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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.





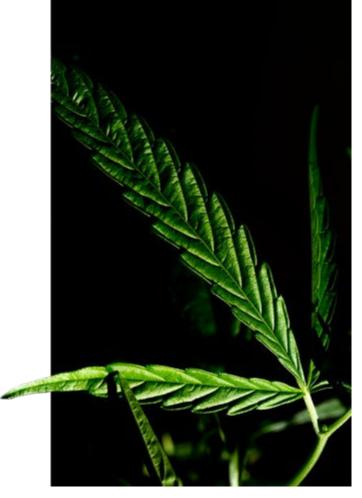
Five observations

- 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



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