



ESSENTIAL CANNABIS

# INSIGHTS

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## EAST COAST CANNABIS POWERHOUSES: MASSACHUSETTS, MARYLAND AND PENNSYLVANIA MARKET SNAPSHOTS

When the Arizona adult-use market launched in early 2021, the US passed a landmark of 30% of the 21+ population having access to legal cannabis. By 2024, this number is forecast to grow to 44%, with Northeast markets coming online in this period expected to bring legal cannabis to an additional 16% of the US adult population. Should DC, PA, MD, NH, RI and DE follow the example set by other Northeast states with adult-use, they will add another 8% to the total of US adults with legal cannabis access.

With consumer penetration in existing adult-use markets expanding and more markets coming online each year, BDSA expects legal cannabis sales to reach ~\$25 billion in 2021, growing to ~\$48 billion by 2026. The list of top contributors to growth by 2026 spans across the country and includes both mature markets like California and new markets like Ohio. Notably the markets of Maryland, Pennsylvania and Massachusetts are expected to be among the top contributors of growth in the next five years. These three Northeast states are forecast to bring in a combined ~\$6 billion in legal sales by 2026.

These three Northeast states are vastly different, with Massachusetts having a developing but strong Adult-Use market, while Maryland and Pennsylvania are developing promising Medical-only markets, but some common trends are apparent across all three.

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## **Multi-state operator brands remain strong in northeast markets:**

While all three states have differing licensing schemes, Massachusetts, Maryland and Pennsylvania have all seen MSO brands take up a sizable share of legal sales. Green Thumb Industries' subsidiary brand Rythm claimed a top five spot in all three markets, while Chicago-based Cresco Cannabis and Verano were also able to edge their way into the top five. Grassroots Cannabis, a subsidiary of Massachusetts-based Curaleaf, also made it into the top five brands ranking in Pennsylvania and Maryland.

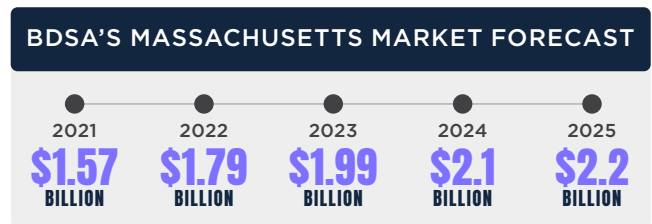
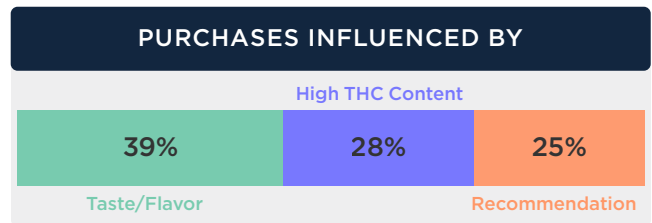
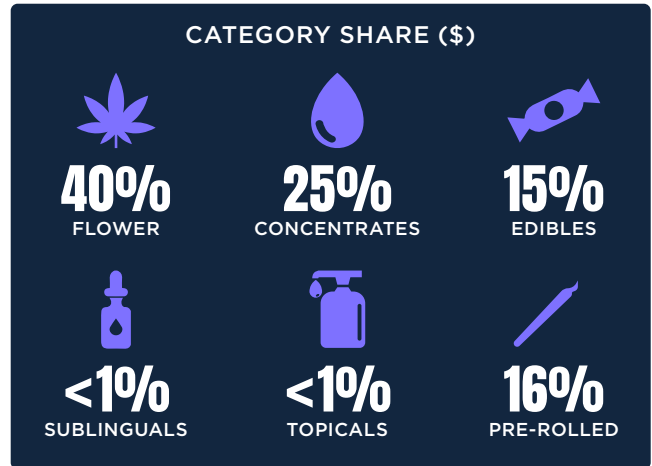
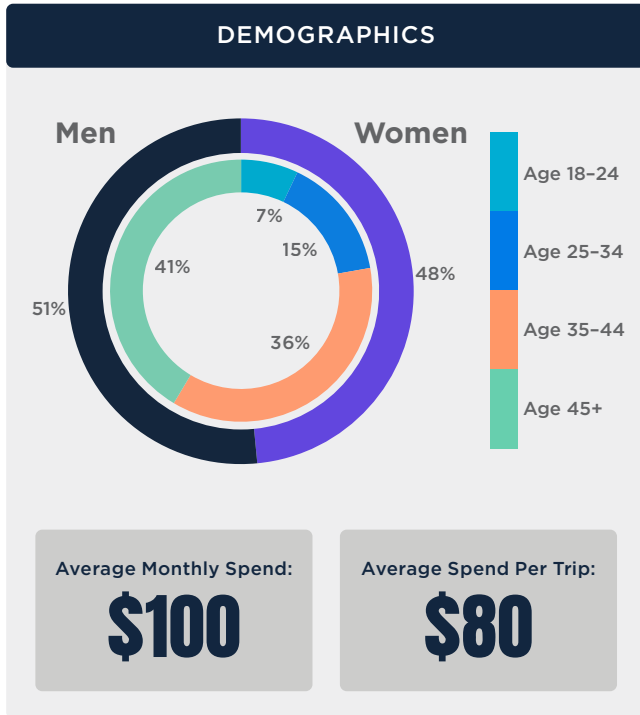
## **Product restrictions affect category share, but flower and concentrates retain the top spots across all states:**

Flower claims the largest share of category sales in Massachusetts and Maryland, as we've come to expect in most legal markets. Pennsylvania breaks from the norm with concentrates taking up the largest share of category sales, likely due to the restrictions that the state imposes on most edible formats.

## **Massachusetts, Maryland, and Pennsylvania all see similar monthly spending and per-shopping trip spending:**

BDSA Consumer Insights data show that consumers in all three states claim to spend the same amount on cannabis per month. Average spending per dispensary trip also comes very close across all markets, with Maryland consumers claiming to spend slightly less than those in Massachusetts and Pennsylvania.

# MASSACHUSETTS STATE SNAPSHOT



**24%**  
OF SUBLINGUAL PRODUCTS SOLD CONTAIN CBD

**41%**  
OF ALL VAPE SALES ARE DISTILLATE CARTRIDGES

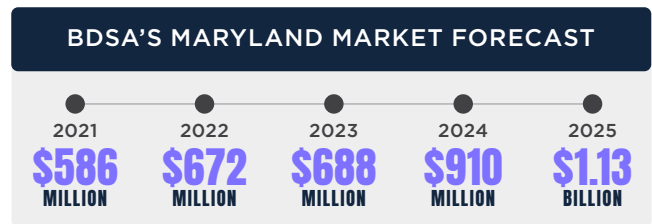
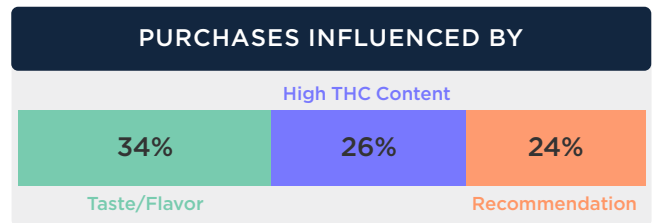
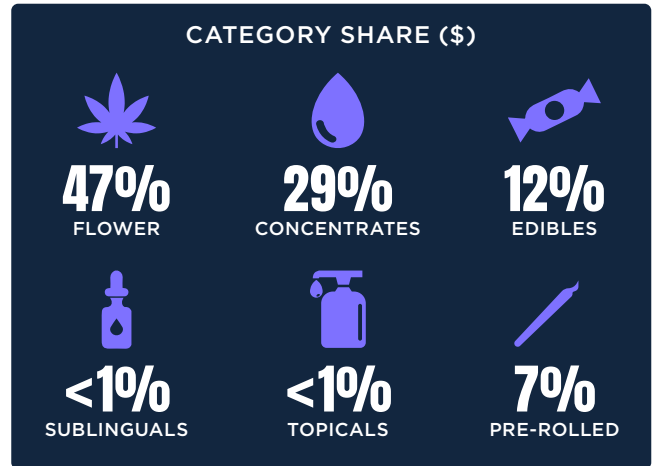
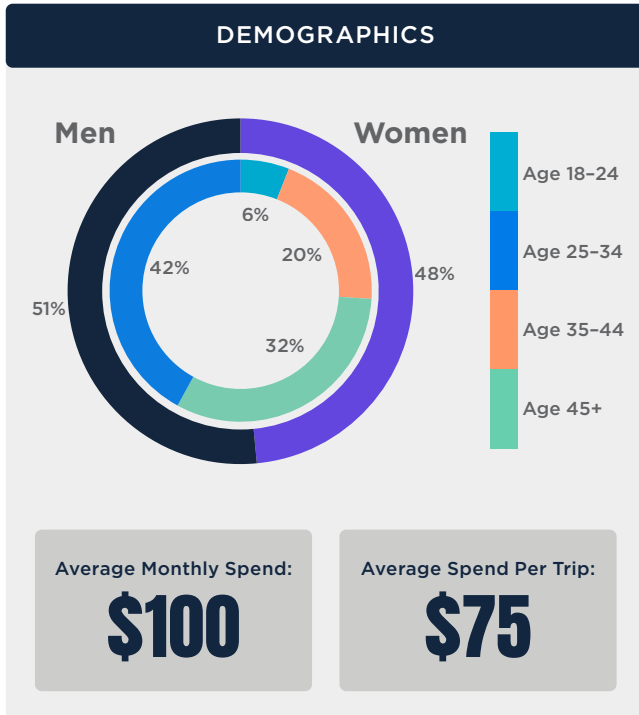
### TOP-SELLING

GUMMY CANDY FLAVOR  
**WATERMELON**



Sources: Consumer Insights Data, Spring 2021, Massachusetts BDSA Retail Sales Tracking Data, Q3, 2021

# MARYLAND STATE SNAPSHOT



**50%**  
OF SUBLINGUAL PRODUCTS SOLD CONTAIN CBD

**51%**  
OF ALL VAPE SALES ARE DISTILLATE CARTRIDGES

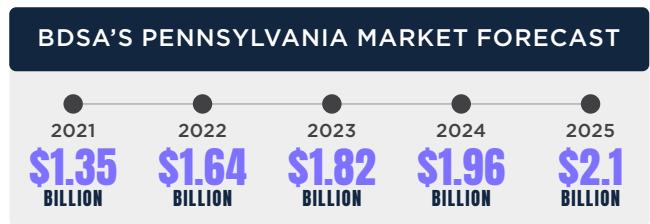
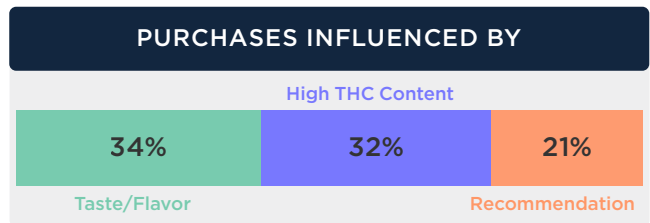
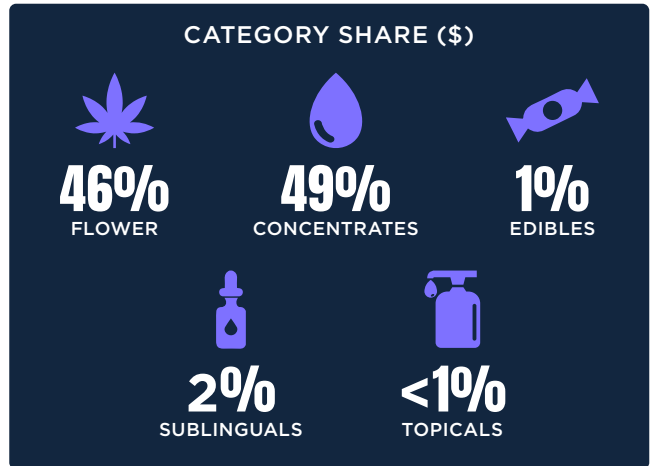
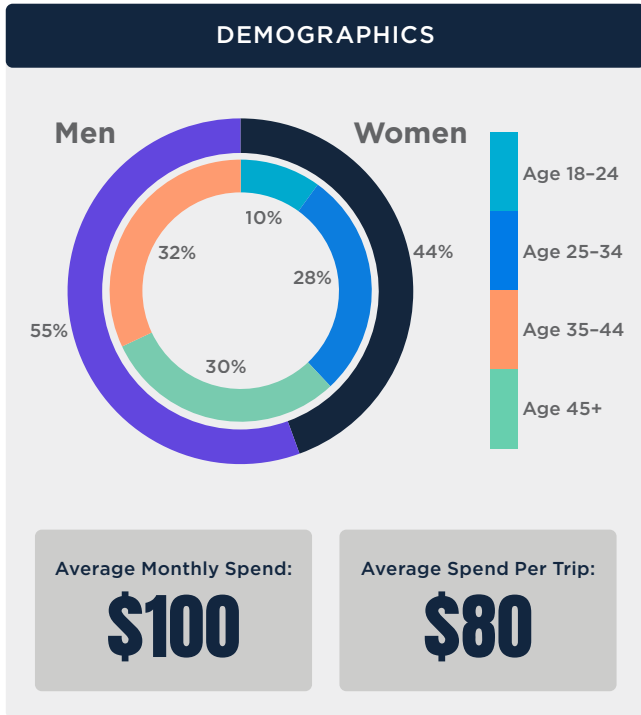
### TOP-SELLING

GUMMY CANDY FLAVOR  
**GINGER MANGO**



Sources: Consumer Insights Data, Spring 2021, Maryland BDSA Retail Sales Tracking Data, Q3, 2021

# PENNSYLVANIA STATE SNAPSHOT



**64%** OF SUBLINGUAL PRODUCTS SOLD CONTAIN CBD

**36%** OF ALL VAPE SALES ARE DISTILLATE CARTRIDGES



Sources: Consumer Insights Data, Spring 2021, Pennsylvania BDSA Retail Sales Tracking Data, Q3, 2021