



Price. It's complicated.
How cannabis pricing differs from
other consumer goods

Webinar: December 2, 2021

Objective

Since its legalization in Canada, cannabis production and retail has blossomed from a seedling industry into one of North America's most rapidly developing markets. As the industry grows toward full maturity, we decided to look at how pricing in the market has evolved.

The goal? To better understand pricing dynamics in both the Canadian and American adult-use cannabis markets.

Methodology

We examined BDSA and Hifyre retail sales data from the first half of 2021 for insights and studied Deloitte's and BDSA's 2021 consumer insights surveys to inform our opinion.

Five observations

- Price matters
- National pricing does not exist
- Consumers will pay more for worthy products
- Brands don't yet command premium pricing
- The laws of economics are still the laws of economics

Takeaways

- Know the business
- Optimize the company's operational efficiencies
- Know the consumer

[Click here to read *Price. It's complicated.*](#)





About Deloitte

Deloitte provides audit and assurance, consulting, financial advisory, risk advisory, tax, and related services to public and private clients spanning multiple industries. Deloitte serves four out of five Fortune Global 500® companies through a globally connected network of member firms in more than 150 countries and territories bringing world-class capabilities, insights, and service to address clients’ most complex business challenges. Deloitte LLP, an Ontario limited liability partnership, is the Canadian member firm of Deloitte Touche Tohmatsu Limited. Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee, and its network of member firms, each of which is a legally separate and independent entity. Please see www.deloitte.com/about for a detailed description of the legal structure of Deloitte Touche Tohmatsu Limited and its member firms.

Our global Purpose is making an impact that matters. At Deloitte Canada, that translates into building a better future by accelerating and expanding access to knowledge. We believe we can achieve this Purpose by living our shared values to lead the way, serve with integrity, take care of each other, foster inclusion, and collaborate for measurable impact.

To learn more about Deloitte’s approximately 312,000 professionals, over 12,000 of whom are part of the Canadian firm, please connect with us on [LinkedIn](#), [Twitter](#), [Instagram](#), or [Facebook](#).

© Deloitte LLP and affiliated entities.