

# BDSA QUICK HITS: MICHIGAN MARKET

Michigan retail sales data now  
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Michigan's transition into a fully-legal cannabis market has been rocky, but the adult-use market is starting to find its groove. Legal sales in 2020 totaled slightly less than \$1B, with more than half of that coming from adult-use. This channel will continue to drive legal sales in Michigan over the next five years, and by 2026 will make up more than 80% of total legal sales in the state.



**\$947.5M**

Michigan legal cannabis sales in 2020



**+15.5%**

Five-year adult-use CAGR (2021-26), compared with a total legal CAGR of 7.3%



**57% → 82%**

Share of dollar sales coming from the adult-use channel (2021 and 2026)

Michigan is a "Top 10" market, according to BDSA's US Market Forecast: it was the seventh-largest cannabis market in the US in 2020 and is forecast to be the ninth-largest in 2026 with more than \$1.5B in annual cannabis sales.



**\$1.7B**

annual legal cannabis sales by 2026