



Green Route

Your monthly dose of cannabis biz insight

Hi!

Post-holiday blues? Not in the cannabis edibles industry!

Let's rewind and look at what sizzled and popped in the last festive season. And oh boy, did the industry wrap up some seriously innovative treats!



Image courtesy of Tenor

In this month's edition:

- The Cannabis Edibles Holiday Takeover
- Cannabis Edibles Market to Hit US\$27.2 Billion by 2030
- An Infused Guide on How to Stock Your Pantry
- The Opioid Crisis Game-Changer?

Last Season's Highs



Above: Image courtesy of Minny Grown

Forget the eggnog; consumers cozied up to the fireplace with cannabis-infused cider and THC butter pancakes. Cannabis products tiptoed out of the shadows and danced center stage at celebrations. From "Mistletoke" bouquets to cannabis advent calendars, traditional holiday symbols got a green makeover.

Retailers' Challenge of Constant Change

Sure, [holiday-themed](#) cannabis goodies turned heads, but they also tossed a few curveballs at retailers. The lack of advanced analytics made stocking these seasonal sensations more art than science. Plus, while customers love new shiny products, too much change too fast can play Scrooge with brand loyalty.

What's Next?

Balancing creativity with consistency is key. The cannabis industry is evolving with every season, and staying agile is the name of the game. Ready for another round of innovation? Let's make this year even more unforgettable!

More on edibles trends

Cannabis Edibles Market to Hit US\$27.2 Billion by 2030

Cannabis Edibles Market

The global (CBD) cannabis edibles market is Organigram Holdings Inc., Aurora Cannabis Inc., Charlotte's Web Holdings, Inc., Canopy Growth Corporation, Plus Products Inc., Wana Brands, KushCo Holdings, Inc., Medical Marijuana, Inc., Tilray Inc., Terra Tech Corp., Cronos Group Inc., Dixie Brands Inc., Lord Jones LLC, Aphria Inc., Nutritional High International Inc., The Green Organic Dutchman, Bhang Inc., HEXO Corp., Kiva Confections, and Americann Inc.



Above: Image courtesy of Facts and Factors Research

Buckle up, the cannabis edibles market is on a rocket ride from US\$9.6 billion in 2022 to a jaw-dropping **US\$27.2 billion by 2030**. Why the surge? Think shifting smoke rings to snack bites and a growing buzz around the health perks of nibbling your nugs.

Now, hold onto your seats for 2024 – it's shaping up to be a blockbuster year in cannabis history. With talks of rescheduling cannabis to a 'chill out, it's not that bad' category and whispers of tax breaks, the industry's getting ready to puff, puff, pass some serious milestones. But, as with any good drama, expect plot twists with political wranglings and possible tax tantrums.

[Continue reading](#)

An Infused Guide on How to Stock Your Pantry



Above: Image courtesy of Pantry Co.

Hold onto your aprons, folks! THC-infused [pantry essentials](#) are transforming everyday cooking into gastronomic trips. We're not just talking about a sprinkle of magic in your brownies; we're diving deep into a world where chili oil buzzes with more than just spice, and agave nectar sweetens the deal with a THC twist.

For trailblazers in edibles biz, this isn't just a trend; it's your ticket to lead the culinary cannabis revolution. Embrace the shift, innovate with intention, and watch as your brand becomes synonymous with creativity and inclusivity in the booming edibles market. Ready to spice up your strategy and dish out the next big thing in cannabis cuisine? 🌶️ 🍪 🌿

Get a taste of the future!

The Opioid Crisis Game-Changer?



Above: Image courtesy of News-Medical Net

Here's the scoop: Universities like Rutgers and Columbia have been digging into whether medical marijuana can [kick opioids to the curb](#). And guess what? The numbers are in, and they're looking promising!

Canada's Got the Stats: Oh, Canada! Their big study showed patients cutting down on opioids like they're last year's fashion, with a whopping 78% drop in mean opioid dosage over six months. Talk about a makeover for pain management!

More on medical cannabis

Your New Year's Resolution for Quality and Innovation

If last year was about dipping toes in new waters, this year is about diving in with the right gear.

Whether you're...

- A Grower looking to launch your own brand of cannabis products to sell directly to consumers
- A Distributor looking for better lab-scale equipment to improve your processes
- A Product Manufacturer exploring the possibilities of adding value to products before moving them along the supply chain
- A Retailer thinking about launching an in-house artisanal brand of cannabis products

Give [Yamato spray dryer](#) a try to turn your ideas into profitable, high-quality products.



Above: Innovative businesses in the cannabis space are making quiet investments in spray dryers.

That's all for this issue's Green Route journey! Keep your eyes peeled for more industry insights that'll keep your canna-business growing. Until next time, stay elevated and innovative, folks! 🌿💡

Get more canna-wisdom here

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