

CANADA DISTRIBUTION TRENDS REPORT:

Edibles

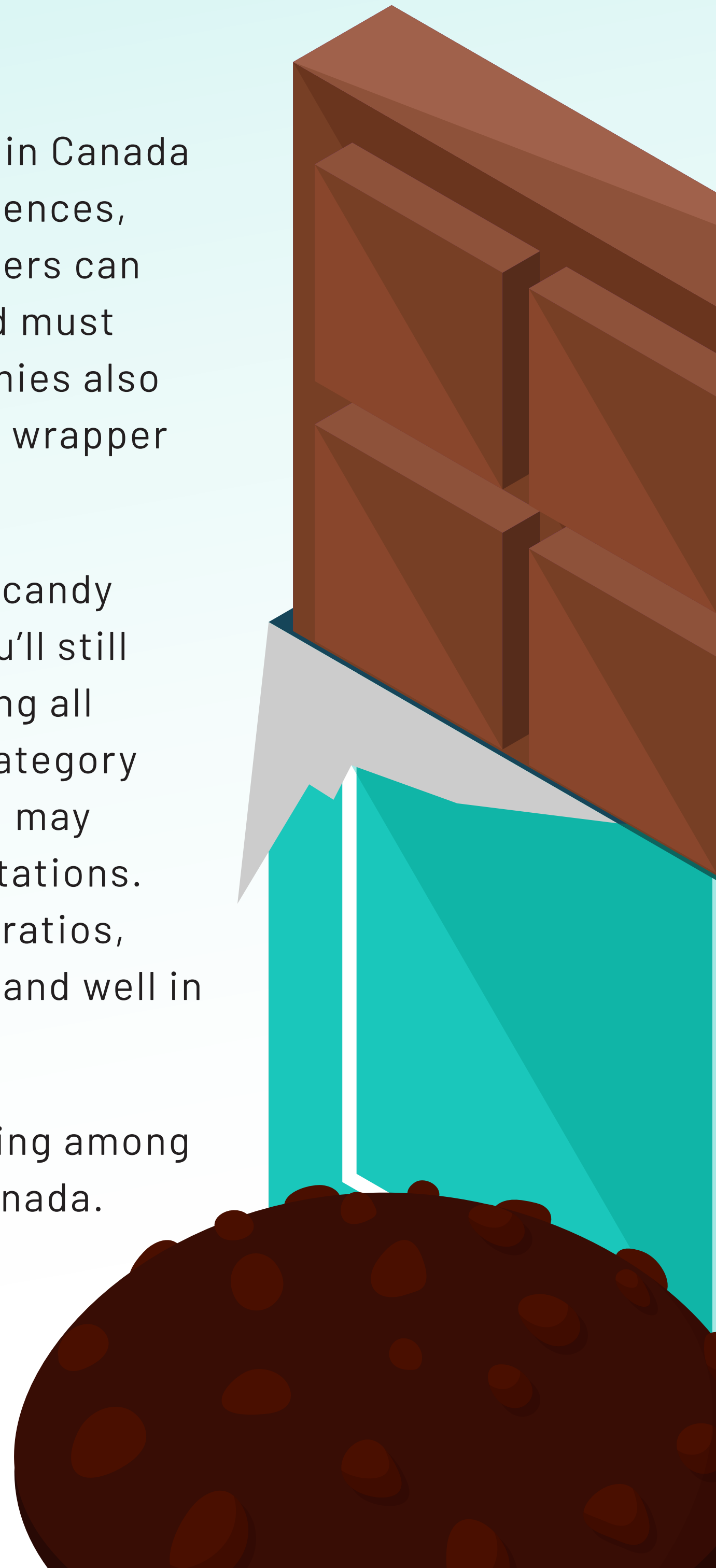


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The edibles category looks a lot different in Canada than it does in the US. Among other differences, Canadian cannabis confectioners and bakers can only include 10mg of THC per package and must follow strict packaging regulations. Gummies also are called “*soft chews*,” and the shape and wrapper of the edible must not appeal to children.

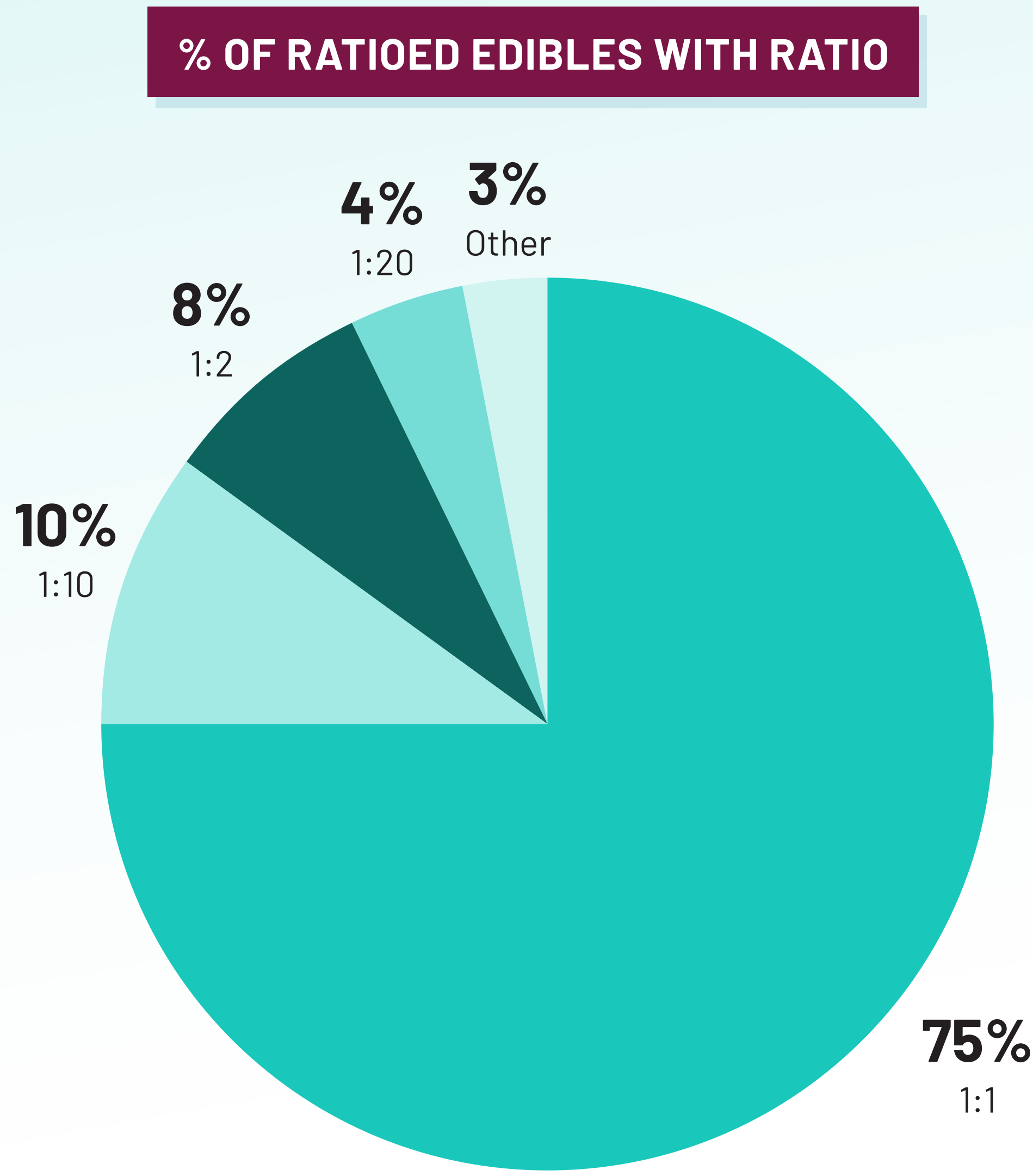
Though you won’t find colorfully wrapped candy bars or 25mg THC gummies in Canada, you’ll still find a world of innovation. Brands are doing all they can to make edibles an interesting category in the hopes of attracting consumers who may be turned off these products’ dosage limitations. Unique flavor combinations, cannabinoid ratios, and extracts are keeping innovation alive and well in Canadian edibles.

Let’s explore some of the attributes growing among candy, baked goods, and chocolates in Canada.



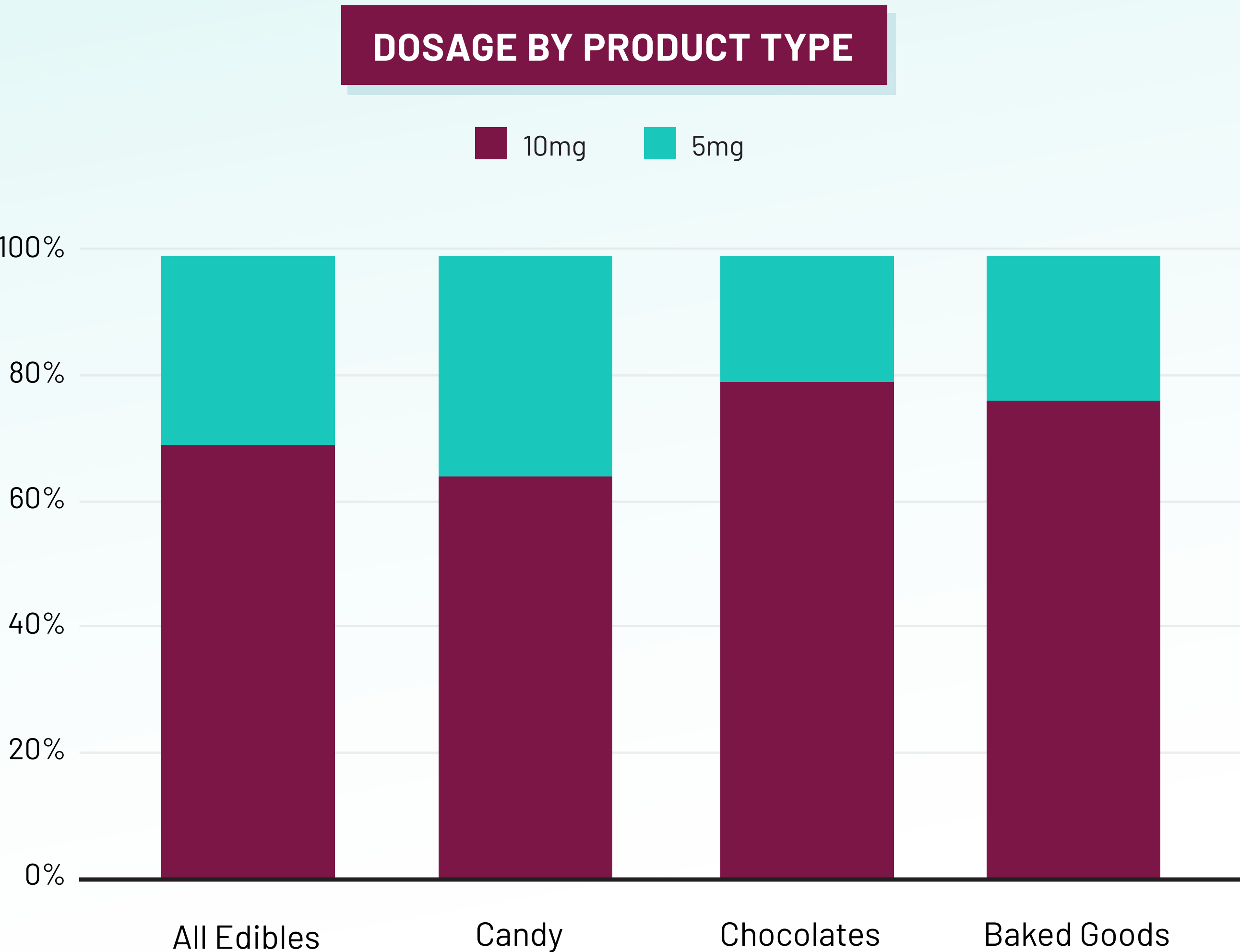
Ratios – All Edibles

With each pack of edibles being capped at 10mg THC, brands looking to increase cannabinoid content in their products have been innovating with CBD dosages. **Balanced ratio products (1:1) reign supreme in the Canadian market: 75% of ratioed edibles products have equal amounts CBD and THC.**



Milligrams by Product Type

Packages of edibles generally include 10mg or 5mg of THC per pack, often split into 2 to 4 servings of 2.5mg or 5mg. While the market skews towards 10mg edible packs, each edible type has its nuances – **5mg is most popular among candy while 10mg dosages dominate chocolates more than any other edibles product type.**



FLAVORS ON TOP



Candy	Baked Goods	Chocolates
Strawberry 13%	Chocolate 26%	Plain Chocolate 46%
Watermelon 9%	Caramel 9%	Chocolate Caramel 9%
Mango 8%	Brownie 8%	Mint Chocolate 4%

Product Highlight: Hash Rosin Soft Chews

Hash rosin is a solventless, terpene-rich extract with an intricate extraction process. A soft chew with hash rosin will yield a different experience than the typical distillate-infused soft chew, as the strain's natural terpenes will have a chance to shine.

The Proper Cannabis Company's hash rosin soft chews are priced \$3 above the upper quartile of cannabis candies – at around \$12 for a 10mg pack containing two chews. The superior extraction used in this product elevates the price, but also provides a genuinely high-end gummy for soft chew aficionados.



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