

US Cannabis Distribution

Trends Report: Disposable Pens

JULY 2021



Vaping is most discreet way to inhale cannabis, and disposable pens make it even easier. The consumer need only open the package and puff away in most instances. Disposable pens come in smaller pack size. 300mg pens are the standard, putting them at lower price points than vape cartridges. This affordability and ease of use makes disposable pens perfect for trial or occasional cannabis enjoyment.

Top Disposable Pen Brands

By nationwide distribution



Growing Products on Shelf

SKUs that grew in distribution May to June 2021



Alpine Premium
Disposable Vape Pen –
True OG



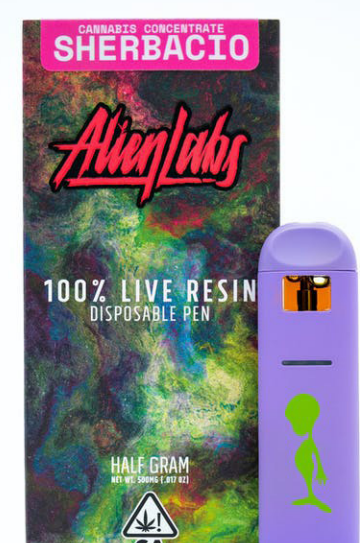
Dime Industries
DIME Disposable –
Apple Gelato



Rove Glue
Disposable



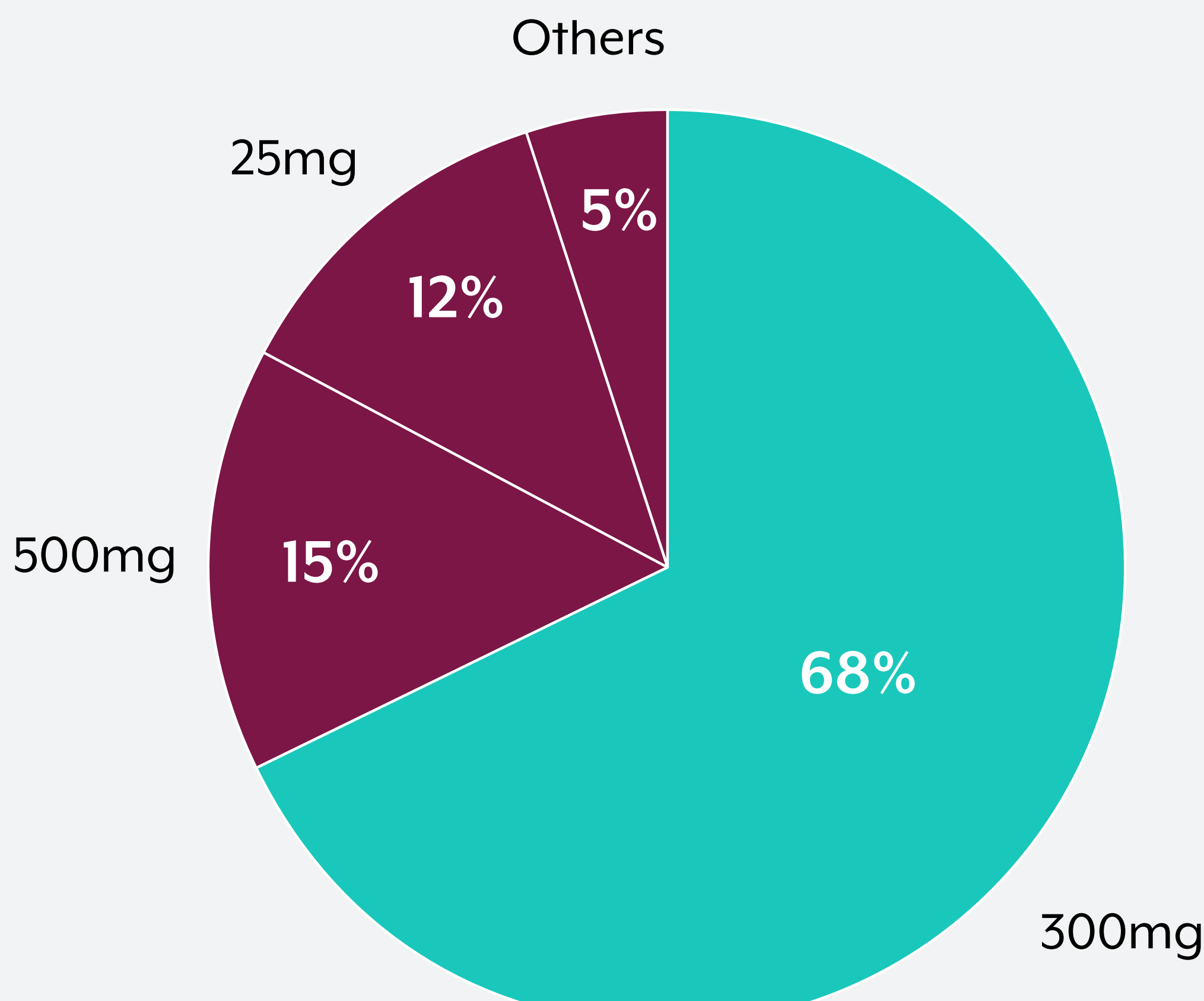
Raw Garden Golden
Kiwi Ready-to-Use
Refined Live Resin™ Pen



Alien Labs 100% Live
Resin Disposable –
Atomic Apple

Pack Sizes on Shelf

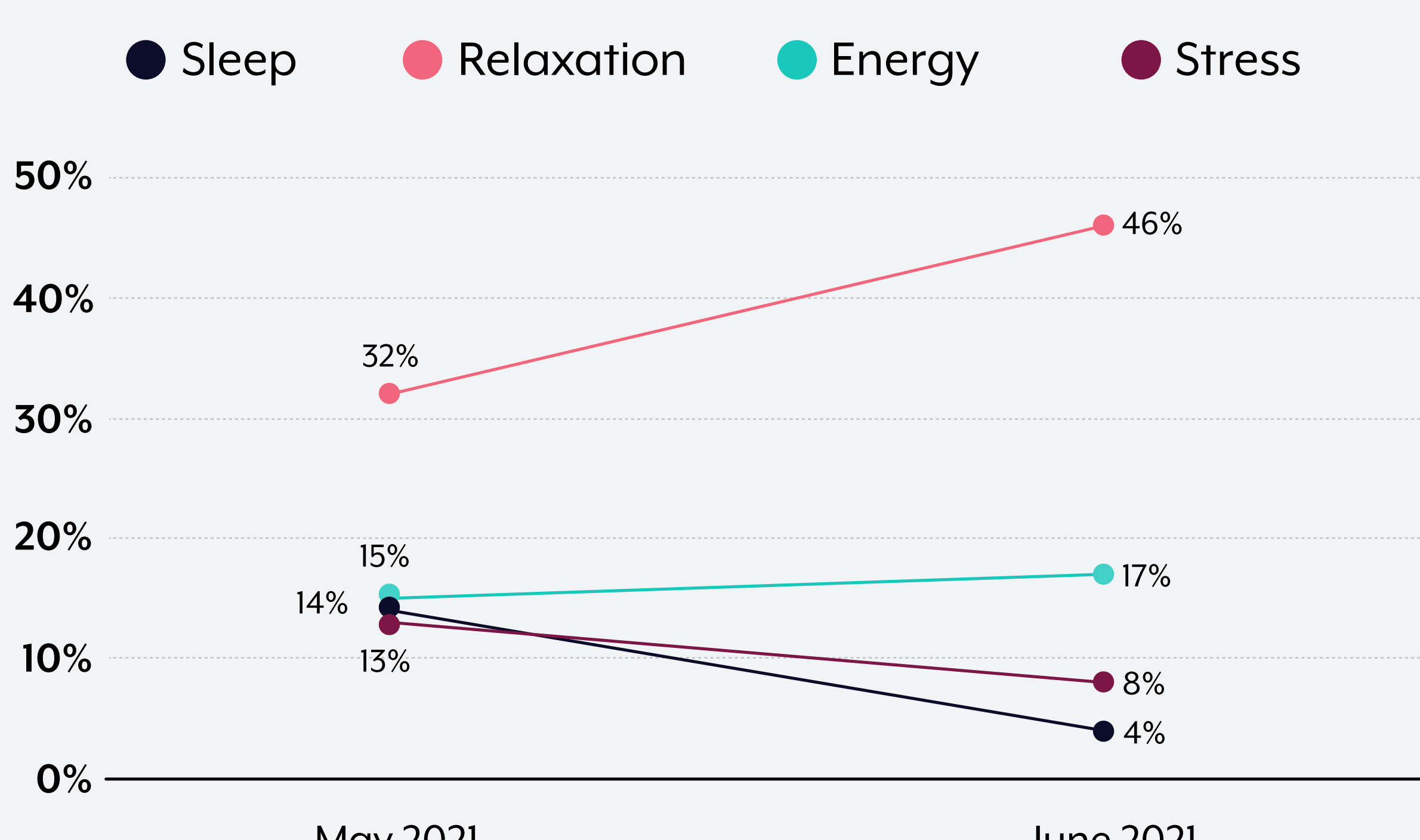
% Share of shelf in June 2021



Disposable pens found their sweet spot at 300mg.

Disposable Pen Positionings

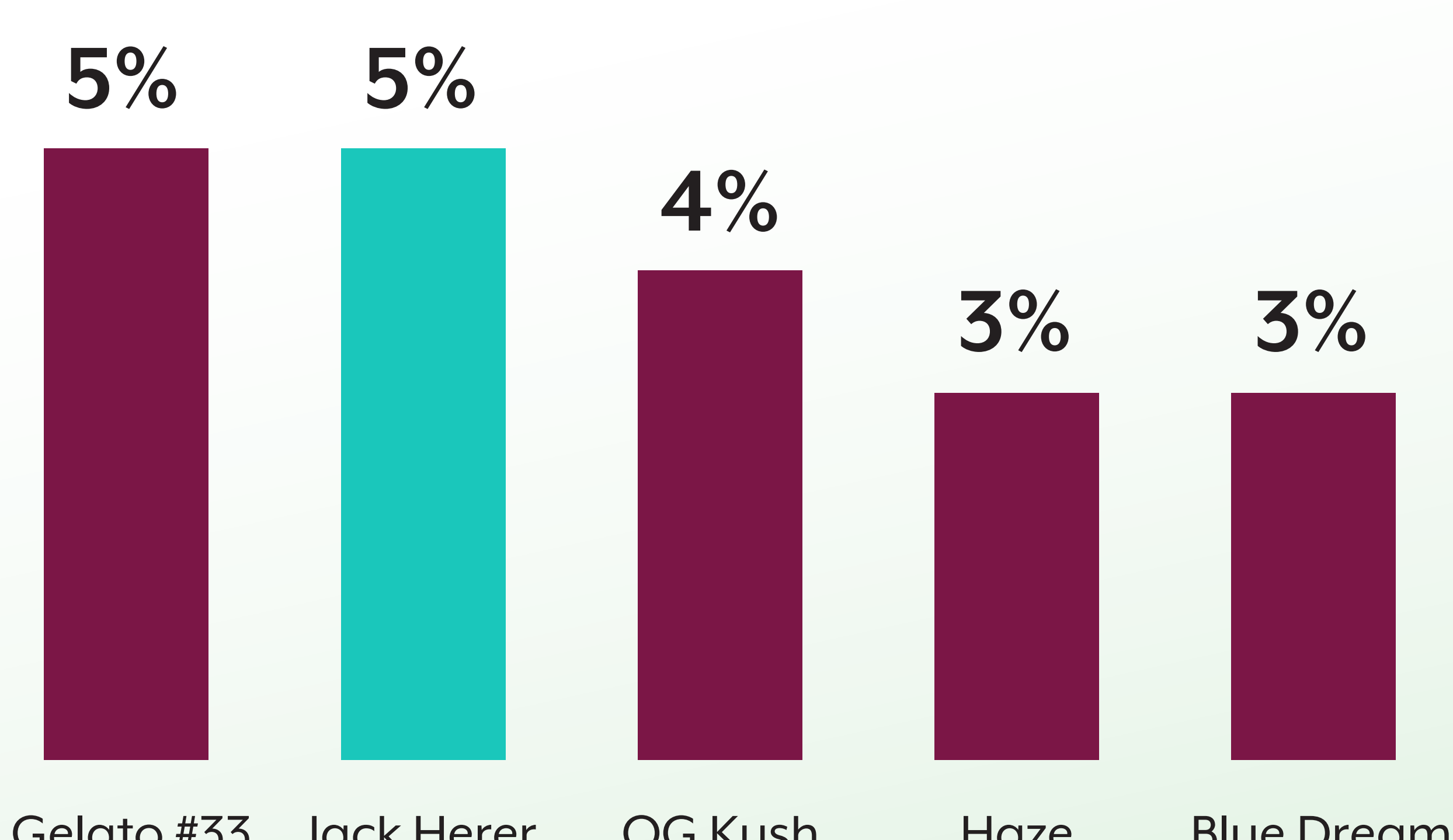
% Share of shelf May to June 2021



The broader positionings of relaxations and sleep won on shelf this month. The more specific occasions of sleep and stress saw reduced distribution in June when compared to May.

Top Disposable Pen Strains

% Share of shelf in June 2021



Jack Herer is a particularly popular strain for disposable pens.



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