

The State of Vape



Insights from the *Cannabis Vaping: Opportunities in an Uncertain Future* report. Co-produced by Arcview Market Research & BDS Analytics



The EVALI crisis underscores the importance and urgency behind making cannabis legal nationwide and enacting a comprehensive regulatory framework that enables further elimination of the illicit market.

Vape Sales Plummet



After 8-mos. of upward growth in combined monthly Vape sales in AZ, CA, CO, NV & OR, sales plummeted 21% to \$126 million in September, and a further 5% in October to \$119 million.

Growth Ahead

\$10B Even with the unknown regulatory landscape that has been created since the EVALI outbreak first came on, sales are forecast to exceed \$10 billion in 2024.

Disposables Gain



Thanks to convenience-focused Vape consumers in 2019, Disposables have grown to become nearly 15% of Vape sales.

GreenEdge® Data Insights

25% GreenEdge® data shows Vape sales neared 25% of combined cannabis sales across AZ, CA, CO, NV & OR over the first three quarters of 2019.

Concentrates



In California, sales of Concentrates—of which Vapes are the fastest growing sub-sector—eclipsed Flower sales for the first time in October 2018.

Colorado Sales



In Colorado, popularity of various types of vaping helped drive overall cannabis Concentrates sales from less than 16% of total cannabis sales in Jan. 2014 to 31% in Aug. 2019.

TOP 3 REASONS WHY CONSUMERS PREFER VAPING FOR INHALABLE CONSUMPTION

65% ease of use

41% convenience

32% discreetness

Source: BDS Analytics' Consumer Insights Research



Learn more at bdsanalytics.com

Visit shop.bdsanalytics.com to purchase the *Cannabis Vaping: Opportunities in an Uncertain Future* report.

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