

Press Release

**Cannabis Consumer Tracker delivers first study results
WEFRA LIFE and Facit Research generate unique insights on
medical cannabis in Germany**

- One third of [the](#) Germans and thus half of the total potential consumers according to the Consumer Tracker would use cannabis for purely medical purposes.
- CBD oil shows the highest awareness values, but every third person over 40 years of age does not know any of the cannabis extracts surveyed.
- Almost half of the potential users of medical cannabis do not feel sufficiently informed about the possible areas of application.
- One-third of elders and cannabis advocates, and over one-quarter of potential medical cannabis users, would like technological support for evidence-based treatment recommendations.
- More details on this ongoing study will be presented by Cannabis Systems (WEFRA LIFE Group) and Facit Research on May 24, 2023 at dfv Conference Group's CannabisCon in Frankfurt, Germany.

Neu-Isenburg, 20.04.2023: Cannabis has been available for medical purposes in Germany for five years now, and legalization is also progressing in leaps and bounds. But what about the level of acceptance and knowledge about cannabis in the country, how do users inform themselves and where do companies find their target groups? The Cannabis Consumer Tracker by Facit Research and Cannabis Systems (WEFRA LIFE Group) provides answers. The Cannabis Consumer Tracker is the only study format in Germany that continuously collects data of this kind, so that changes in perception and behavior can be shown over time. [The](#) results of the first survey wave with 1,000 participants in the period February and March 2023 are available.

Initial results: high interest, low detailed knowledge

Interest in cannabis therapies is high: one-third of all respondents would use cannabis for purely medical purposes. This puts the proportion of the population in favor of medical cannabis on a par with potential buyers who would purchase cannabis for both recreational and medical purposes - a market segment that is considered to have great potential in Germany. However, every third person over the age of 40 does not know any of the cannabis extracts surveyed. Among those who know cannabis extracts at least by name, CBD oil is the best-known product.

Lack of information on medical cannabis

Although knowledge about the use of cannabis in a medical context is widespread, with an awareness level of 89 percent, many of the potential users do not currently feel well informed. 45 percent state that they do not have sufficient access to information about the possible areas of application. For Jens Barczewski, General Manager at Facit Research and head of the Mediplus Insights team, the fact that the information base is not yet right, even for an upcoming cannabis legalization, is a key finding of the first wave: "Numerous providers are already pushing to tap into the new market and are insisting on their piece of the pie. In doing so, they overlook the fact that the information base is not yet right at all. This is where it is worth starting."

Using the right sources of information

When doing their own research on the subject of cannabis, websites and search engines are high on the list for 70 percent of respondents, closely followed by doctors' offices and pharmacies (69 percent). When it comes to deciding when and how to use medical cannabis, respondents attribute the highest relevance to public study results. More than a third (35 percent) of those over 40 and in favor, and more than a quarter of potential users* of pure medical cannabis (28 percent), would also like to see better technological support for evidence-based treatment recommendations and thus informed decision-making. "A targeted approach and transparent education can further increase the acceptance of therapeutic use and bring it to the masses," points out Niklas Kurz, CEO and COO of WEFRA LIFE Group. "Additionally, it is essential to offer all stakeholders the important and correct information on the topic of medical cannabis. With the tracker and with their investment in [MediCade](#), WEFRA LIFE wants to contribute to this."

MediCade fills information gap

The MediCade ecosystem, which is in the starting blocks, has already partnered with Sadé Biotech with its AI-based technology solution [ASAYA™](#), established in Israel. Through this platform, MediCade will enable personalized treatment for patients that can be easily monitored and adjusted by physicians. Supported by constantly updated therapy data from many other users, MediCade will be able to provide continuous and live real-world data around cannabis therapy to other stakeholders - the most appropriate information for each individual. "So in a figurative sense, exactly what medical cannabis is missing in Germany right now," Kurz is convinced.

Further details on the study will be presented by WEFRA LIFE and Facit Research on May 24, 2023 at the [CannabisCon](#) of the dfv Conference Group in Frankfurt.

(5.347 Z. m. LZ)

Image material



*Figure 1: The need for information is also high for medical cannabis.
Source: freepik/Facit Research*

Media contact:

Matthias Haack
Managing Partner
WEFRA LIFE GROUP
Phone +49 (0)69 695008-62
matthias.haack@wefra.life

K. Niklas Kurz
Management
WEFRA LIFE GROUP
Phone +49 (0)69 695008-62
niklas.kurz@wefra.life
Mitteldicker Weg 1 - WEFRA House
63263 Neu-Isenburg - OT Zeppelinheim

www.wefra.life

About WEFRA LIFE GROUP

We are the driving force in the healthcare market - that is the philosophy of WEFRA LIFE. Around 165 communication specialists in the subsidiaries WEFRA LIFE MEDIA, WEFRA LIFE MEDIAPLUS, WEFRA LIFE MEDIAPLUS 2, WEFRA LIFE INTERNATIONAL, WEFRA LIFE SOLUTIONS and WEFRA LIFE VENTURES actively shape the healthcare market. Integrated and agile, they create customer-centric tailored data and insight-based solutions for increasingly complex challenges. The innovative heart of the visionary services, product ideas and platforms is the WEFRA LIFE INNOVATION HUB.