



U.S. Marijuana Retail Market Worth \$45.9B by 2025

DENVER CO, April 8, 2021— The newly released [Annual Marijuana Business Factbook, 9th Edition](#), forecasts U.S. sales of recreational and medical marijuana to reach \$45.9 billion by 2025.

Other key findings from the report:

- In 2021, U.S. cannabis sales are expected to reach \$22 billion-\$26.4 billion.
- 100% of investors expect the industry to do better in 2021 than in 2020.
- The cannabis industry will offer over 400,000 full-time jobs in 2021.
- The new, adult-use market in New York should reach sales of \$2.5 billion by year five.

“2020 was an important year in cannabis,” says *Annual Marijuana Business Factbook* editor Jenel Stelton-Holtmeier. “Many marijuana businesses were declared essential during the pandemic, and more states legalized cannabis markets. 2021 will see more states join in, and their programs are getting started faster than we’ve previously seen.”

“There is no doubt that marijuana is big business,” Chris Walsh, CEO of MJBiz, observes. “Sales will soon exceed that of craft beer and other mainstream businesses. There is clear momentum for exponential growth, with New York and other states with dense populations starting legal sales.”

MJBiz’s *Annual Marijuana Business Factbook* provides these and other exclusive cannabis insights for investors, entrepreneurs and business owners, including:

- Estimates of the U.S. cannabis industry’s total economic impact.
- Comparisons of cannabis sales to sales in other industries.
- Annual revenue and operating costs for indoor cultivators.
- Fastest-growing adult-use edibles and topicals.
- 2020 revenue for cannabis retailers.
- Global investment activity in the cannabis industry by company type and year.

The 2021 version includes 41 charts and a state-by-state overview of regulations, taxes, market conditions and what to watch for.

It is available for sale, in print or digital format, at www.mjbizdaily.com/factbook.

For interviews or additional data:

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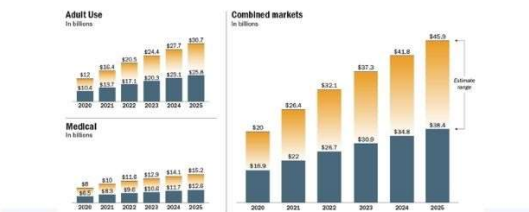
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MARIJUANA INDUSTRY FACTS

\$26.4 BILLION IN SALES IN 2021

U.S. sales of recreational and medical marijuana are expected to reach \$22 billion-\$26.4 billion this year. Projected sales by 2025: \$45.9 billion. The new, adult-use market in New York is alone expected to be worth \$2.5 billion by its fourth year.

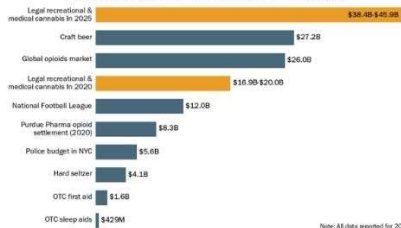
U.S. Cannabis Retail Sales Estimates



Source: Marijuana Business Factbook estimates
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BIGGER THAN CRAFT BEER OR THE NFL BY 2025

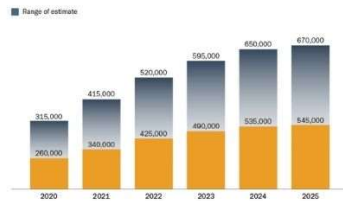
U.S. Cannabis Sales Vs. Other Industries



Note: All data reported for 2020.
Source: NielsenIQ, Research Association, Consumer Health-care Products Association, Grand View Research, Statista, Sports Business Journal, NPR
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GROWING JOB OPPORTUNITIES

U.S. Cannabis Industry Full-Time Employment Estimates



Source: Marijuana Business Factbook
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WWW.MJBIZDAILY.COM/FACTBOOK

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About MJBizDaily

As the leading business news information resource for the marijuana industry, *MJBizDaily*'s reporters bring retailers, professional cultivators, manufacturers, ancillary service and product providers and finance professionals the information and networking they need to flourish in the cannabis industry. *MJBizDaily* also serves as producer and host of [MJBizCon](#), the leading B2B tradeshow in the industry. Recent recognition and awards include Trade Show Executive's Fastest 50, the Inc. 500 and Folio Magazine's Women in Media.