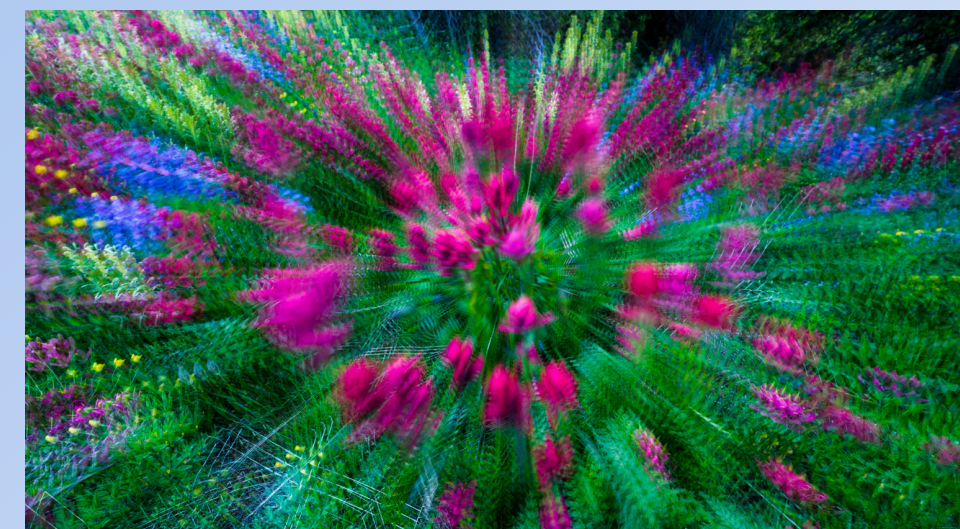




# The Real **Psychedelics** Consumers

**Beyond Stereotypes & Into the Data**

DECEMBER 2023





# About the Data

## U.S. Wellness Consumer Insights

**Brightfield's unique methodology combines survey data with social media activity for the deepest customer insights available.**

Wellness can be many things. It's a smoothie before a 5k, or a handful of edibles while bingeing TV. Being well today might require different choices than being well tomorrow, and what one chooses to get through today's stressful moment might not be what they reach for in the future.

Brightfield is part of this conversation in all of its facets. We align the products people use to stay well with their attitudes and lifestyle choices to get a full picture of their wellness journey.



**Survey fielded quarterly  
since Q3 2021**



**Over 40,000 consumers  
in the survey**



**10 millions social  
conversations listened to**

## About Us

**Brightfield Group is the leading social listening-enabled research firm serving the global cannabis, CBD, and emerging wellness industries.**

# This is our **FREE** report

This report includes a small fraction of the data and insights in Brightfield's Consumer Insights and Social Listening for Wellness and CPG brands.

**Brightfield Group insights are integrated with social listening to dive deep into:**

- Psychedelic substances
  - Cannabis and hemp-derived THC's
  - Alcohol & alcohol alternatives
  - Tobacco & nicotine substitutes
  - Energy drinks
  - Plant-based products
- & so many more categories!**



**Get in Touch!**



# Debunking the Stereotype

In recent years, the conversation around psychedelic substances has dramatically shifted. Once on the fringes of society, psychedelics are experiencing a new wave of interest, both in terms of personal wellness and scientific research. With consumer usage data from Brightfield Group's Wellness Consumer Insights, we shed light on today's psychedelic consumers.

The term "drug user" often evokes a specific image influenced by decades of societal and media-driven stereotypes. However, our research reveals a different story, especially when it comes to those who use psychedelics. The typical psychedelic consumer doesn't match old stereotypes - in fact, they have more in common with the plant-based cheese enthusiast than the archetypal drug user!

Our in-depth data offers a unique window into the lifestyles, attitudes, and demographics of these individuals, painting a picture that challenges long-standing stereotypes and opens up new avenues for understanding.

Source: Brightfield Group; U.S. Wellness Consumer Insights; Q3 2023





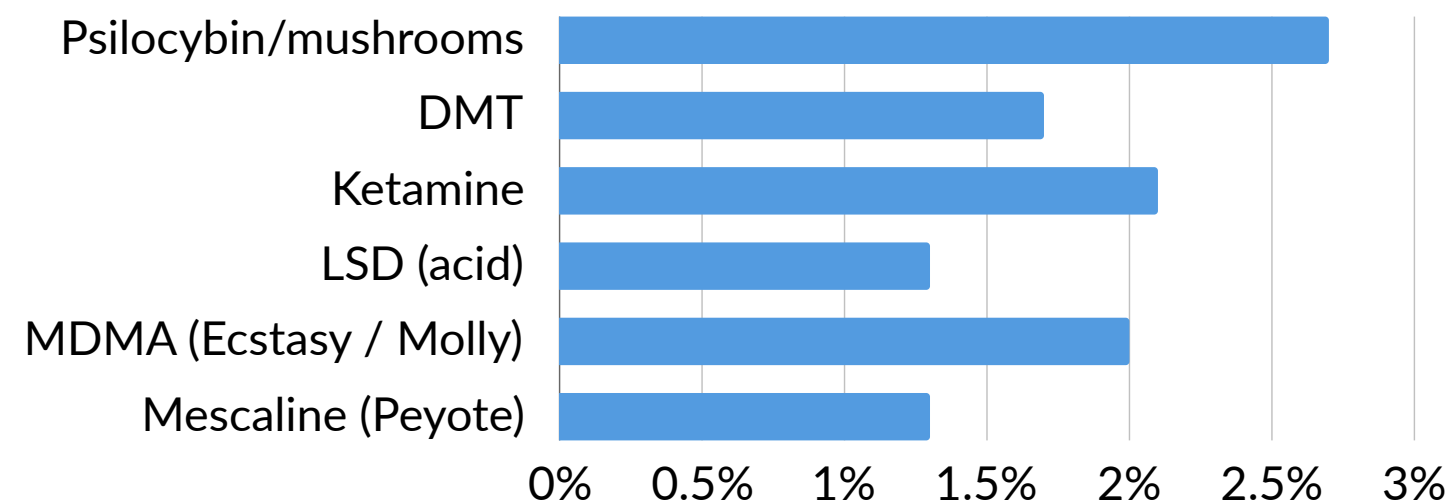
# Psychedelics Instance Rate & Usage

**6%** of Americans report using psychedelics

Psychedelic use among American adults is considerably lower than cannabis use, with only 6% reporting psychedelic use in the past six months compared to 23% for cannabis. Notably, Psilocybin is the most commonly used psychedelic, reported by 3% of American adults in 2023.

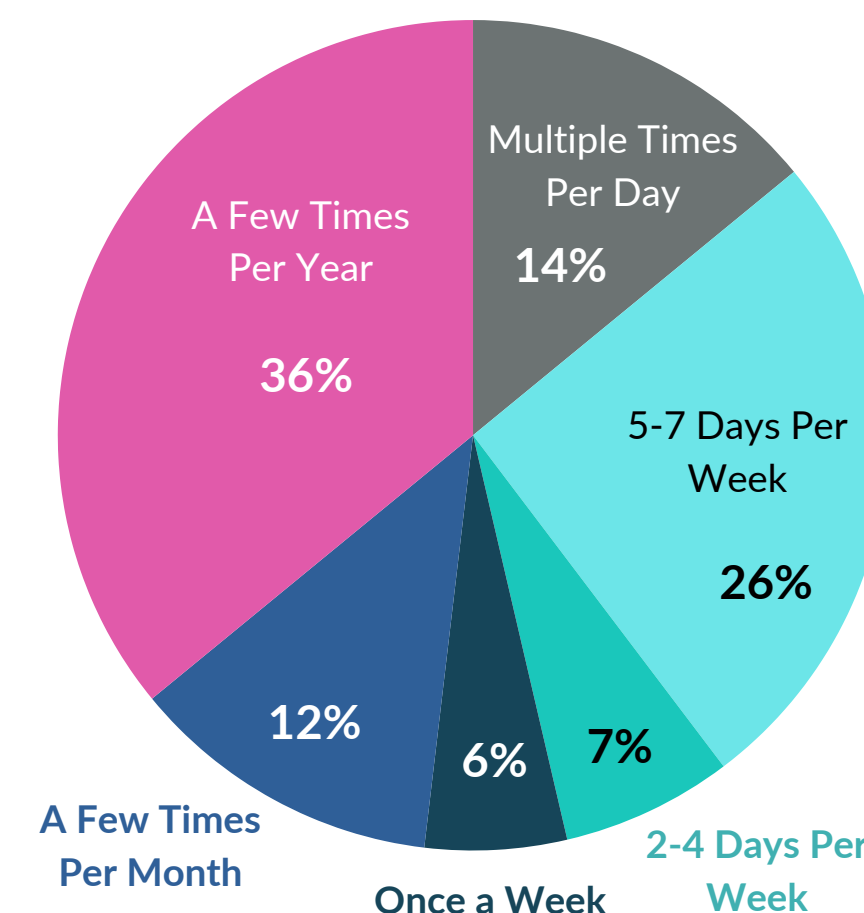
However, the usage frequency differs significantly from cannabis; while about 70% of cannabis users consume it five or more times per week, **this is true for only 38% of Psilocybin users.** This lower frequency of use impacts the market dynamics for psychedelics, emphasizing the need for high-value, personalized experiences rather than frequent consumption.

## Psychedelics Type Use



**\*Psychedelic use defined as using psilocybin, MDMA, ketamine, LSD, and/or peyote**

## Psychedelics Frequency of Use



# Psychedelics Consumer Demographics

Old stereotypes have created the perception of psychedelics users as “burnouts” that are throwing away their lives and health without care. **The data firmly disproves this** - the psychedelics consumer more closely resembles the plant-based cheese consumer than the tobacco or cocaine user.



## Psychedelics users are trend setters

Nearly a quarter of psychedelics users fall in the “Trendy Enthusiast” segment, compared to only 10% of the general population

## Mindfulness

Mindfulness is **embraced by 75%** of psychedelic users. This significant adoption rate reflects a deep commitment to mental health and self-awareness, suggesting psychedelics are part of a broader lifestyle choice that prioritizes introspection and mental clarity.

## Veganism

Psychedelic users are **four times more likely to be vegan** compared to the general population. This significant inclination towards veganism reflects not only health considerations but also a broader ethical and environmental awareness.

55%

Male



45%

Upper Income



76%

Millennial or Gen Z



## Mental Health

**84% of psychedelic users** incorporate exercise into their routine for mental health benefits. This high percentage underscores a proactive and holistic approach to mental wellness with physical activity as a key component for mental balance and well-being.

## Organic & All-Natural

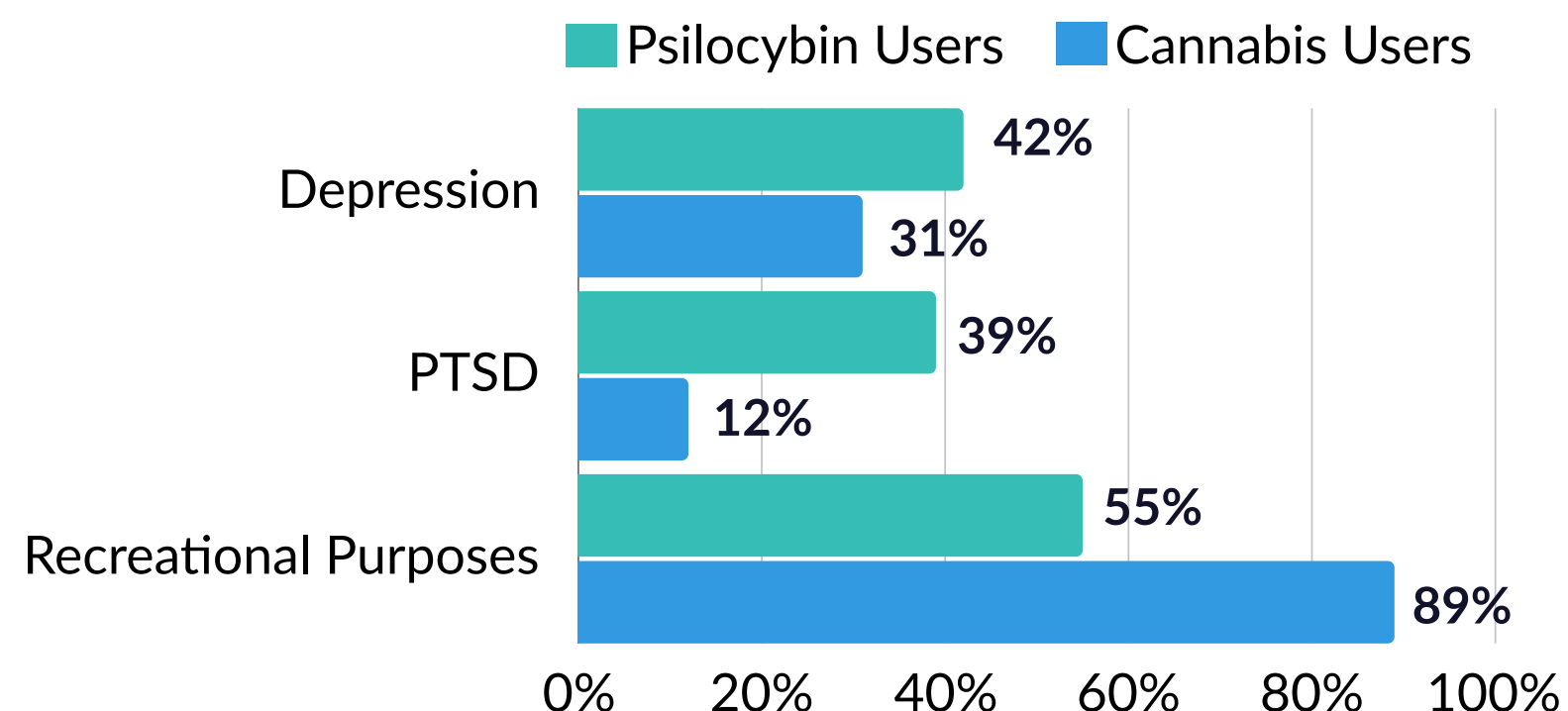
Psychedelic users are **nearly twice as likely** as the general population to opt for organic or all-natural products. This choice indicates a conscious desire to consume responsibly and a belief in the health benefits of natural, unprocessed foods.



# Psilocybin vs. Cannabis

Some see the emerging cannabis industry as a blueprint for the psychedelics space. However, usage of the two are not as similar as one would assume.

## Reasons for Substance Use



The reasons behind the consumption of psilocybin and cannabis reveal significant overlaps and distinct differences. Both substances are commonly used for managing depression, with a high prevalence among users of both groups. However, the use of psilocybin for Post-Traumatic Stress Disorder (PTSD) is notably higher, with nearly 40% of psilocybin users consuming it for this purpose. This rate is more than triple that of cannabis users, highlighting a distinct therapeutic application of psilocybin.

In contrast, recreational use shows a marked difference between the two substances. While nearly 90% of cannabis users report recreational consumption, only 55% of psilocybin users do so. This lower rate of recreational use among psilocybin consumers suggests a more pronounced focus on medicinal and spiritual benefits, differentiating it from the usage patterns of cannabis.

# Ketamine: Accessible Psychedelics

Ketamine is grabbing more attention as ketamine therapy clinics pop up around the U.S.

In a census-balanced study of Americans,

**45%** Knew what ketamine was

Of those aware of it,

**41%** Believe ketamine is legal in their state

**29%** say they or someone close to them has received ketamine therapy

When asked about the treatment:

**75%** reported treatment at a physical location   **21%** in telehealth setting

**96%\*** described the outcome as very or somewhat positive

\*with a small sample, this trend will require further validation, but paints a clear picture directionally

## What is Ketamine Therapy?

Ketamine, originally developed as an anesthetic, has been found to have rapid-acting antidepressant effects. In a therapeutic setting, it is used primarily to treat treatment-resistant depression, anxiety, PTSD, and even chronic pain.

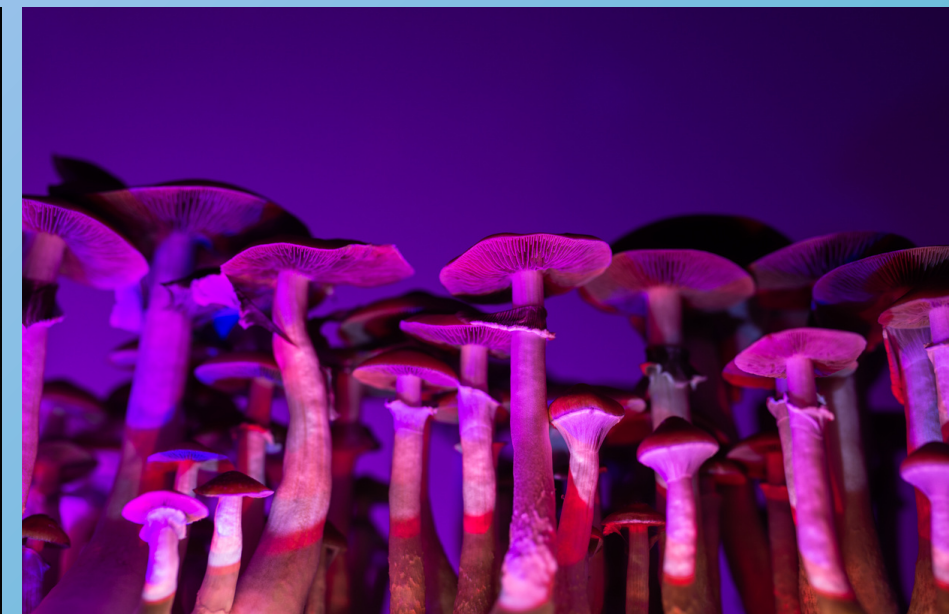
Ketamine works differently from traditional antidepressants that target the brain's serotonin or dopamine systems. Instead, it is said to act on the NMDA receptors in the brain. This action can lead to rapid improvement in mood and thought patterns, often much faster than traditional antidepressants.

In a ketamine therapy clinic, ketamine is administered intravenously (IV), although other forms like nasal sprays are also used. The treatment involves a series of sessions, typically under the close supervision of medical staff. During these sessions, patients might experience altered states of consciousness, which is why the treatment is conducted in a controlled, safe environment.



See how *your* target consumer is interacting with  
psychedelics in Wellness Consumer Insights!

[Get in Touch!](#)





# About Brightfield Group

Brightfield Group's AI-driven consumer insights and social listening help marketing and innovation teams see the person behind the trend.

Informed by predictive AI integrated with **survey** and **social media** data, our data has the answers innovators need to make decisions confidently.



[Get in Touch!](#)

## Problem

## Solution BRIGHTFIELD GROUP

## Outcome

I need more customers

Category specific consumer insights across brands and channels

Double your customer base!

Consumers don't recognize my brand

Flexibly **filter data** to zoom in on key motivators, messages, and channels that resonate with your consumer

Increase consumer awareness by 100%

It takes too long to validate new innovations

Data to validate trends in emerging categories with **real-time social listening** & quarterly updated consumer surveys

Cut go-to-market time in 1/2