



WHAT "CLEAN" REALLY MEANS TO CANNABIS BUYERS

A 2025 CONSUMER SURVEY FROM XRPURE

Understanding How Buyers Prioritize Cleanliness and Safety

Decontamination is a touchy subject in some corners of the cannabis industry. Many cultivators still wear 'no decontamination' like a badge of honor, touting untouched flower as a mark of quality. But that pride comes with risk, and it rarely reflects what consumers genuinely want.

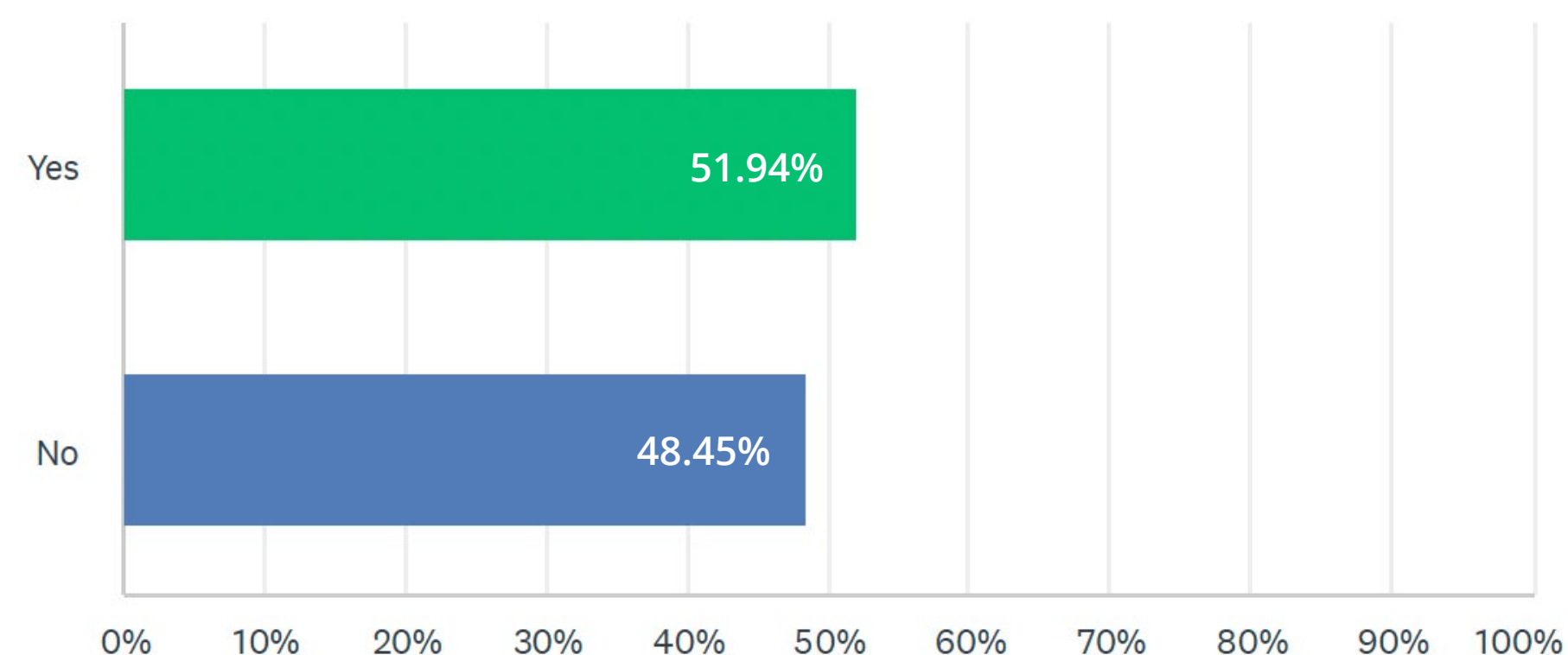
XRpure wanted to understand what everyday cannabis buyers actually care about. Is the appeal of "untouched" cannabis enough to outweigh concerns about mold, mildew, and bacteria?

So we asked a straightforward question:

WHEN IT COMES TO CANNABIS, WHAT MATTERS MORE TO CONSUMERS—CRAFT OR CLEANLINESS?





Cannabis Consumers Across the U.S.

DO YOU USE CANNABIS RECREATIONALLY AND/OR MEDICALLY?



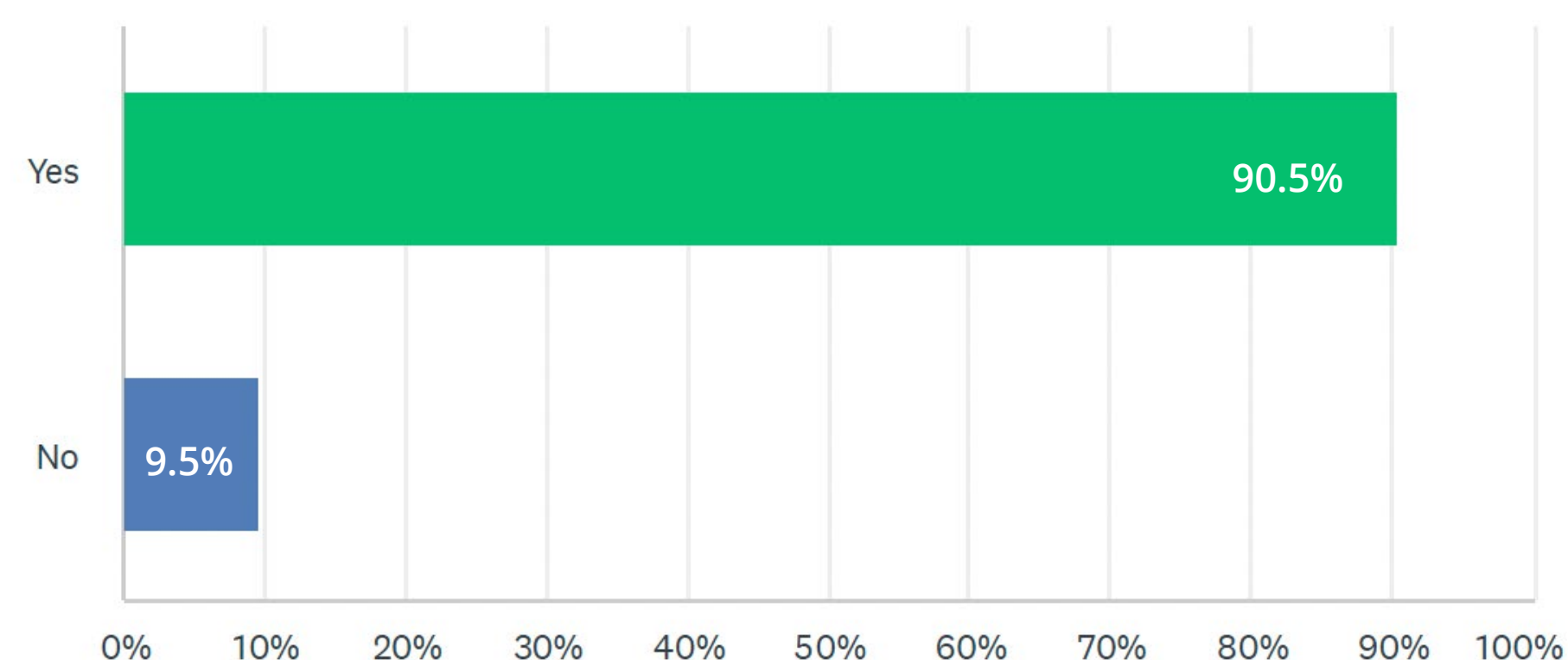
To understand the customer mindset, we surveyed 516 adults across the United States. The sample included both medical and recreational consumers, spanning multiple age groups, income brackets, and regions.

KEY DEMOGRAPHICS:

-  **USE:** Mix of medical and recreational consumers
-  **AGE:** Majority between 30 and 60 years old
-  **INCOME:** Most earn \$25,000–\$100,000+ annually
-  **LOCATION:** Representation from all major U.S. regions

These numbers reflect the current, active cannabis market rather than fringe consumers.

Strong Support for Decontamination Labeling



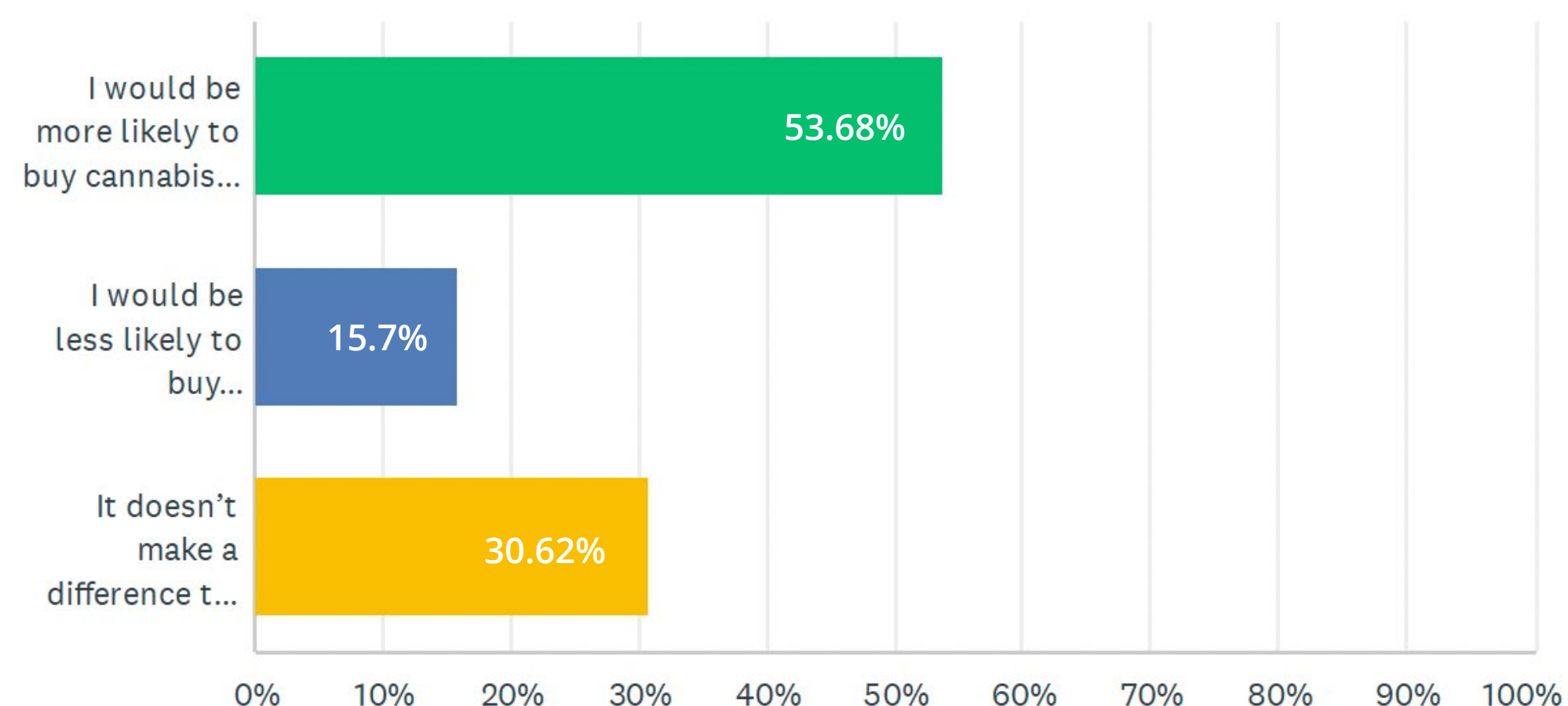
SHOULD CANNABIS BRANDS BE REQUIRED TO LABEL THEIR PACKAGING INDICATING IF THE PRODUCT HAS BEEN DECONTAMINATED TO RID IT OF MOLD, MILDEW, BACTERIA AND OTHER PATHOGENS?

90.5% of consumers believe cannabis products should be required to indicate on the label whether they've been decontaminated to remove mold, mildew, bacteria, or other pathogens.

That's a near-unanimous demand for transparency. Consumers aren't looking to be protected from the truth. They want the facts on how their cannabis is treated before it gets to them.

If brands are avoiding the topic of decontamination, they may be missing an opportunity to build trust.

Clean Cannabis Is More Likely to Earn a Sale



WOULD YOU BE MORE OR LESS LIKELY TO BUY DECONTAMINATED CANNABIS FLOWER?

Here's the real test for operators: Does transparency around decontamination actually harm sales?

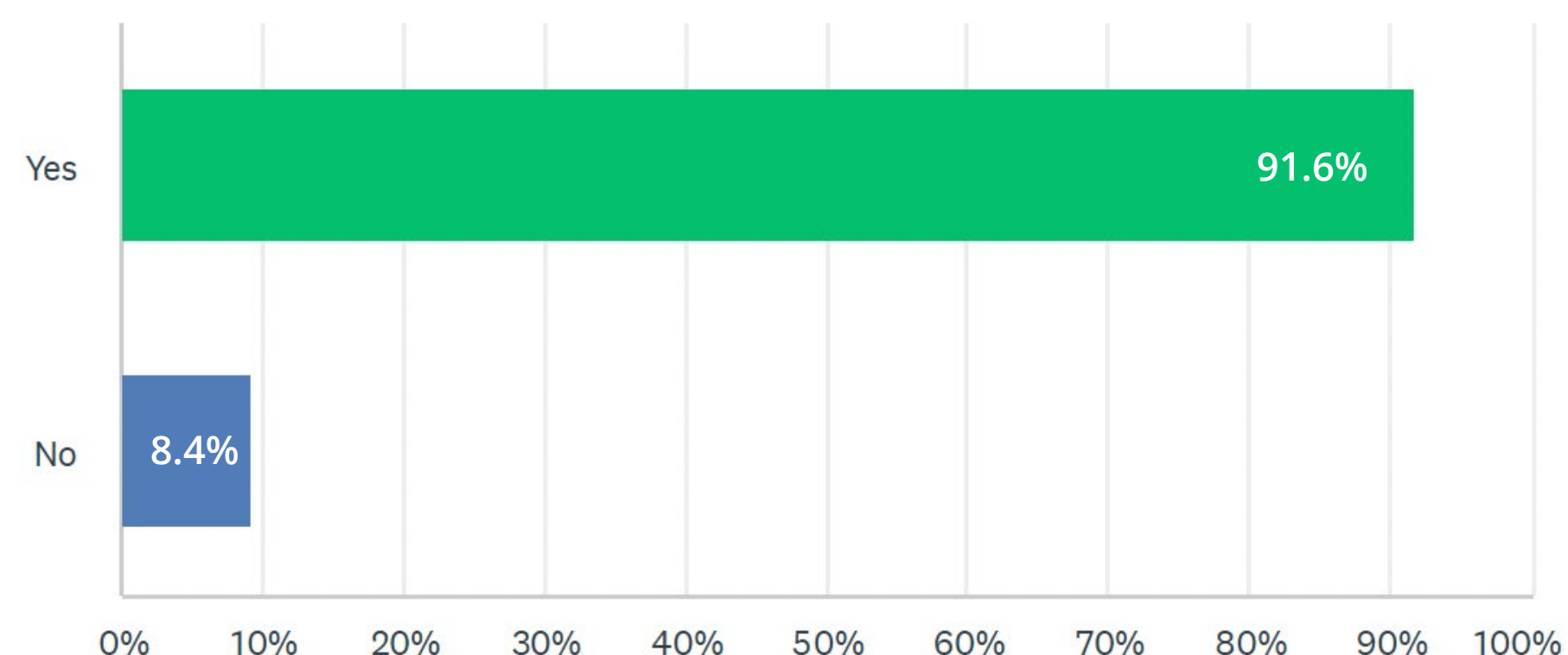
53.7% of respondents said they would be more likely to buy cannabis flower if they knew it had been decontaminated.

Only **15.7%** said they'd be less likely to purchase.

The remaining **30.6%** said it wouldn't affect their decision either way.

That means nearly 85% of consumers are neutral or positive toward decontaminated flower. In other words, the fear that cleanliness will drive buyers away doesn't hold up under data.

For Patients, Decontamination Is a Baseline



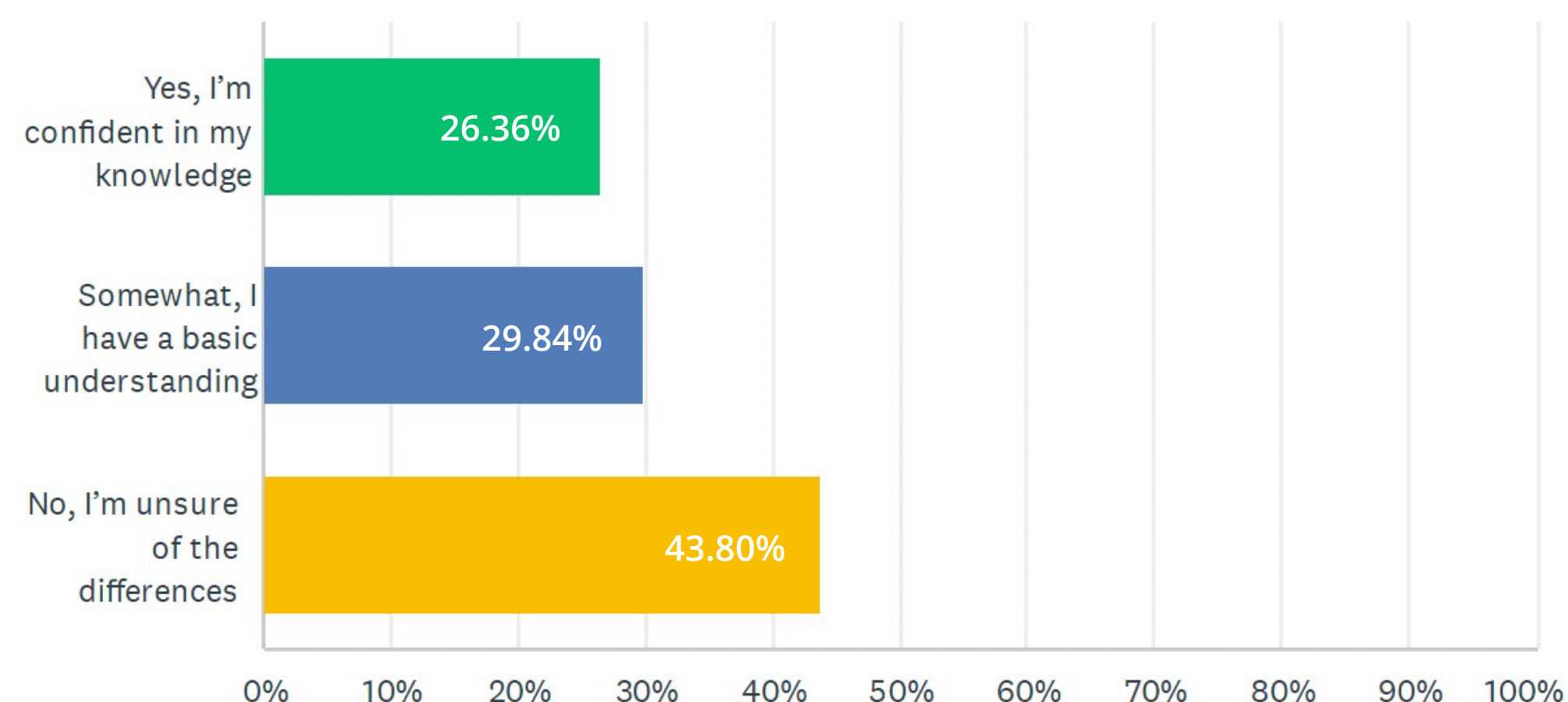
DO YOU THINK THAT MEDICAL CANNABIS SHOULD BE DECONTAMINATED?

When it comes to medical cannabis, the expectations get even clearer.

91.7% of consumers believe that medical cannabis should always be decontaminated.

Decontamination is a baseline expectation for medical cannabis consumers. Brands serving the medical market are expected to treat microbial risk as a standard part of product quality.

Low Awareness of Decontamination Methods



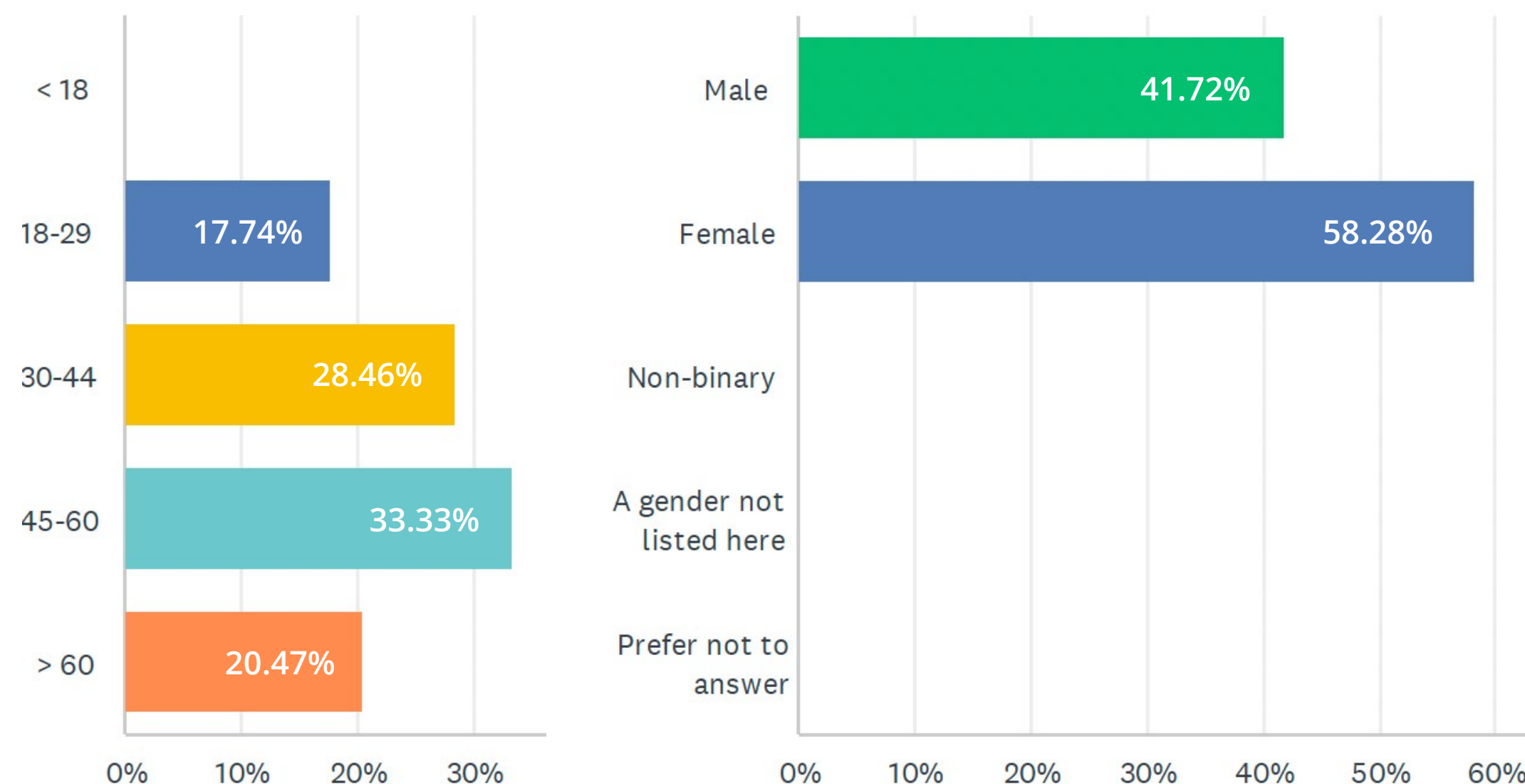
DO YOU UNDERSTAND THE DIFFERENCES BETWEEN COMMON TYPES OF DECONTAMINATION (X-RAY, OZONE, RADIO FREQUENCY, ETC.)?

While most consumers are clear on what they want—clean cannabis—nearly **three-quarters** don't understand how it gets clean.

43.8% said they don't understand the differences between common decontamination methods, including x-ray, ozone-based treatment, and RF (radio frequency) technology.

This signals a significant education gap, as well as an opportunity for brands to position themselves as trusted and transparent sources of information.

Buyers Skew Older, Working, and Middle-Income



Let's be clear about who's answering these questions.



AGE: Majority between 30 and 60 years old



INCOME: Most earn \$25,000–\$100,000+ per year



GENDER: A fairly even split between men and women



DEVICE USAGE: Over 95% responded via mobile device, reinforcing this group's digital engagement

This is your core buying audience. They aren't outliers or early adopters. They shop regularly and expect a level of professionalism that matches the rest of their retail experience.

What the Data Suggests About Consumer Expectations

The data points to a clear shift in consumer priorities and a realignment of how brands should communicate.

- Clean cannabis is not a niche demand. It's what most consumers expect
- 'Untouched' or artisanal processes aren't automatically safer.
- Transparency around microbial treatment can build credibility
- Avoiding decontamination to preserve a marketing narrative is not a flex, it's a risk

Brands that treat cleanliness as a liability are out of step with their customers. If you skip decontamination to 'keep it natural,' ask yourself—who are you really doing that for?

A Non-Invasive Path to Clean, Consistent Product



XRpure is built for operators who want clean cannabis without compromising quality.

OUR X-RAY-BASED SYSTEM OFFERS:

- High-throughput, non-invasive decontamination
- Pathogen reduction targeting mold, mildew, bacteria, and more
- Preservation of potency, terpene profile, and visual appeal
- Compatibility with the final-packaged flower
- A 99% microbial testing pass rate—batch after batch

It's a process that keeps good products clean, safe, and compliant. We're here to make decontamination frictionless, so your team can stay focused on growing great cannabis.



SUPPORT QUALITY. ALIGN
WITH WHAT BUYERS EXPECT.

XRPURE IS HOW LEADING CANNABIS BRANDS STAY CLEAN,
CONSISTENT, AND CONSUMER-TRUSTED—
WITHOUT COMPROMISE.

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