

Innovation Brief:

Most Disruptive Products

JUNE 2020

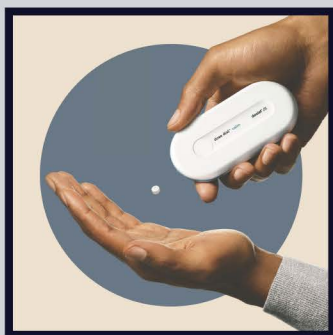


TREND OVERVIEW

In this Innovation Brief, we explore the most disruptive cannabis products of Q1 2020 according to Brightfield's Innovations Insights Portal and the trends that fueled their growth. In this context, a product which would be considered a disruptor are the fastest growing items as measured by share of distribution at retail.

Most Disruptive Overall – Dosist & the THC:CBD Trend

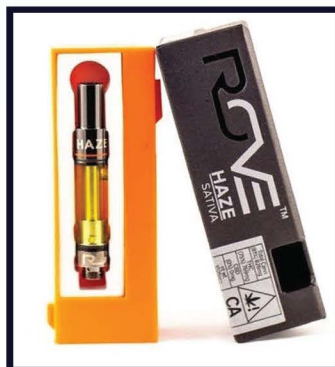
The **Bliss Dose Dial** by **dosist** was the fastest growing disruptor on the market from Q4 2019 to Q1 2020, and the **Calm Dose Dial** came in third place overall. Both products experienced massive quarter-over-quarter growth and their extremely precise 3.7 mg THC dose in each tablet distinguishes them from other products which typically have larger serving sizes.



Both Bliss and Calm feature THC and CBD instead of only including one major cannabinoid – the former has a ratio of 9:1 while the latter is 1:10. This is a characteristic of the growing variety of ratios available on the market, as both THC and CBD users alike discover that a well-rounded cannabinoid profile can take the edge off and bring along additional desirable effects. Capsules are traditionally seen as a boring product type. With their innovative dispensing system, dosist has been able to successfully position their capsule product as new and exciting.

Solventless Vaping Wins

A number of vapes made it into the top 20 disruptive products of Q1 2020, but the two that topped the list were **Rove's 1g Haze Cartridge** and **Pure Vape's Indica Louis XIII CO2 Cartridge**.





Following the vape crisis in 2019, many vape products – these included – have been very transparent about their method of extraction as consumer concern about solvents and additives increased. Both vapes use CO2 extractions and are solvent-free, meaning that the solvents have been removed after the extraction process was complete. Other concentrates, like live resins, are extracted in a solventless method – meaning that there was no solvent used in the process at all. Though solventless is gaining in popularity, solvent-free CO2 extraction still remains the dominant method, as evidenced by the growth of these two products.

Wedding (Cake) Season Has Arrived

With its sweet aroma and fruity flavor, the strain Wedding Cake was making waves in both flower and live resin sauce during the first quarter of 2020.



• **Humbolt Farms' Premium Wedding Cake Eighth** experienced the greatest distribution growth for all flower products, growing its share of shelf by over 2000%



• The fastest growing pre-roll was **West Coast Cure's Medellin Pre-Roll**, an indica-dominant hybrid cross between Wedding Cake and ChemDog.

• **Moxie Seeds & Extracts 777 Wedding Cake Live Resin Sauce** grew its share of shelf by 1600%.



Strain specialization has begun to occur by product type, with certain varieties gaining more market share in flower while others tend to dominate in the realm of vapes. In the instance of Wedding Cake, this has proven to be a rising and dominant flower strain over the past quarter. In terms of concentrates, because this is a category currently seeing significant expansion, this trend is less established, and live resin products such as that by Moxie Seeds & Extracts are likely attempting to capitalize off of the existing popularity of strains in other categories – and based on the increase in distribution, this is clearly working in the instance of Wedding Cake.

What About Edibles, Tinctures, and Topicals?



Tinctures and topicals are notably absent from this list of disruptors, and edibles only make a single appearance in the top 20 most disruptive cannabis products of Q1 2020. Edibles are harder to expand across markets than other formats, so innovation will always struggle to breakthrough on a national distribution level.

The lack of tinctures and topicals illustrates that these categories are still lagging and do not generate the same level of consumer excitement as flower or vapes. These are still relatively niche products; tinctures tend to be adopted by medical patients who care more about product efficacy than branding, and topicals are a relatively new market that's still being pioneered. Though opportunity still exists in these spaces, retailers are focusing on other categories at the moment; inhalable products seem to generate higher levels of interests as consumers become more brand-promiscuous and expand their horizons across product types.



We're Brightfield Group, and we provide consumer insights and market intelligence for the CBD and Cannabis industries.

Fusing intelligent machines with real human analysis, we help you navigate the dynamic CBD and Cannabis markets as data-driven storytellers. With us, you don't just get the numbers; you get a trusted partner, providing a robust picture of the landscape and an actionable plan for the road ahead. See what we can do for you at

www.brightfieldgroup.com.



BRIGHTFIELD GROUP