

DISRUPTIVE PRE-ROLL BRANDS

Brightfield Group tracks the most disruptive cannabis products each month in our Innovation Insights portal. Disruptive products are able to grow their distribution and get in front of consumers on shelf faster than others. These were the top 10 brands with disruptive cannabis pre-rolls in February 2021.



TOP DISRUPTIVE PRE-ROLLS BY MARKET SHARE

#1

Jeeter Joint Infused -
Blue Zkittlez



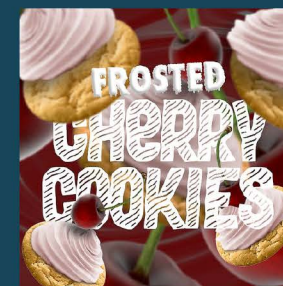
#2

West Coast Cure -
Creative Pack Pre-Rolls



#3

Phat Panda
Frosted Cherry Cookies



By looking at distribution data over the entire US cannabis landscape, we can find out what products are maintaining their place on shelves. This provides a more complete view of cannabis retail trends. Emerging markets are messy - lack of choice leads customers to purchase what's available and not always what they truly want. Distribution data can give you the full picture.

FASTEST GROWING PRE-ROLL STRAINS

1 OG Kush

2 Birthday Cake

3 Strawberry Banana

4 Rainbow