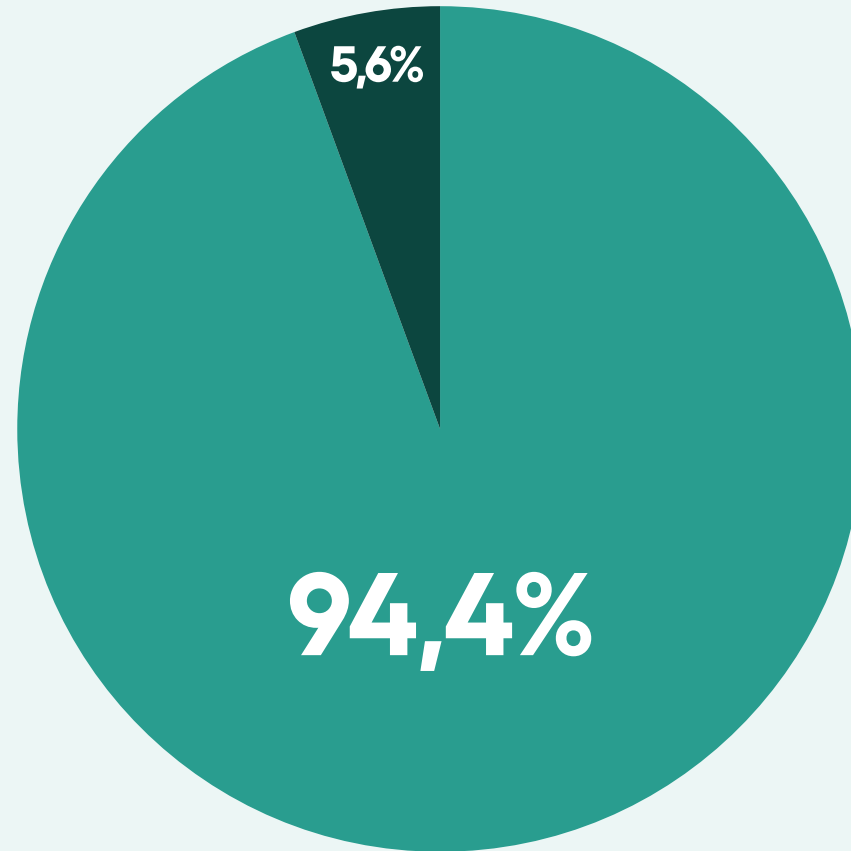




6

Cannabis Use and Health Complaints

The vast majority of cannabis users surveyed cite at least one health motive. Only a small fraction of respondents did not cite any health complaints as a reason for using cannabis. This means that only five percent of respondents use cannabis as a recreational substance by definition.



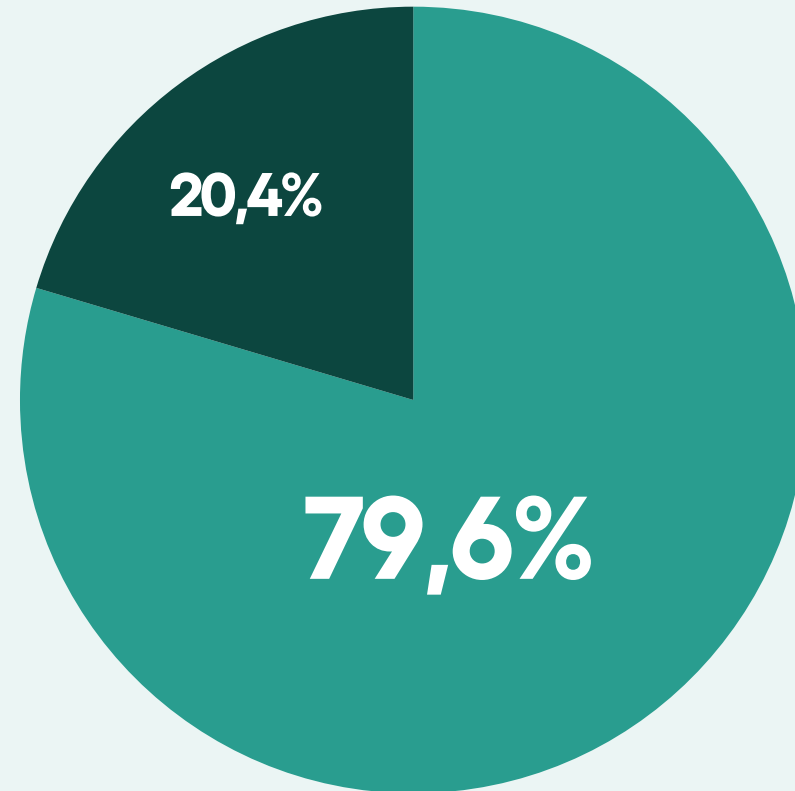
- At least one motive: 94.4%
- No health-related motive: 5.6%



7

Concerns and negative experiences with illegal acquisition

The majority of respondents (79.6 percent) have already had negative experiences on the illegal market or fear side effects and health impairments.



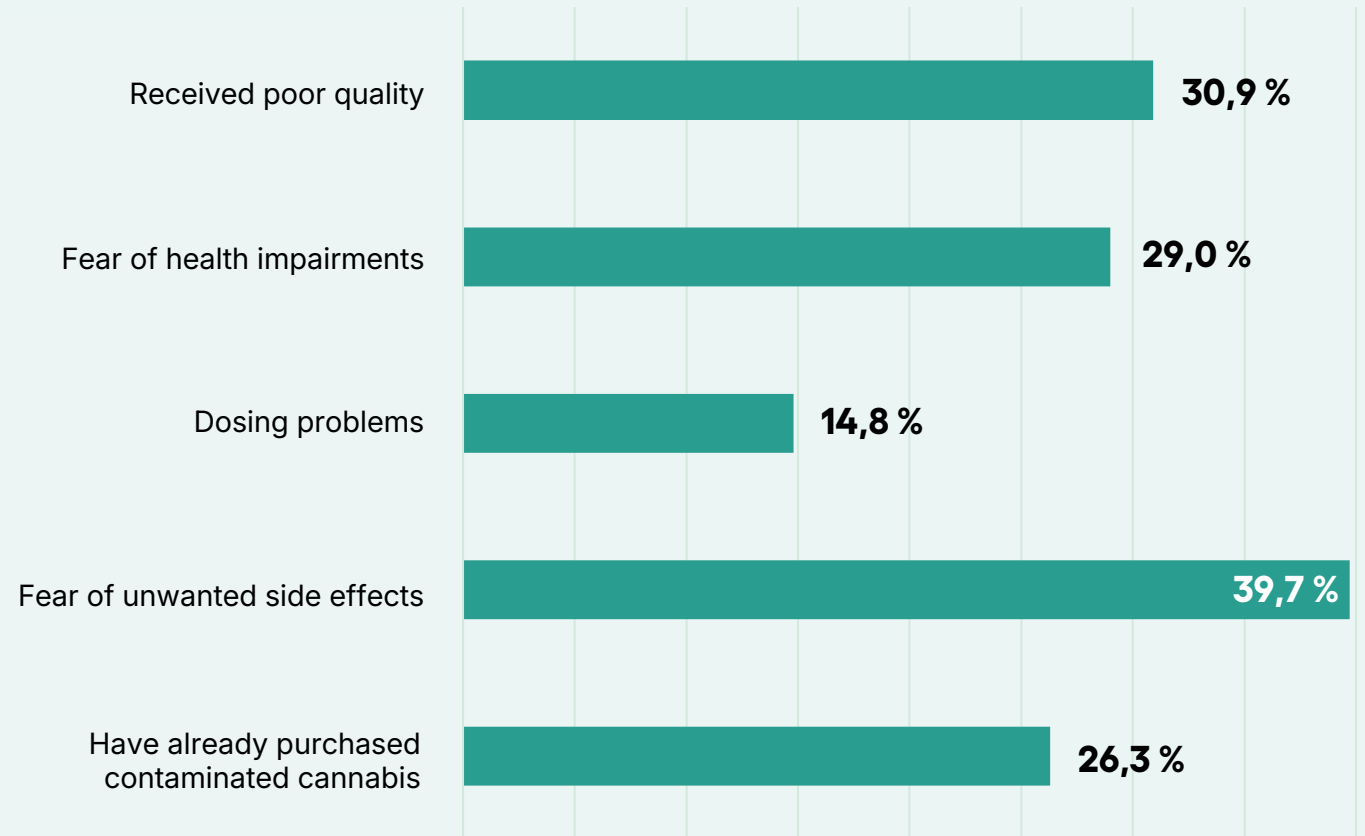
- Have concerns or already had negative experiences
- No concerns or negative experiences



8

Significant Concerns and negative experiences about illegal acquisition

Cannabis users express concerns about the quality, health risks and side effects of illegally obtained cannabis. Almost a quarter of respondents have even purchased contaminated cannabis.



* Multiple answers possible

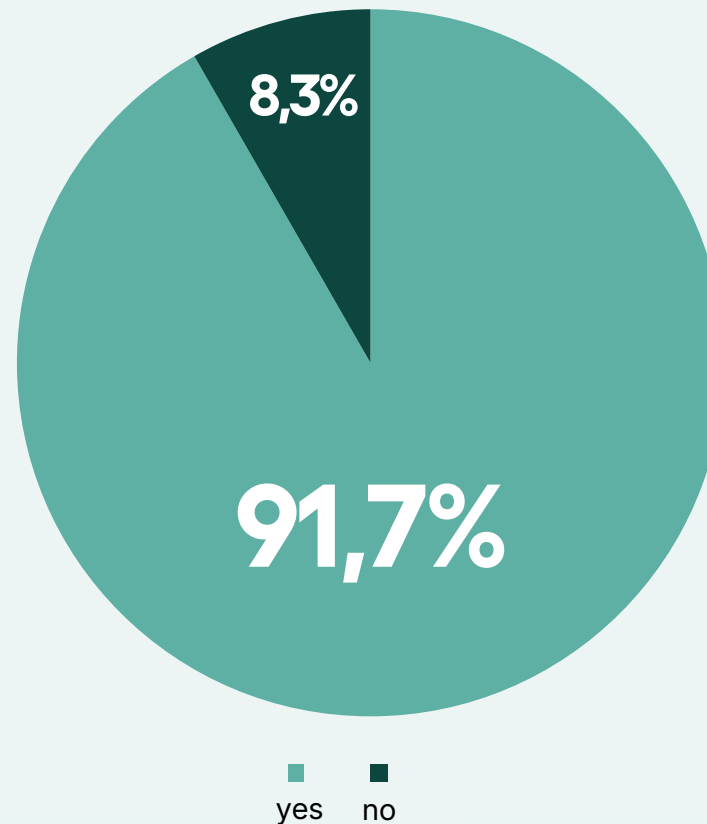


9

Digital Cannabis Treatment via App and Online Delivery is Preferred but Rarely Used

Most cannabis users pursue health motives and have concerns about purchasing cannabis from the illicit market. Accordingly, a large portion would support easy digital access with medically supervised therapy. However, only 11.4 percent of consumers state that they are already patients.

„Would you prefer cannabis treatment via an app with delivery of medical cannabis from a German pharmacy compared to other sources without medically supervised therapy if it were easily accessible and cost-effective, e.g., around 5 euros per gram?“

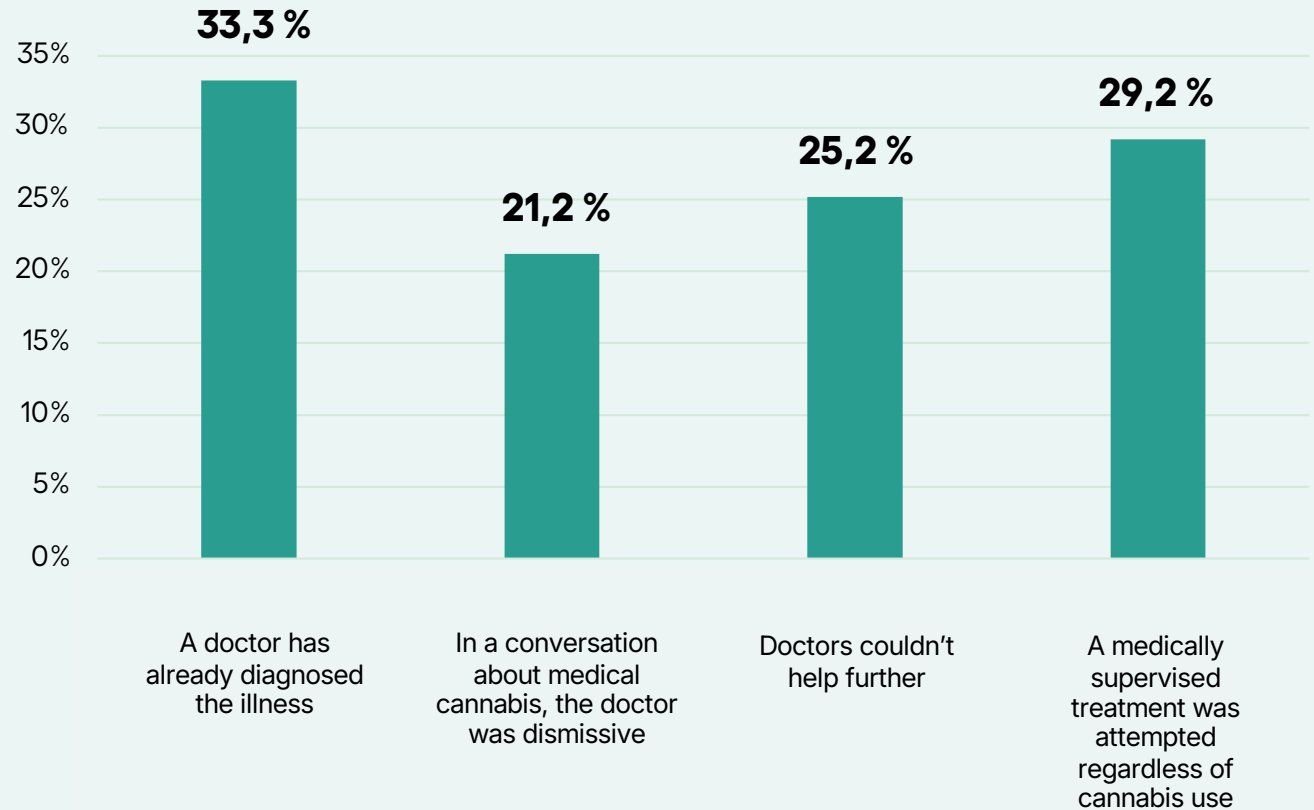




10

Greater Need for Equitable Medical Treatment

A large proportion of cannabis users have already dealt with the topic of cannabis therapy and have also tried treatment with doctors, but often not successfully.



* Multiple answers possible

n = 1.009 12

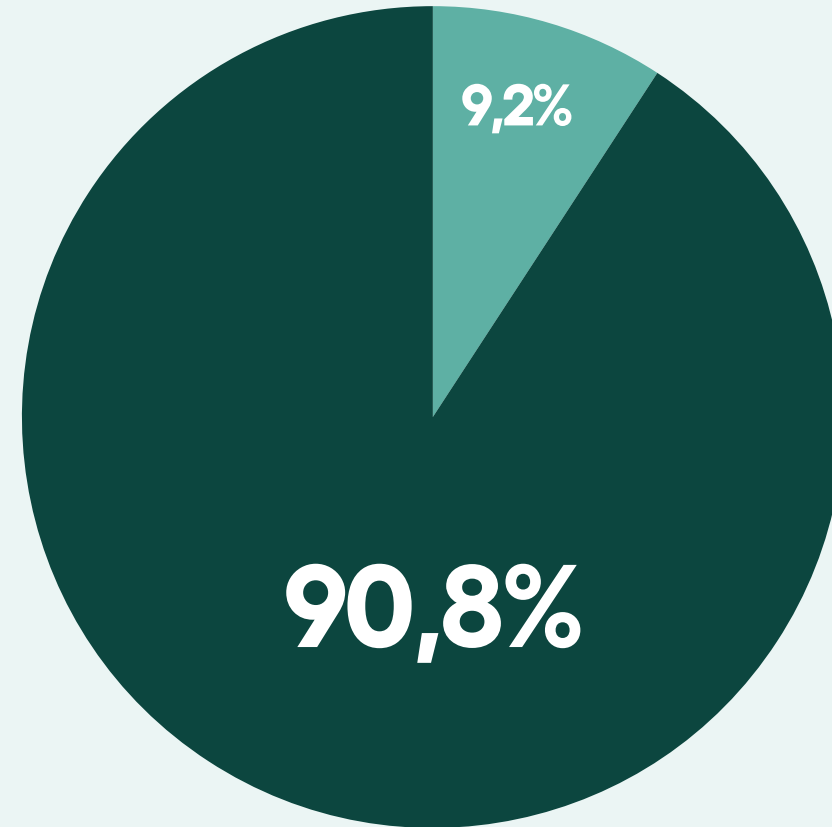


11

More Medical Expertise on Medical Cannabis is Required

Even seven years after the Cannabis as Medicine Act, over 90 percent of those surveyed expressed problems in finding doctors who are open to cannabis therapy and have the relevant expertise. This is probably one of the reasons why there is a great deal of acceptance of digital access to cannabis treatment by specialized doctors.

"...I easily found a doctor who competently guided me in the therapy with medical cannabis."



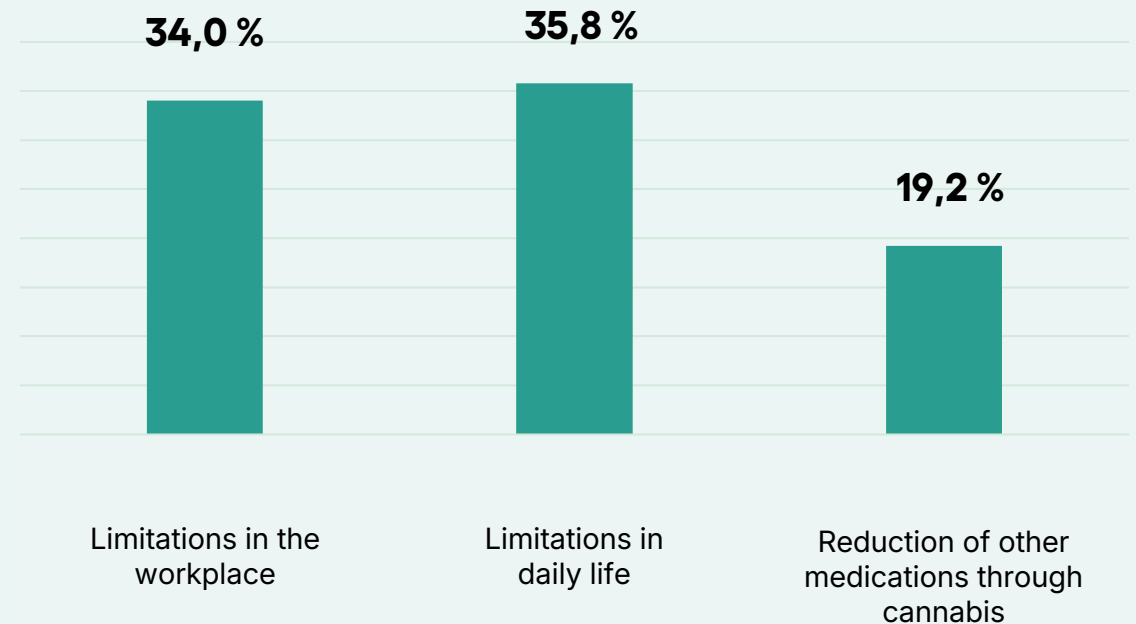
■ yes ■ no



12

Limitations Due to Health Complaints

Many people experience limitations in their work or daily life due to their health complaints. Although only a few have access to medically supervised therapy, 19.2% have already managed to discontinue or reduce other medications through cannabis—steps that should always be medically supervised.



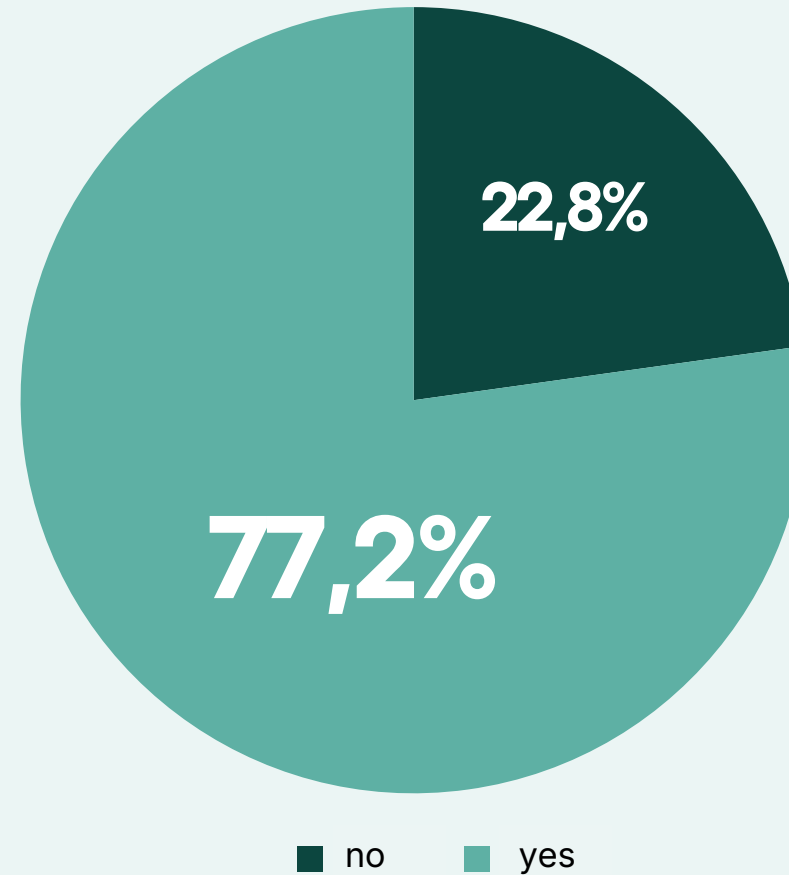


13

Ongoing Stigmatization of Cannabis Users

Despite the amendments to the law, there is a lack of social acceptance for cannabis, and users largely report experiencing stigmatization.

Have already experienced at least one
prejudice due to their cannabis use

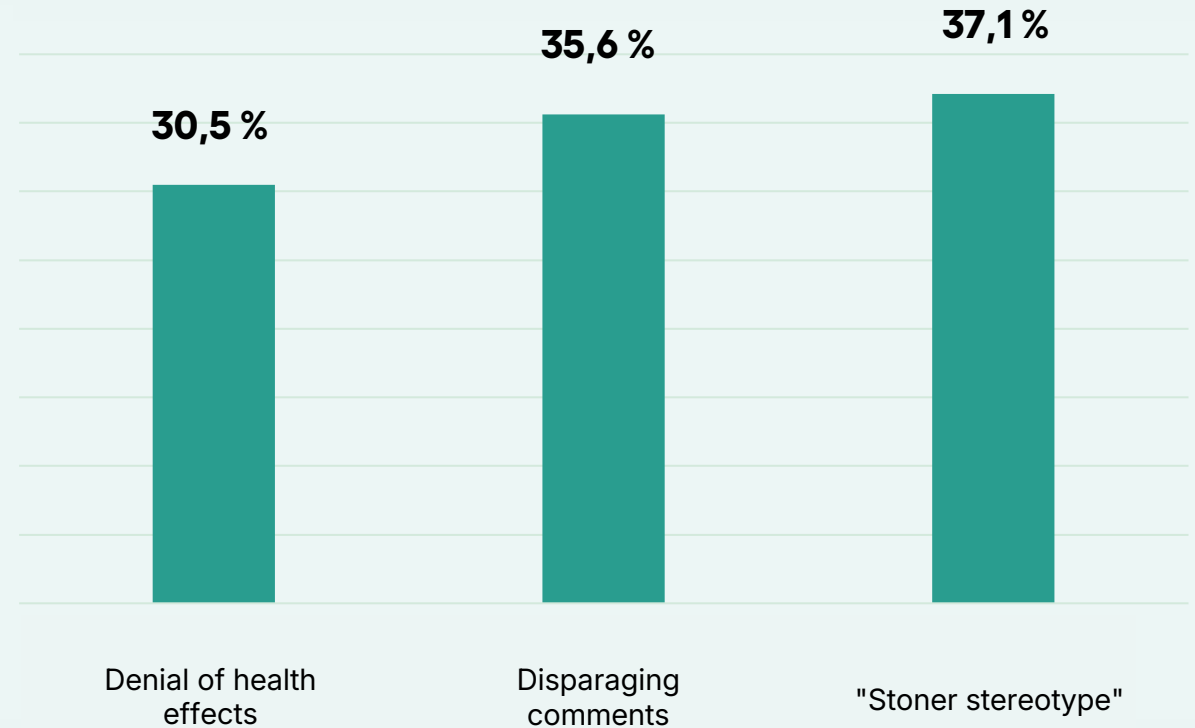




14

Typical Prejudices That Cannabis Users Experience

In addition to derogatory assessments and “stoner” stigmas, almost a third of those surveyed reported experiencing denial of health effects, although almost 95 percent use cannabis for health reasons. The population does not appear to have sufficient knowledge of the medical potential of cannabis.



* Multiple answers possible

n = 1.009 16

15

Typical Prejudices of People Who Do Not Use Cannabis

Among those who do not use cannabis, there are still widespread prejudices: The prevailing belief is that cannabis is more harmful to health than beneficial. The motivation for use is thought to be more about fun than health complaints. Only 31.2% of non-users believe it is a right to consume cannabis. 89.6% hold at least one negative prejudice against cannabis users.

People who consume cannabis are mostly lazy	6,4%
People who consume cannabis are mostly lethargic	6,9%
Most cannabis users are criminals	7,7%
People who consume cannabis endanger their health	38 %
People who consume cannabis risk becoming addicted	52,5 %
People consume cannabis mostly just to have fun	45,8%
People consume cannabis mostly for health reasons	24,8%
It is the right of people to consume cannabis if they wish	31,3 %

* Multiple responses possible

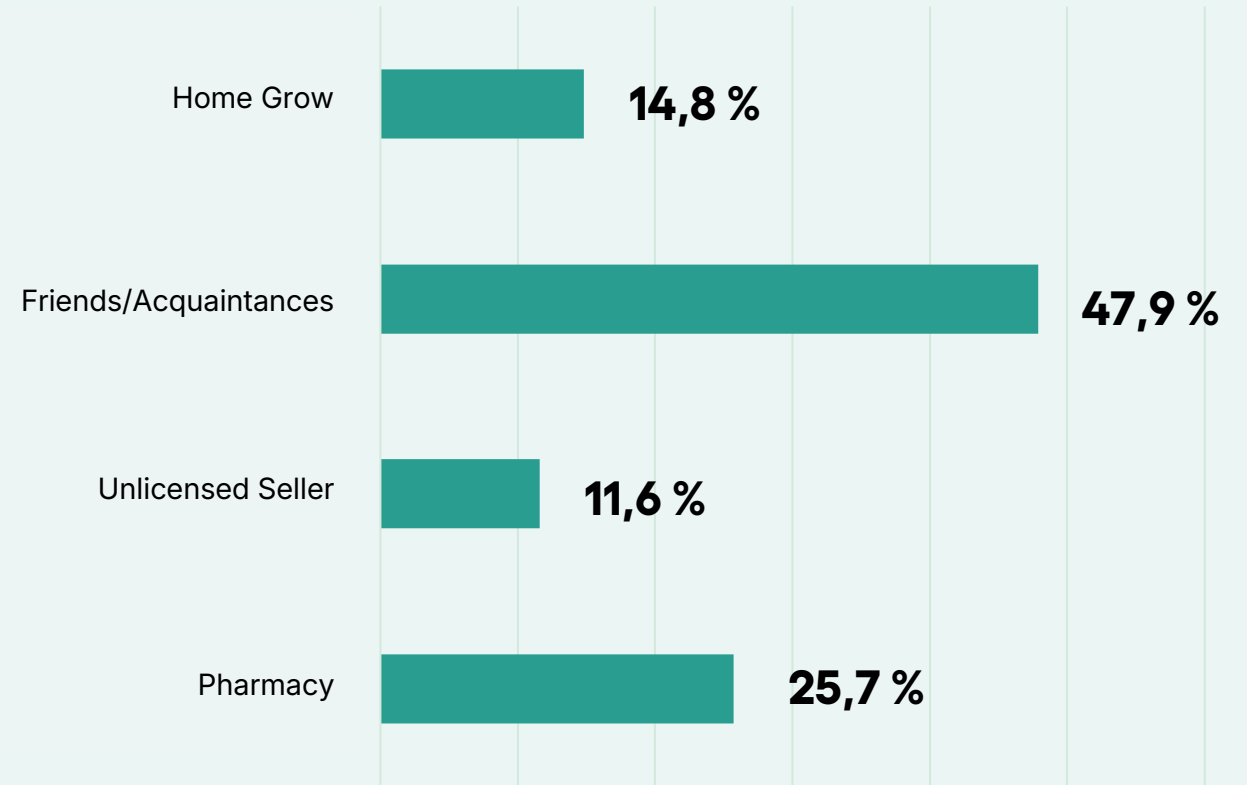
n = 2.083 17

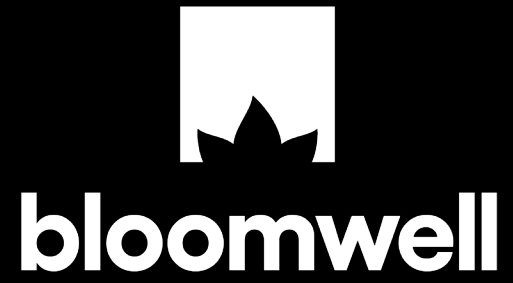


16

Most respondents “usually” obtain cannabis illegally

Since April 1, 2024, a maximum of three cannabis plants can be grown privately for personal use only. 14.8 percent cite home cultivation as their “usual” source of cannabis, 47.9 percent cite friends or acquaintances (prohibited by the CanG), 11.6 percent cite unlicensed seller and 25.7 percent say they “usually” obtain cannabis from pharmacies. One explanation for this high percentage may be that some were only temporary patients. This means that even five months after the CanG, 59.5 percent of respondents still “usually” obtain cannabis illegally.





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Method

For this report, Bloomwell GmbH conducted an online survey in August 2024 based on Cint technology with a representative panel of 3.092 people aged 18 and over according to age, gender and federal state. Extrapolated to the German population this means that over 20 million people in Germany could benefit from efficient digital access to medical therapy.