

Millennials fueled demand across categories year over year.

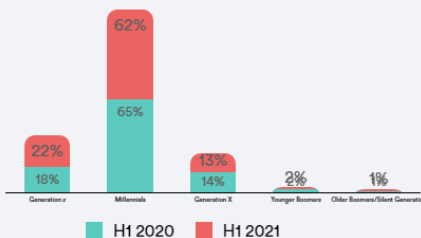
While millennials have often been cited as causing the “death” of many industries, they are the generation that is the engine of the cannabis boom. Across categories, millennials comprise the majority of orders and show a slight preference for Concentrates: 62% of Concentrate orders in 2021 were placed by millennials.

In the first half of this year, Generation X was most likely to place orders for Topicals (27%), Edibles (24%), and Flower (19%). Generation Z was most likely to place orders for Vape Pens (25%), Concentrates (22%), and Flower (17%).

SOURCE: Weedmaps H1 2020 and H1 2021 Order Data

Concentrates

(Hash, live resin, rosin, shatter, sauce, budder, crumble, etc.)



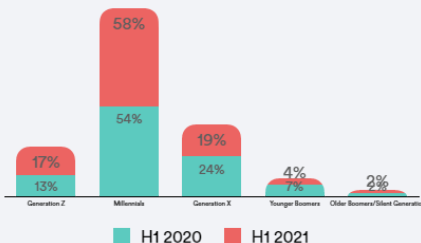
Edibles

(Beverages, candy, snacks, capsules, tinctures)



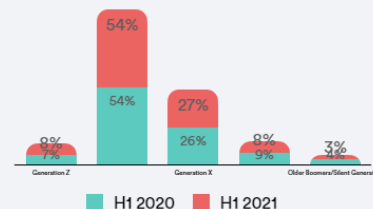
Flower

(Buds, pre-rolls, shake, infused flower)



Topicals

(Lotion, balm, patches, bath bombs, etc.)



Vape Pens

(Cartridges and disposable)

