

Lower Prices, Lower Sales: Connecticut's Cannabis Market Slows

Connecticut Cannabis Prices Continue to Fall, but Sales Fail to Rebound

Adult Use Cannabis Prices Decline in Connecticut's Limited-License Market

Connecticut adult use cannabis prices continued their downward trend in November, extending a steady slide that began earlier this year.

Despite the price relief, retail cannabis in the limited-license state remains significantly more expensive than in neighboring Massachusetts. And crucially for operators and policymakers, lower prices are not translating into higher sales, according to newly released state data.

The average price of a gram of cannabis in Connecticut fell to \$7.94 in November, down from \$8.43 in October, state figures show.

That marks a substantial drop from the market's peak in March 2024, when adult-use cannabis averaged \$12.51 per gram. Connecticut launched legal adult-use sales in January 2023.

Lower Prices Fail to Spark a Sales Uptick

While price declines typically stimulate demand, Connecticut's cannabis market is bucking that trend.

In November—a month when many cannabis retailers experience a pre-Thanksgiving sales bump—combined medical and adult-use cannabis sales totaled \$23.9 million, according to the state Department of Health and Human Services.

That figure represents a modest decline from October's \$24.6 million in sales.

Product volume also dipped. The number of cannabis items sold fell from approximately 597,200 units in October to about 592,300 units in November.

Annual Cannabis Sales Risk Declining Year Over Year

Despite the slowdown, Connecticut's legal cannabis market remains sizable.

Total cannabis sales for 2024 exceeded \$290 million, according to state data. However, without a strong finish in December, the state appears headed for a year-over-year decline.

Cumulative cannabis sales for 2025 through the end of November stand at \$263.9 million, suggesting momentum is weakening rather than building.

For a young market still expanding retail access, the plateau is raising concerns about affordability, consumer behavior and long-term growth.

Connecticut Consumers Pay More and Buy Less Than Regional Neighbors

The contrast with nearby Massachusetts highlights the challenge Connecticut faces.

Massachusetts, which has more than double Connecticut's population, also experienced a month-over-month dip in November. Adult-use cannabis sales fell from \$141.6 million in October to \$135.2 million in November, according to the state Cannabis Control Commission.

But even with declining sales, Massachusetts remains far ahead in both volume and pricing competitiveness.

In November, Massachusetts consumers paid an average of \$4.01 per gram less than half the average price in Connecticut.

Taxes and Market Structure Continue to Pressure Connecticut Prices

Connecticut's higher prices are driven by a combination of limited license availability and layered taxation.

In addition to state and local sales taxes, Connecticut imposes a potency-based tax, charging consumers per milligram of total THC. The rate varies depending on whether the product is flower, concentrates or infused goods.

Those added costs, combined with fewer retailers and less competition, have kept prices elevated—even as they trend downward.

A Market Searching for Balance

Connecticut's cannabis market now finds itself in a difficult position: prices are falling, but not enough to stimulate demand, and sales are softening without the competitive dynamics seen in neighboring states.

For operators, the data suggests margins remain under pressure without the benefit of increased volume. For regulators, it raises questions about whether current tax structures and license caps are limiting the market's ability to grow.

As Connecticut enters its third year of adult-use cannabis sales, the challenge will be finding a balance that lowers prices meaningfully, expands access and reignites consumer demand without undermining the sustainability of licensed businesses.

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