



# Concentrates: The Hottest Product Category in Cannabis

A Cannabis Intelligence Briefing Series Report



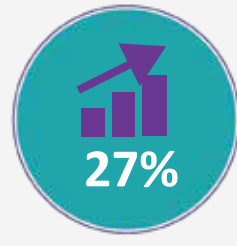
## A Sampling of Key Insights\*

Cannabis concentrates have emerged as the fastest-growing of the three major segments of the legal cannabis market—flower, concentrates, and edibles. BDS Analytics' GreenEdge™ Retail Sales Tracking platform data shows that consumers, particularly those in adult-use markets, are gravitating toward this stronger, discrete, portable product category. Retail consumer appeal is propelling concentrates toward an estimated \$8.4 billion in retail sales by 2022.

Consumer spending on cannabis concentrates in the United States is **projected to grow 49% to reach \$2.9 billion** in 2018, second in size only to sales of flower.



Concentrates' share of total dollar sales will reach **27% of all U.S. cannabis product sales** in 2018, after making up just 10% of all products sold in 2014.



By 2022, U.S. concentrate product sales are estimated to hit \$8.4 billion and **nearly match the \$8.5 billion in flower sales** forecasted.



**58% of concentrate spending in 2018 will come from prefilled vaporizers**, a market dominance likely to grow over the next five years.



**Vape cartridge products are forecast to reach an 80% share** of concentrate sales and garner nearly \$6.5 billion by 2022.



The top 5 concentrate brands in Colorado **composed more than 70% of total concentrate sales** in 2017.



*"Technology is revolutionizing a product category that began as hand-rubbed hash in the Middle East centuries ago. We believe the growth of the concentrate market will continue as the cannabis industry evolves and consumers look toward new and innovative delivery methods that fit their lifestyles."*

**Tom Adams**  
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\*These insights are featured in the Concentrates: The Hottest Product Category in Cannabis report