

# ESSENTIAL CANNABIS BDSA INSIGHTS

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## MSOS AND VAPE BRANDS HOLD ON TO TOP SPOTS (\$ SALES) IN BDSA'S TOP Q1 2022 CANNABIS BRANDS LIST

The first quarter of 2022 has just closed and BDSA's analysis of the top selling (\$) cannabis brands across markets shows stability at the head of the pack, with some jockeying for a position in the top five. As seen previously, multi-state operators and vape brands dominate.

**INTRODUCING BDSA's Q1 2022 Best Selling Cannabis Brands (AZ, CA, CO, IL, MA, MD, MI, MO, NV, OR, PA):**



RYTHM



Select



CRESCO™



## The Whys Behind the Top Cannabis Brands:

- **INHALABLES DOMINATE:** ~60% of cannabis consumers prefer using inhalable products per BDSA's ongoing Consumer Insights data, and those preferences are evident in the sales of these categories across all BDSA tracked markets. Inhalables, including flower, vape, and other concentrates, accounted for ~85% of dollar sales year-to-date 2022.
- **VAPE HOLDING STRONG:** Vape sales have accounted for ~25% of total dollars across BDSA-tracked markets YTD 2022. Vapes are the second most preferred inhalable product after flower, with 23% of cannabis consumers in adult-use and medical states citing vape as their preferred inhalable format.
- **BORDER CROSSING:** The US legal cannabis market is highly fragmented and operating across state borders is more difficult for cannabis companies than most others, but a requirement for top brands. The top five brands in BDSA's list are in at least four and as many as seven of the markets listed above.

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## INTRODUCING BDSA's Q1 2022 Best-Selling Cannabis Brands:

### Cresco Cannabis

Cresco has generated over \$93 million in sales in Q1 2022 across AZ, CA, IL, MA, MD, and PA, and holds first-place in BDSA's top-five brand list for 1Q 2022. The company's offerings include: vapes (56% of brand sales), flower (29%), pre-roll (<1%) and dabbables (15%).

### Rythm

The leading brand of Green Thumb Industries, Rythm continues to hold second-place and has been holding strong as one of the best-selling brands in 2022. Offering a product portfolio of flower (44% of brand sales), vape (52%) and concentrate products (4%), Rythm sales reached ~\$93 million in Q1 2022 in MA, IL, PA and NV.

### Stiiizy

Stiiizy has expanded rapidly, becoming the best-selling vape brand across all BDSA-tracked markets and holding on to the third ranked spot in Q1 2022. The company generated ~\$91 million in sales Q1 2022.

### Select

Curaleaf subsidiary Select Oil is one of the biggest players in the cannabis vape market, with products available across 17 states. Select has also made a splash with their Select Squeeze beverage additive, which claimed a spot among the top twenty beverage SKU's of 2022 so far. The brand has seen ~\$70 million in sales so far in 2022 across AZ, CA, CO, IL, MA, MD, PA and OR.

### Wyld

A top edible brand across BDSA-tracked markets, Oregon-based Wyld has used their dominant position in the Edible category to fight their way into the top five list of cannabis brands across all BDSA-tracked markets. With ~\$60 million in sales across AZ, CA, CO, MI, NV and OR, Wyld has become a mainstay in Mature Markets.