A Sampling of Key Insights*

From naming and branding to product development, cannabis edibles companies are leading the industry out of the prohibition era. They are gaining share of the consumer dollar, to be sure; but more importantly, they are becoming the public face of cannabis in dispensary display cases, and “normalizing” cannabis in the public eye.

Consumer spending on cannabis-based food & drink reached an estimated $1B in 2017 in North America, representing about 11.4% of the total $9.1B in consumer spending on consumable cannabis in the region.

The majority of cannabis edibles sold in the US fall into the candy and chocolate categories. The two categories accounted for an estimated $598M in sales in 2017, or just over 60% of the $991M in total U.S. consumer spending on cannabis edibles.

The edibles category in Colorado has outpaced overall cannabis sales growth significantly (35% CAGR vs. 25% CAGR) between the first quarters of 2014 and 2018. Flower growth trailed at 17%.

Packaging is an essential component of edibles manufacturing. Compliant child-resistant packaging can account for as much as a third of the total bill of materials of the final product. Regulatory changes related to packaging, even in established markets, are ongoing.

“*These insights are featured in the The Tasty Future of Cannabis Edibles report.*

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