

# STATE OF THE CANNABIS INDUSTRY



## TOTAL COMBINED

legal sales of medical and adult-use cannabis in the U.S. are projected to reach

**\$35 billion by 2025**

## TOP PRODUCT CATEGORIES:



FLOWER



CARTRIDGES/PENS



CONCENTRATES



**41.85%**

**OF ALL CANNABIS CONSUMERS ARE OVER THE AGE OF 40**



**\$118.55 =**

Average ticket size for **medical consumers**, with the average basket size being 3.02 products



**\$69.70 =**

Average ticket size for **recreational consumers**, with the average basket size being 2.65 products

Source: Akerna