

US CANNABIS DISTRIBUTION TRENDS REPORT: Cannabis Drinks

January 2022



Cannabis beverages continue to hit the shelves hoping to delight consumers. Innovation in the space has created numerous ways of enjoying a THC beverage. Consumers can find something that's ready to drink on its own as well as products to add to mixers to create "canna-cocktails." Around the country, consumers can find tea bags, low-dose canned drinks, high-dose "shots," powdered mixes, beverage enhancers, and shareable bottles to name a handful.

Top Distributed Cannabis Drink Brands

By nationwide distribution



9.2%



5.5%



4.6%

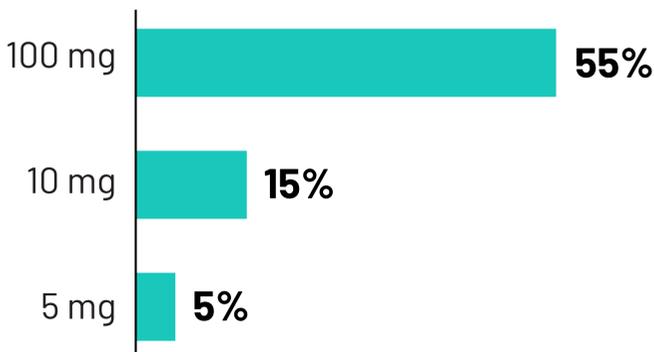


Keef has been crafting cannabis beverages since the early 2010's when it introduced Keef Cola to the Colorado market. Now available in seven states and Puerto Rico, the brand offers classic soda flavors along with interesting combinations like blackberry coconut.

Select Squeeze is a beverage enhancer offering 100 mg of THC in a compact, squeezable format. The packaging allows easy dosing of 5mg servings. It is widely distributed in adult-use and medical markets through its parent company, Curaleaf.

KIKOKO is a "cannabis botanical wellness company" available in California. It lives up to this title with its offering of cannabis-infused teas ranging from chamomile valerian "Tranquili-Tea" to minty, caffeinated "Positivi-Tea."

Top Distributed Cannabis Drink Dosages



100mg doses dominate the edibles category, including drinks. However, 10mg doses are particularly popular in cannabis drinks with 15% distribution compared to 10% for all edibles.

Top 3 Cannabis Drink Flavors

By nationwide distribution



Lemon/Lemonade



Grape



Raspberry

Brightfield's Distribution Trends portals allow us to see what flavors are popular by state. This gives us a glimpse into what drink flavors are winning favor among consumers and retailers.



California

Lemon/Lemonade
Lavender



Colorado

Lemon
Grape



Michigan

Lemon
Watermelon

Schedule a demo for more on how cannabis beverages are performing on shelf by state!