HERE TO STAY OR UP IN SMOKE?
A Look at the U.S. Cannabis Market

BREAKING DOWN THE MARKET

MARIJUANA IS LEGALIZED AT SOME LEVEL IN 30 STATES

30
(PENDING IN 14 MORE)

THE INDUSTRY HAS GROWN BY MORE THAN 200% IN THE LAST 5 YEARS

CUSTOMERS INCREASINGLY PREFER CONCENTRATED, PROCESSED CANNABIS FORMATS OVER FLOWERS

2016
2020
PROJECTED IN
RECREATIONAL
MEDICAL
RECREATIONAL
MEDICAL
$2.6B
$7.3B
$11.2B
$24.5B
$4.7B
$13.3B

% OF SALES IN ‘16
% OF SALES IN ‘18

45%
95%

55%
55%

CHALLENGES IN CANNABIS PACKAGING

Separate RFID tags for the plant and packaged product are required
Financial institutions’ resistance to work with cannabis companies
Strict FDA inspections
Differences between state and federal laws

HOW IS CANNABIS PACKAGED?

Packaging is highly regulated.
Required features often include:
- Child proof/child resistance
- Re-sealability
- Tamper-evidence
- Opacity

Packaging formats vary with the different forms of cannabis:
- CANNABIS FLOWER: Glass jars, Tubes
- CANNABIS CONCENTRATES: Heat-proof borosilicate glass containers, Polystyrene containers
- CANNABIS EDIBLES: Resealable, smell proof bags

Cannabis companies are looking for:
- High-end packaging
- Automation
- CO2 extraction equipment
- Contamination detection and removal equipment

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