

Rolling Success: Top U.S. Markets Igniting Pre-Roll Sales

Exploring Pre-Roll Markets: Trends and Insights

Pre-rolls are rapidly becoming a staple in the cannabis industry, offering convenience and accessibility for users of all experience levels.

Top 5 Markets in Total Sales

California

The Gold Standard California remains the powerhouse of pre-roll sales, boasting \$749.3 million in revenue over the past year. Despite a slight decline, California maintains its dominance with consistent sales.

Michigan

A Rising Star Michigan emerges as a significant player, with \$555.5 million in sales and a notable 44.5% increase in monthly revenue.

Massachusetts, Arizona & Illinois

Consistent Performers These states demonstrate steady growth, with Massachusetts leading the pack at \$297.7 million in sales.

New Markets on the Rise

Maryland: A Phenomenal Increase Maryland experiences a remarkable 231% surge in April pre-roll sales post-legalization, signaling rapid market growth.

Missouri

Substantial Growth Despite challenges, Missouri sees a 36% increase in pre-roll sales revenue, indicating strong market potential.

Florida

Potential for Expansion With a 24% increase in April sales, Florida shows promise for future growth, especially with potential recreational legalization.

The Evolving Landscape

Pre-roll markets are evolving swiftly, with established leaders like California and promising newcomers like Maryland shaping the industry's trajectory. As cannabis markets mature, staying informed about pre-roll trends is crucial for seizing opportunities in this dynamic sector.

Email: info@cannabisriskmanager.com | Phone: +415-226-4060

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