

US Cannabis Distribution Report: Cannabis Candy

May 2021

Top Cannabis Candies by Share of Shelf

May 2021



Wyld Pomegranate
1:1 THC:CBD



Smokiez Edibles
Blackberry



Wanna Assorted
Hybrid Sour Gummies



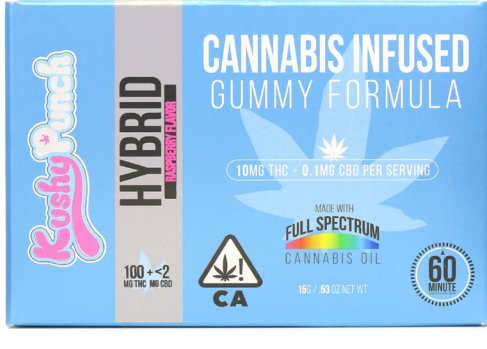
Smokiez Edibles
Sour Blue Raspberry



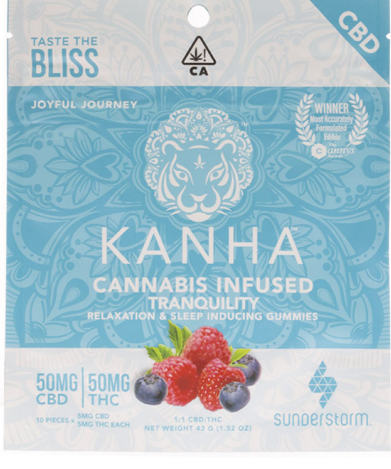
Kiva Confections Wild
Berry Camino Gummies



Smokiez Edibles
Sour Watermelon



Kushy Punch Hybrid
Raspberry Gummies

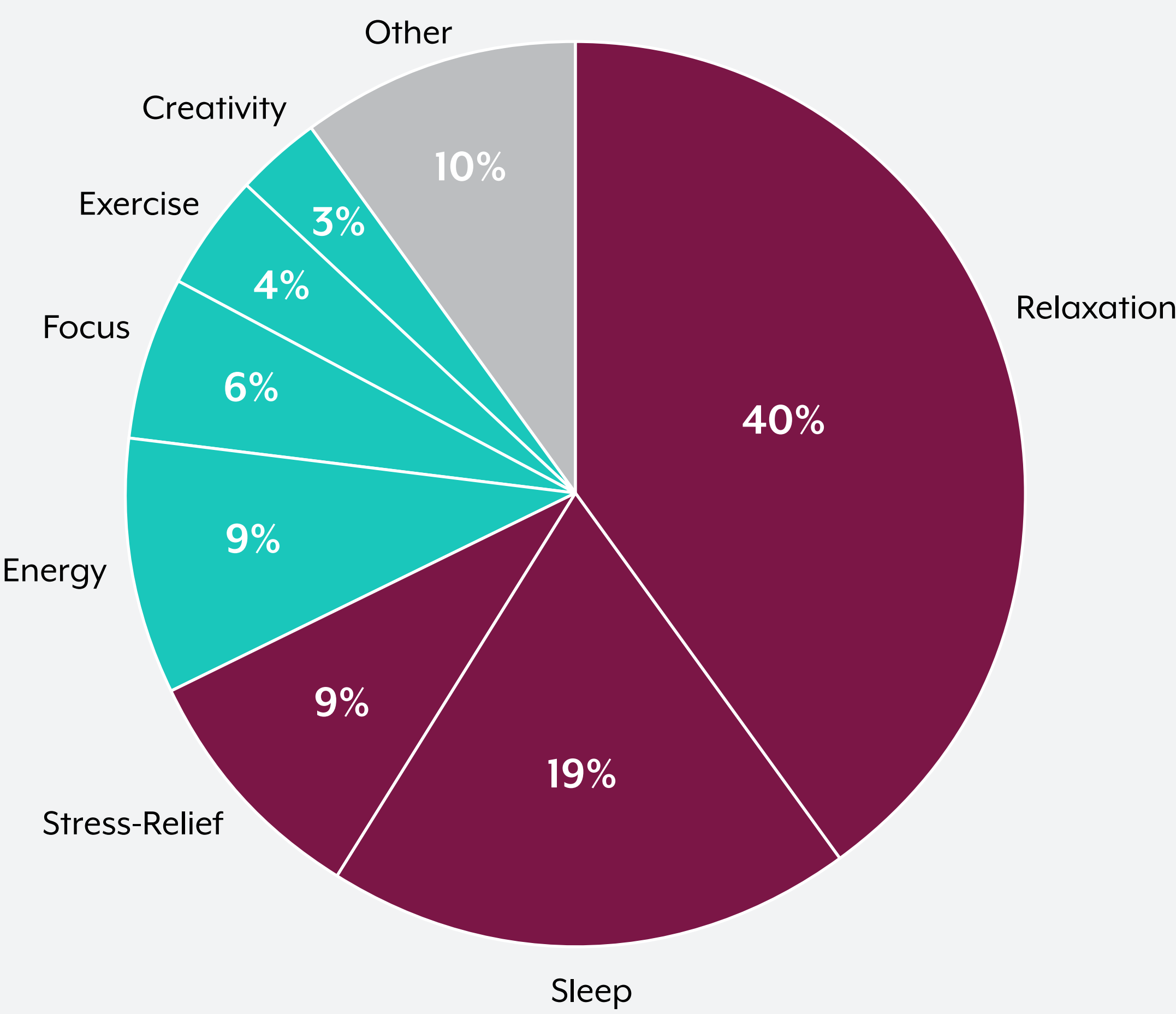


Kanha Blue Raspberry
Gummies

Cannabis Candy Positionings

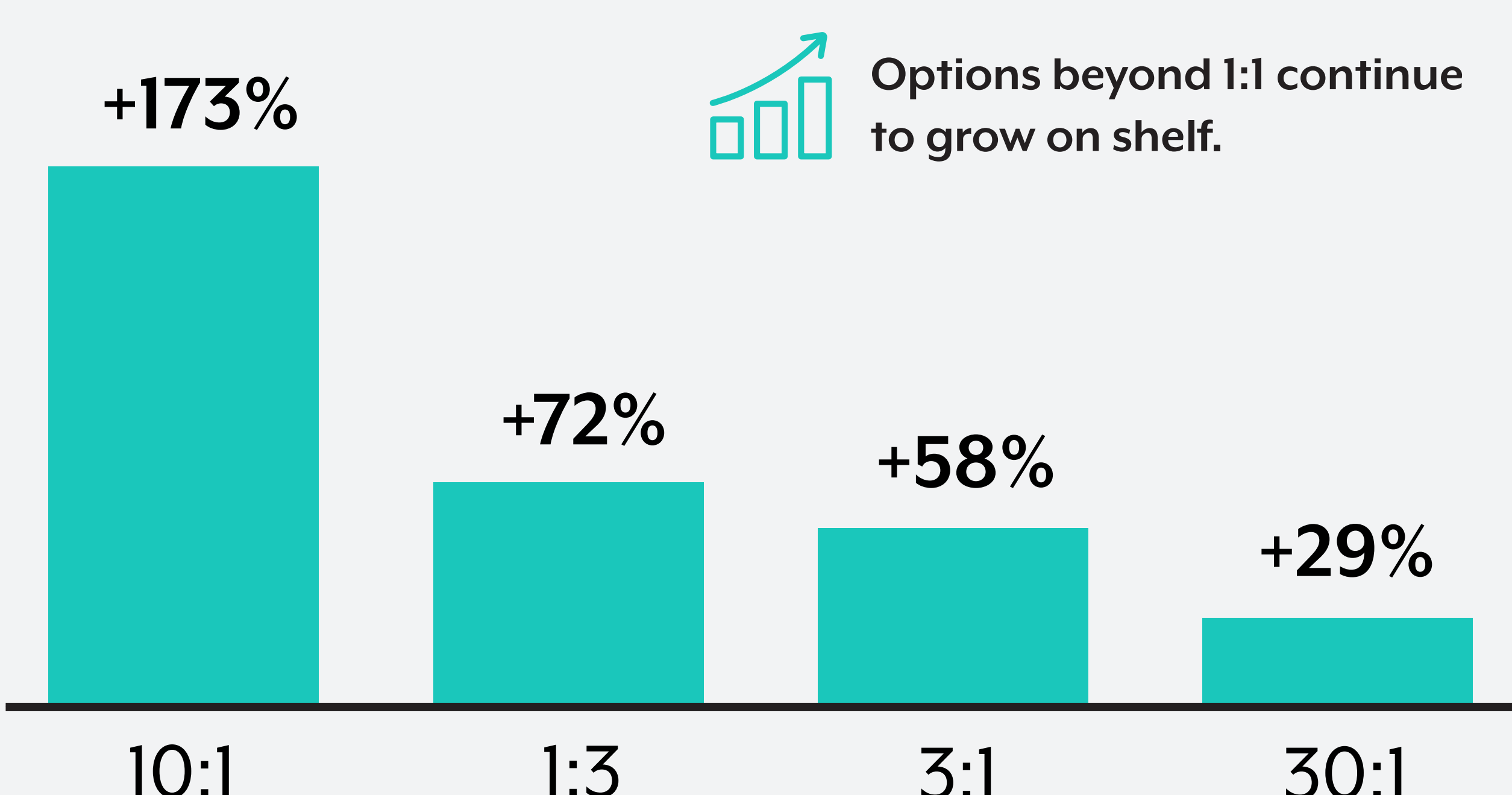
% Share of Shelf

Cannabis candies have two types of positionings: **to unwind** or **to activate**. Products to unwind are most common—relaxation, sleep, and stress-relief make up 68% of candy positionings on shelf. 22% of candy products are positioned to activate energy, focus, exercise, or creativity.

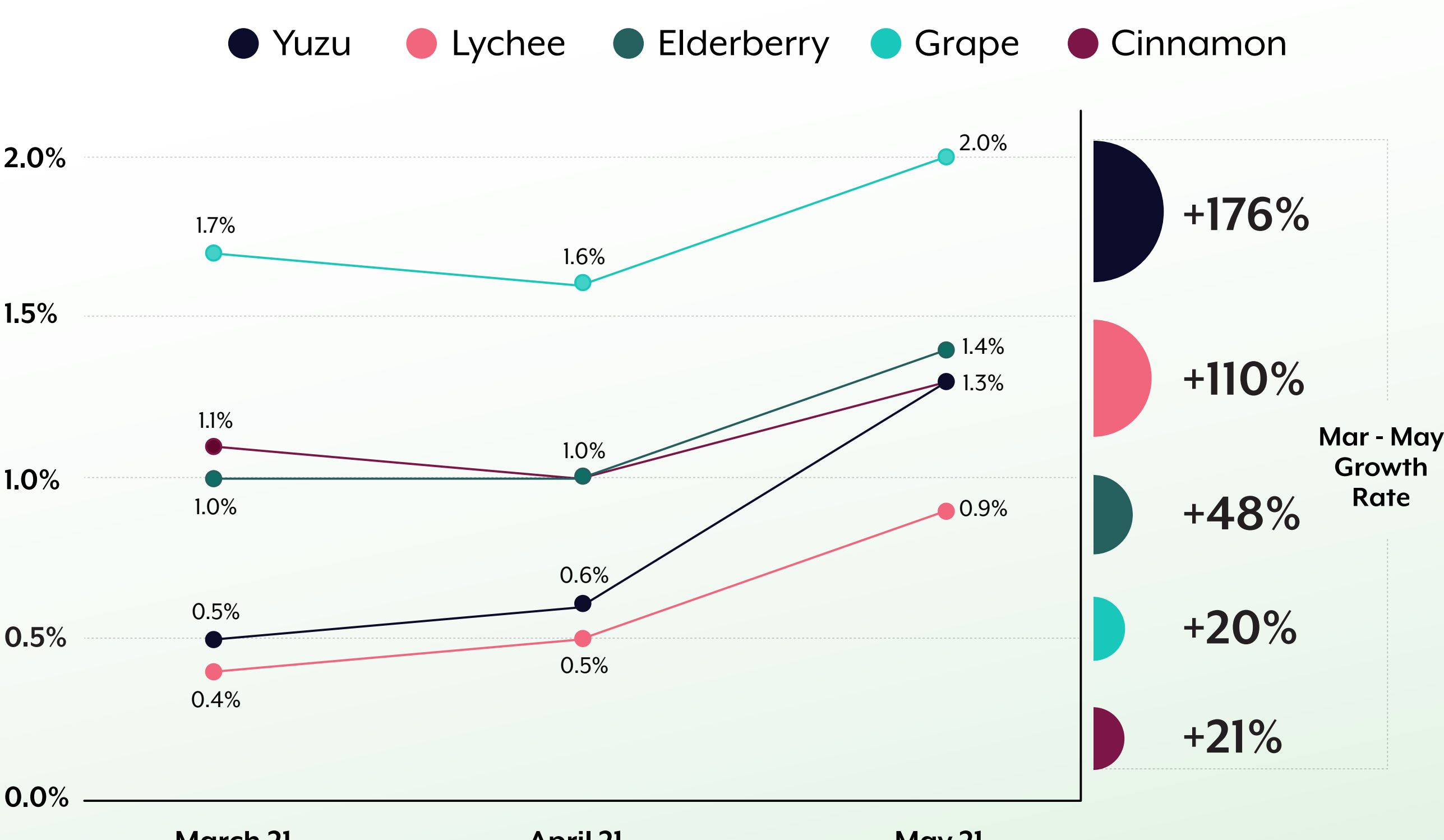


Growing Cannabis Candy THC:CBD Ratios

% Month over Month Growth



Top Growing Cannabis Candy Flavors



Sweet, summery flavors like yuzu, lychee, and grape are growing in distribution as the summer nears.



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