



ESSENTIAL CANNABIS

INSIGHTS

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FIVE CANNABIS BRANDS TO WATCH IN 2022

2021 was a huge year for cannabis, with more legal markets opening and leading brands growing to be bigger than ever. So, who are the brands to watch in 2022? BDSA has zeroed in on a few hot brands that we expect to make a splash in the coming year.

Here are some trends to watch in 2022:

- **More brands centering explicit quality cues in customer-facing materials.** Brands are taking notice that cues denoting quality drive price differentiation and higher overall sales across Emerging and Mature markets alike. Quality cues refers to a variety of customer-facing attributes, such as minor cannabinoid content, terpene-rich inputs such as live-resin, hand trimming and premium cultivation methods. As the biggest brands continue to expand their product lines, price differentiation driven by product features, benefits, technology/innovation, and quality will emerge in a bigger way.
- **Watch the rapidly growing East Coast markets for winning brands.** With consumer penetration in East coast markets such as Maryland and Massachusetts rapidly growing, brands in these markets have a key opportunity to capitalize off new consumer growth. Some of the top brands in these East Coast markets are already displaying a unique level of brand strength, with the ability to command a higher price than competitors, and quickly jump into new markets and see strong sales.

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BDSA's Brands to Watch in 2022



Fernway

A vape brand from MA, Fernway was ranked top five by dollar sales among MA vape brands for 2021. Fernway offers two lines of vapes, one infused with cannabis-derived terpenes, and another infused with botanical terpenes.



Dialed In Gummies

Known for their "collabs" with top CO cultivators, Dialed In Gummies was ranked top five by dollar sales among CO gummy brands for 2021. Dialed In has positioned themselves as a premium edible producer with exclusive batches crafted with solventless inputs.



Blueprint Cannabis

A hot brand crafted by veterans of the CA cannabis industry, Blueprint has garnered a huge amount of buzz in 2021 with their premium flower offerings. With a quiver of proprietary genetics, Blueprint has differentiated their brand by boosting the quality of their products and centering mood and effect in consumer-facing messaging.



Culta

A top five brand by dollar sales in MD for 2021, Culta has become a dominant force in this rapidly growing medical market with their lines of premium flower and concentrates. Culta also recently expanded into the cannabis beverage space, looking to leverage their brand equity to gain new consumers with the launch of their "grass" line of beverages in late 2021.



Buddies

A top brand overall by dollar sales in OR for 2021, Buddies has risen to prominence in the OR market offering a wide variety of different concentrates, vapes, topicals, and ingestibles. With a focus on live resin in their vape products, Buddies is a choice example of a brand in a mature market using explicit quality cues to drive sales.