

CANADA DISTRIBUTION TRENDS REPORT:

Pre-Rolls

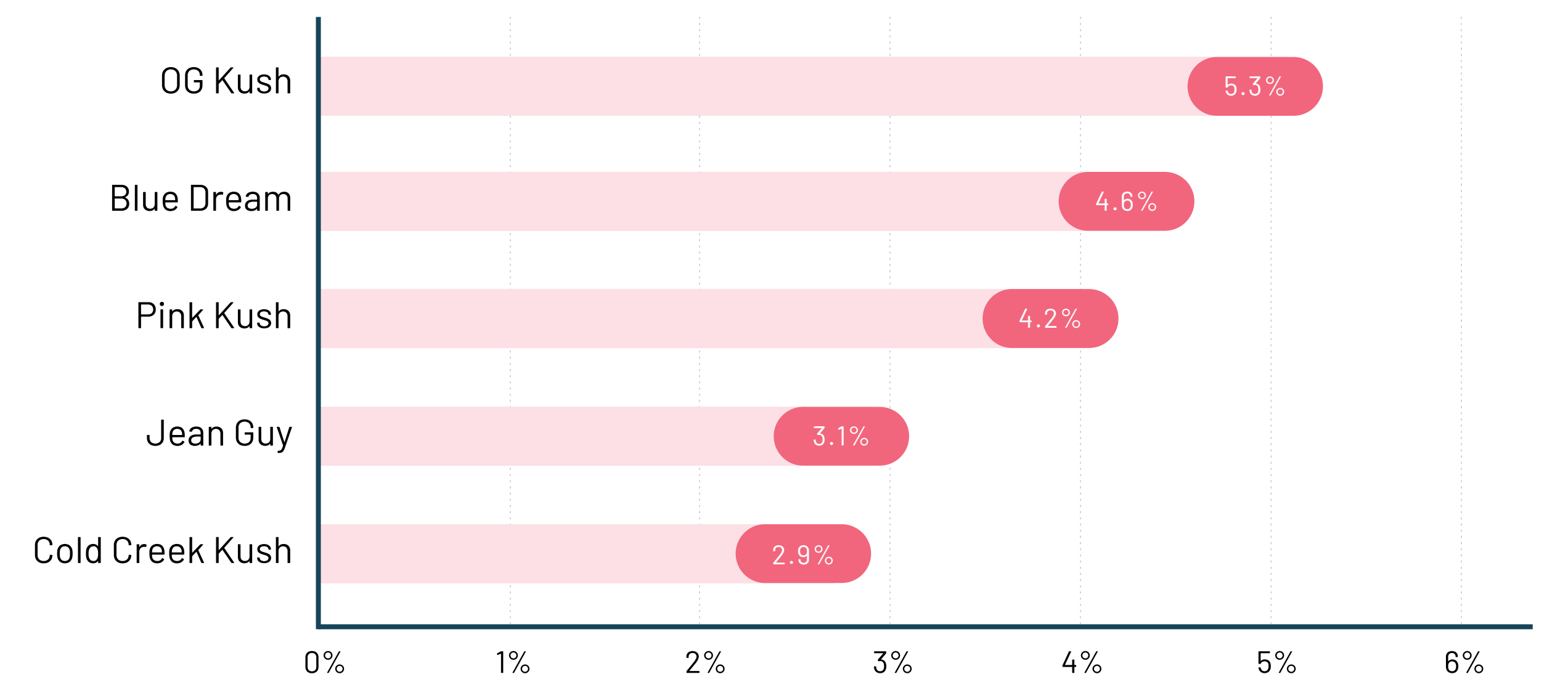
November 2021

Pre-Rolls are a popular product type on shelf and with consumers. 37% of Canadian cannabis consumers report enjoying a pre-roll in the past 6 months, making it one of the most common product types—only second to flower. Flower & pre-rolls make up nearly half—45.6%—of items on Canadian cannabis store shelves.

A licensed producer can expand its product portfolio without getting into extraction by offering its flower strains as both dried bud and in pre-rolls. They range from as little as 0.3g to as much as 2g per pre-roll! For even more diversity, cannabis brands offer pre-rolls in different pack sizes—from one pre-roll in a tube to 10 in a plastic carton.

Top Distributed Pre-Roll Strains

By nationwide distribution in October 2021

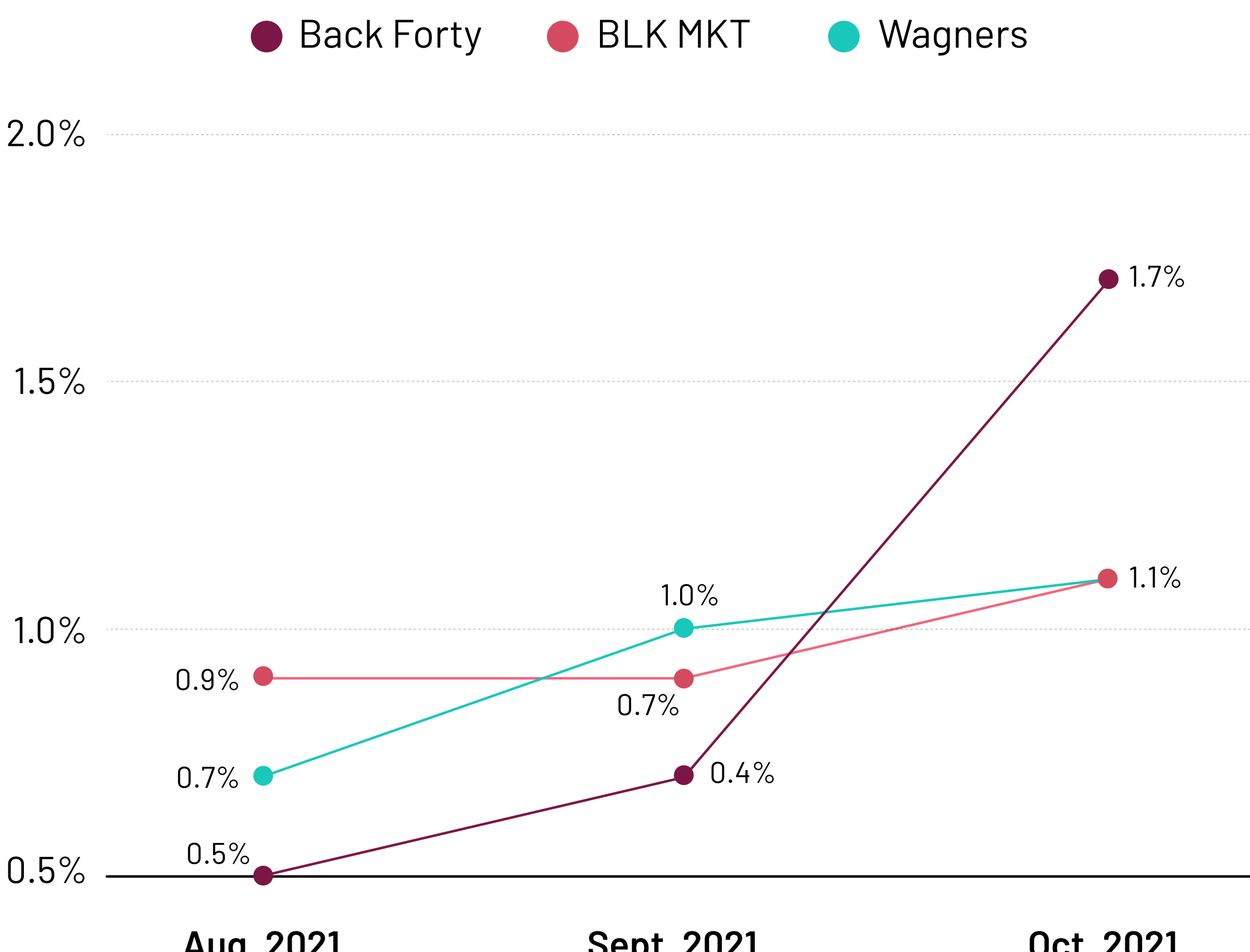


PRODUCT EXAMPLES:

Top Distributed Pre-Roll Brands

Growing Pre-Roll Brands

Pre-roll brands that reached 1% distribution in October 2021



Holiday Cheer with Pre-Rolls

The holiday season is around the corner, and Canadian cannabis brands are celebrating with pre-rolls! As of mid-November, two pre-roll brands have announced holiday-themed pre-roll packs—Redecan and Citizen Stash.



Source: Instagram



Just in time for the holiday season, Redecan has introduced limited-edition 'Wrapped and Redee' Redees in our Glueberry OG strain. These Redees are wrapped in the holiday spirit and are available in three different colored boxes"



Source: citizenstash.com



The 12 Joints of Christmas by Citizen Stash is a pre-roll mixer pack with 12 different strains. Perfect for the cannabis lover on your list, or to share with your friends and family. This special holiday-themed mixed pack won't last long."