**MARIJUANA LICENCE OVER YEAR / PAST**

**To give you an idea of the Market we are studying**

**Population Massashuste**

**6.985 million (2021)**

**7 million(2021)**

**National library of Medecine**

**21.1% of Massachusetts adults reported past 30-day cannabis use.**

**1.5 million weed customer In Massachusetts**

**(1,46685) million of potential Users**

**So just to introduce you when I says licence it’s all type of Marijuana business**

**Map**

**We can see on this map that business are growing in all over massachusetts,from 2020 to 2023,in 3 years**

**Specialty in cities , 37 Marijuana licence in boston and 44 in Holyoque as city bring more potential customer, but can also bring more competitors.**

**What about the size of the Market,**

**I made a bar chart of the number of Marijuan Business opening per year passing from 7 to more almost 900**

**10 times bigger in 3 years.**

**And diversity of the business.**

**We can see three type of business at the start in 2020**

**Retailer, cultivator and manufacturer**

**VS**

**91 % of the Market retailer, cultivator, Product manufacturer**

**10 type in 2023, with more business gravitating around the three main business (Retailer, cultivator and manufacturer) who are largely represented on the market**

**Freshly arrived businesses like delivery or research facilities are dependent of the performance of these 3 big type we saw before.**

**because I mean if there is no product there is no need to evaluate it or transport it.**

**The Market**

**Total sales**

**Is all the sales related to marijuana**

**We can see that from 2018 to 2022 the market is growing getting on average**

**Market pass from 15 million to 1500 million in 2022 so 100 times bigger in 5 years**

**7 % of increase on average**

**Decrease of 3 % from 2022 to 2023**

**But why its decreasing**

**Lets see the quantity**

**The quantity is always rising passing from 0.17 to 37,36%**

**Average augmentation is 6 % per year**

**But how can the quantity still be rising if the total sales are recessing/ going down**

**To found the answer we have to check the Average price of a gramme**

**The average price at the start was really hight 14 dollars and now is almost 6.1 dollars a decrease of 42 % in 5 years**

**So it explain why the quantity is still rising even if the total sales is decreasing, because if the weed is cheaper you need to sell more weed in order to make the same profit**

**But who is impacted by these change in the marijuana Business**

**Now we will look to the Plant harvested cound**

**It increasing on average of 5,5% on the first 4 years but from 2022 to 2023 augmentation of only 2 %**

**So it's increasing but less than before , why**

**Productor and retailers, as they are depending directly on the Weed average price, need to produce or sell more to get the same amount of money , this will definitely lead to some closure in these types of licence.**

**As the cost of production will make the Weeds almost not profitablçe for retailer au productor**

**Tendency, please refer to graph, I just decompose so we can see how it goes ,**

**Prediction**

**Total sales**

**Will be decreasing of 0.6% passing from 8 to 7,4 in december 2024 151 million to 141 million**

**Market will probably lose 10 million in the next year**

**Licence opening**

**Some licence will close, 133 to be exact on the next Year**

**Cultivation will be increasing , of 2 million**

**Plant harvester in 2023 represent 67,5% of prediction 2024**

**growing of the market 32,5 % in one year**

**Conclusion :**

**My predictions sounds really bad but apparently it’s a reality**

**From Reuters**

In Massachusetts, the retail price of an ounce has decreased from roughly $400 to under $250 over the last two years.

At the same time, legal retailers continue to struggle with onerous taxes, regulations, and competition from the illegal market. Many of these same challenges are likely to persist throughout 2023, including the slump in wholesale and retail cannabis prices.

The U.S. cannabis industry shows signs of slowing down by facing regulatory and economic challenges, including declining demand.

As a result, legal cannabis markets across the country are facing a supply glut that is driving down wholesale and retail prices.

## **glut**

**(glʌt IPA Pronunciation Guide)**

**COUNTABLE NOUN [usually singular**

**If there is a glut of something, there is so much of it that it cannot all be sold or used.**

**Each around 21 gramme**

**STRATEGY**

**It is estimated that the cost to start up a dispensary in Massachusetts, or any state, can range from $300,000 to over $1 million. This can include the cost for applications and licensure, but also the cost for building a dispensary and obtaining the necessary insurance for your business.**

**Percentage of Licence**

**Retailer 35 % first represented in the market and second is cultivator, 26,3 , product Manufacturer 20% , they represent together 81,3 % of the Market**

**The other type of licence are smoller in terms of number less than 20 % of the market**

**The first point is as the business is reassessing, why not open a business around these 3 types with less risk and competition**

**Is why I have made this graph who show the average of license fee by type**

**We can see that craft cooperativ, retail and testing lab ect … have huge average licence fee between 5 and 7 K euro**

**Smaller business like microbusiness research facility , and delivery ect -.... Have smaller fee and also are less depending of the Average price of the weed as they offer services and not product so maybe it's a solution to considerate if you want to open a business in marijuana market in 2023**

**Key Value cultivation**

**Average gramme harvested per employer per year get this number by multiplying the count of plant harvest by employee, 200 plant by 68,75 g( Average of a plant indoor ) as Massassuhets is in a cold area in usa , the outdoor culture is not so represented**

**Avg profit retailer is what retailer money average every month**

**Avg total sales is how much sales the market do on average**