
Getting High on Cannabis Insights



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US Cannabis Consumer Insights:

Survey fielded quarterly. Responses are collected online from a census-balanced sample of 4,000 unique cannabis users in the United States.

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Summary

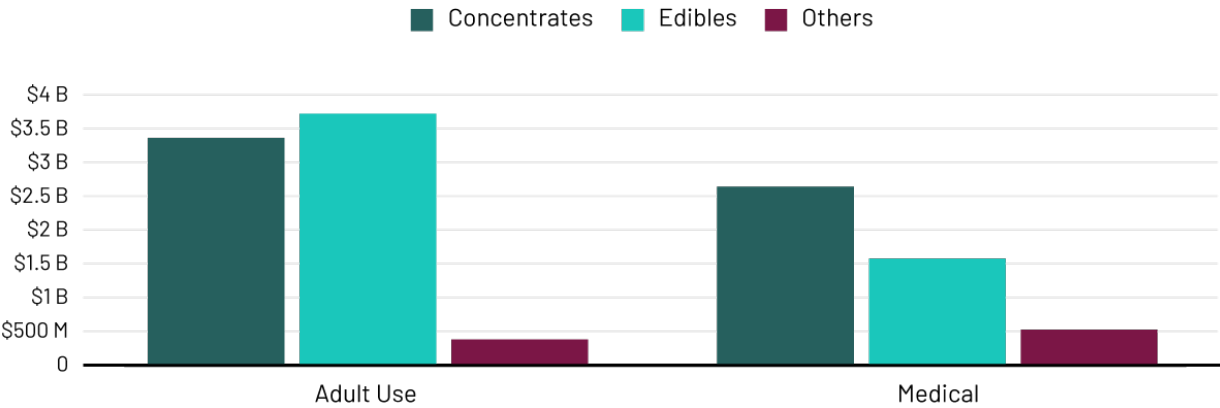
- Overall, we're seeing US markets mature and adopt more adult-use trends in product formats and reasons of use, including from medical patients, creating new product innovation opportunities.
- Consumers are using more cannabis: Increasing incidence of reported daily/multiple times daily use, drop in less frequent usage rates.
- Cannabis use continues to climb among US consumers, per SAMHSA data.



Competitive Landscape

- Current adult-use sales already surpass Brightfield Group projections of future medical market size.
 - Growth in the adult-use market is expected to continue to outpace growth in medical markets by a factor of 3
- That said, medical sales are projected to still make up a significant share of the cannabis market
 - Medical sales are expected to account for ~29% of total cannabis sales in 2026.
- While flower continues to dominate the market, edibles currently are the second fastest growing product type in the U.S.
 - Edibles are expected to grow by 20.5% between 2021 and 2022.
 - Brightfield Group projects edibles will overtake flower as the fastest growing market segment by 2023.
 - Concentrates are expected to overtake flower’s growth rate by 2024, a sign of the increasing popularity of high-potency products.

2021 US CANNABIS VALUE BY MARKET AND PRODUCT TYPE



\$15.5 Billion

Adult-use sales 2021



\$10.4 Billion

Medical sales 2021



\$34.5 Billion

Adult-use forecast 2026



\$14.4 Billion

Medical forecast 2026



15%

Adult-use 2021-2026 CAGR



5%

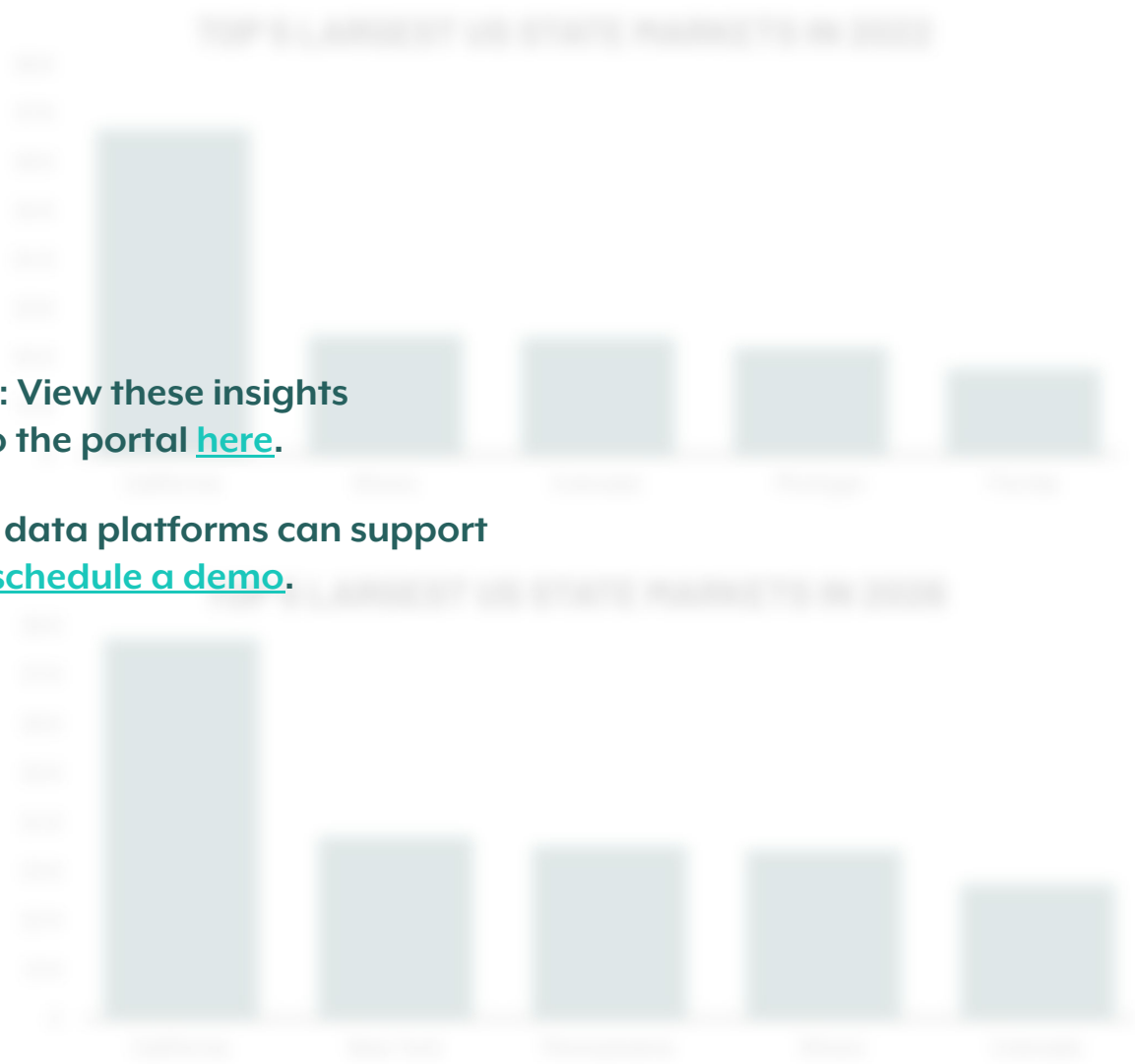
Medical 2021-2026 CAGR

Competitive Landscape (cont.)

- 1. **Market Segmentation:** Understanding the market structure, including the number of players, their market share, and the competitive dynamics. This includes identifying the key players and their competitive advantages.
- 2. **Market Entry Barriers:** Identifying the barriers to entry, such as regulatory requirements, capital requirements, and the presence of established players.
- 3. **Competitive Advantages:** Identifying the competitive advantages of the key players, such as their brand, technology, and distribution channels.
- 4. **Market Dynamics:** Understanding the market dynamics, including the rate of innovation, the pace of market growth, and the potential for consolidation.

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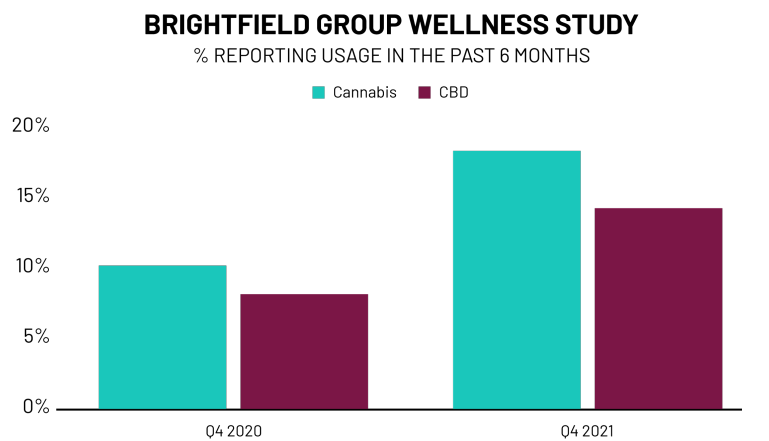
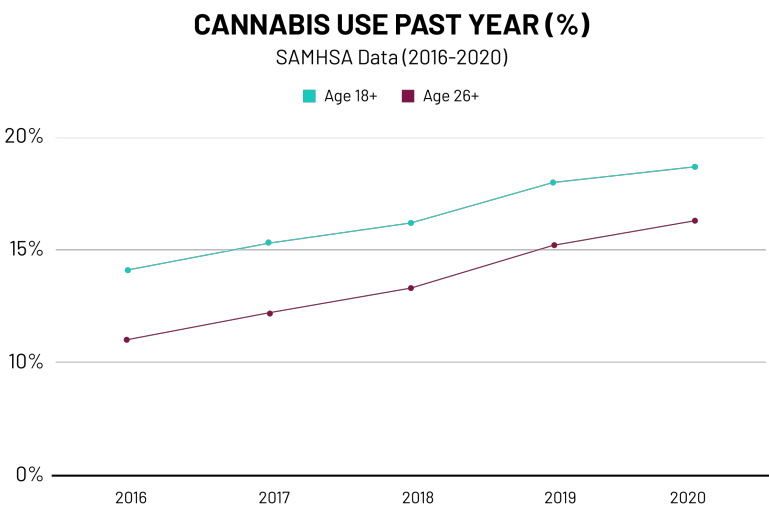
Consumer Trends: A Shifting Tide

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Consumer Trends: Growing Routine

- According to the SAMHSA, 19% of Americans 18+ used Cannabis in the past year — showing rapid growth since 2016.
- Within Brightfield Group’s Evergi Wellness survey, of the general population, the incidence among adults 21+ has rapidly increased over the past year (10% vs 18%).
- CBD use (14%) continues to rise at a similar rate of use, but interestingly Cannabis still leads overall, despite CBD being federally legal.



Consumer Trends: Growing Routine (cont.)

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Consumer Preferences: Evolving Desires

- From Social Listening data:



Josh
@IceburghSlimm

I got @GTIGrows Brownie Scout # 3 Orange Rollz Gelato # 33 and Dosi Do rolled up and put in the air to relax and calm my nerves for this @steelers game #HereWeGo

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Market Highlight: Arizona

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Market Highlight: Arizona (cont.)

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Persona Update: Daily Pain Attackers

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Product Spotlight: Concentrated Cultivars

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Key Takeaways

- Concentrates continue to be a value-add for producers, and with more medical patients turning to these products, **there is an opportunity for brands to start positioning high-potency products as "relievers" for both medical & adult-use markets.**
- **Gummies are another product category experiencing rapid growth** (greater than other edible categories). These products easily **can be marketed to both adult-use and medical patients seeking higher potency items.**
- With flower products remaining dominant and even increasing market share in some states, **curating a genetic library that marries market staples with unique/exotic offerings can help attract a wider swath of flower consumers.**
- Relatedly, **live resin/live rosin concentrates** (whether in raw or cartridge form) **can be useful product formats for producers to highlight those genetic offerings while enjoying strong margins.**
- Brands looking to expand their medical footprint should be able to do so with minor tweaks to their offerings and product positionings, as **medical consumers appear to be following broader market trends.**



Identify your next opportunity and delight your customers with user-friendly data on:



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Health



Consumer
Insights



Market
Landscape



Distribution
Trends

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Brightfield Group is the leading research firm for emerging categories including CBD, cannabis, and wellness. By integrating multi-source data with AI and research expertise into our cross-comparable data lake, we uncover robust insights as new markets develop. We have helped Marketing, Innovation, and Insights leaders drive customer-centric strategies on their next big idea since 2015.

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