



# ESSENTIAL CANNABIS INSIGHTS

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## 5 BRANDS TO WATCH IN THE MICHIGAN MARKET

Michigan is one of the longest operating legal cannabis markets in the nation, having been an early mover in the medical cannabis movement since the legalization of medical use in 2008. In the following years, the Michigan medical cannabis industry bloomed as a largely unregulated, caregiver-based market saw quick growth.

Since adult-use legalization in 2018, and the launch of the adult-use sales on December 1, 2019, Michigan has followed the trend of Midwestern markets being a driving force for growth in the U.S. cannabis industry. This has been especially apparent when looking at cannabis sales trends in 2021: as other Mature cannabis markets such as Colorado and California have seen cannabis sales soften, Michigan has seen monthly dollar sales grow ~45% between February 2021 and February 2022.

Michigan is also expected to be one of the fastest growing markets in the next five years, with the state being forecast by BDSA to be a top ten contributor to global cannabis sales growth by 2026. Given the strength of this rising Midwestern cannabis market, we thought it would be the perfect time to highlight some of the top Michigan cannabis brands to watch.

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**Choice**

Choice is the flagship brand of Choice Labs, a leading house of brands in the Michigan cannabis market. Choice has seen their monthly dollar sales grow ~30% between January 2022 and March 2022, making them a leading brand overall in the state, as well as a top brand in the edibles and vape categories.



**MKX**

MKX has been on a steady rise in the Michigan market, with the brands monthly dollar sales growing ~70% between January 2022 and March 2022. With a product portfolio focused on the edible and vape categories (including a product collaboration with Tommy Chong), the brand has seen monthly sales more than double between October 2021 and March 2022.



**Redbud Roots**

Founded in Michigan in 2017, Redbud Roots has built a strong following with their varied product line and impressive distribution across the market. Bringing in ~5% of Inhalable sales in Q1 2022, Redbud Roots was the number one ranked Inhalables brand in Michigan for the quarter.



**Crude Boys**

Another subsidiary brand of Choice Labs, Crude Boys has seen strong growth so far in 2022, with monthly brand sales growing ~50% between January 2022 and March 2022. The brand was a top three concentrate brand by dollar sales for the quarter.



**Pleasantrees**

A rising brand in the market, Pleasantrees saw their quarterly dollar sales increase ~35% between Q4 2021 and Q1 2022. One of the top vertically integrated brands in the state, Michigan-based Pleasantrees has been able to leverage their success in the Midwest to expand to the Massachusetts market.