

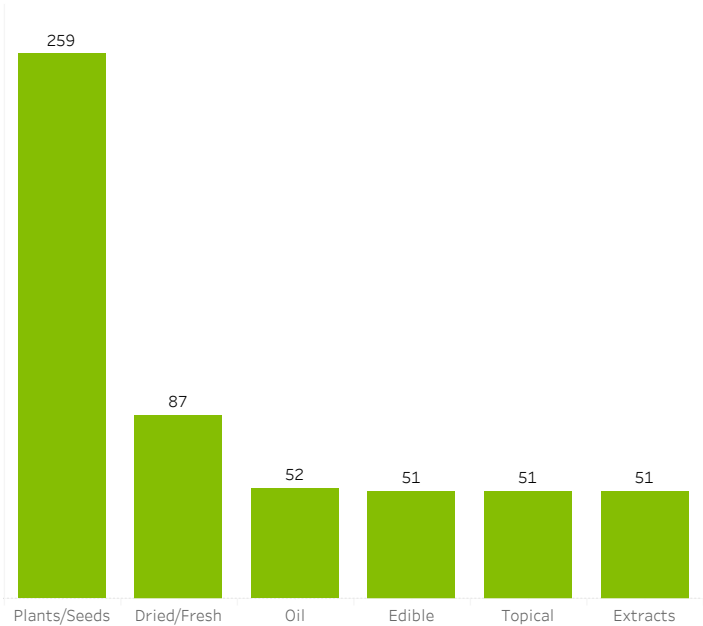


Data VizArt Challenge 2020

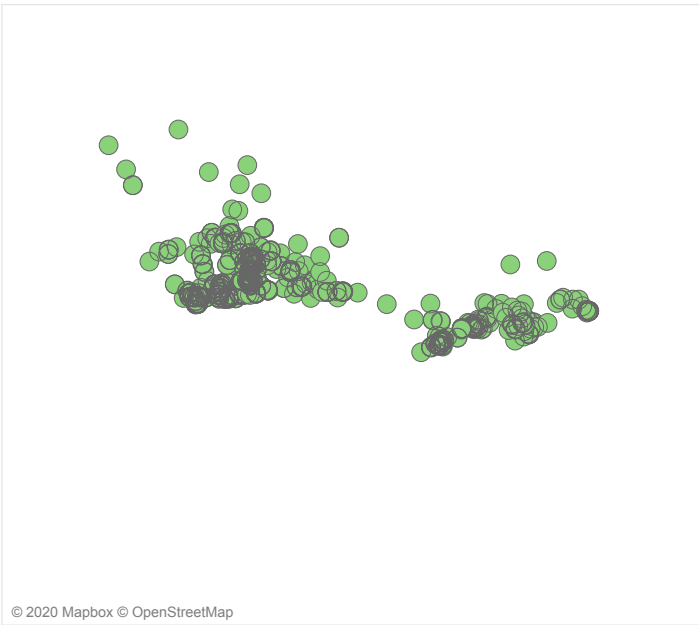
**Exploring Opportunities in
Recreational Cannabis Products**

Licensing and Retailers

License Types

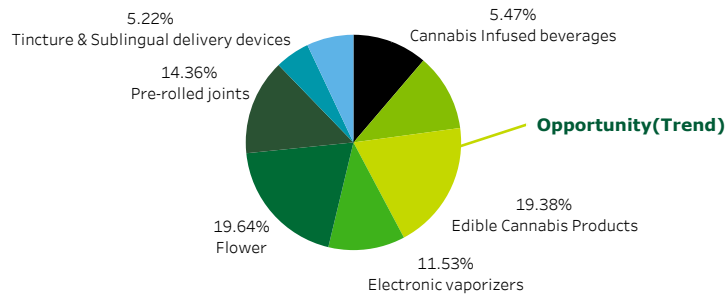


Retailer Map



Recreational Cannabis Products

Recreational Cannabis Products



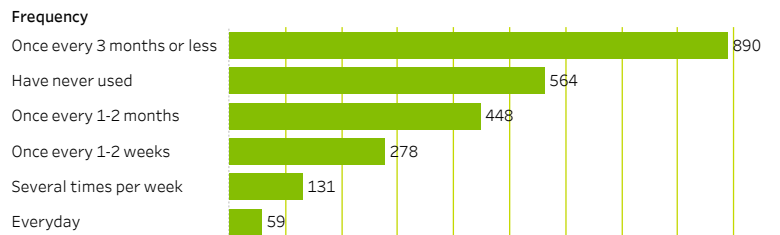
This survey was conducted in the spring of 2019, more precisely before the second phase legalization of cannabis products which includes edibles.

At this point, nearly 20% of respondents to this question consume cannabis in the form of edibles which comes very close to the percentage of respondents who consume the flower.

Such finding implies that the edible cannabis market is underserved due to legalization of edibles coming soon and opportunities are worth exploring. Therefore the next part of this study will further explore options and preferences of consumers about edible cannabis.

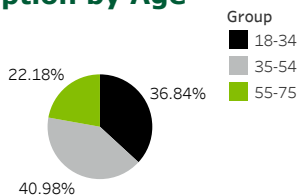
*The graph to the left is based on respondents who have consumed cannabis some point in time regardless of the frequency.

Consumption Frequency of Edible Cannabis

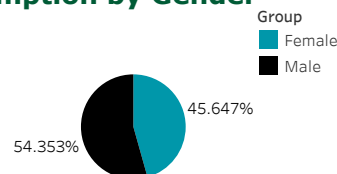


As per the result of the survey, many respondents consume edible cannabis infrequently, once every 1-3 months or less. With edible cannabis being legalized, we predict the frequency of consumption to increase as varieties of edibles will enter the market and will be easier to access.

Consumption by Age



Consumption by Gender



Consumption by Region

