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Disposable Weed Vape – How It Almost Outpaced Cannabis Flower with \$2.6 Billion in 6 U.S. States

Our Friends · Monday, August 12th, 2024

Flower is the most common product type in the cannabis industry. Dried weed is popular because it is cheap and less processed, but experts predict other cannabis products may soon be more popular. Surprisingly, it did quite early on, and that goes for **disposable weed vape** products. Vapor pens are the second-largest category by revenue behind flower, with nearly \$2.6 billion in retail sales.

Key Takeaways:

- Vaporizing pens are increasingly popular in the U.S. cannabis market due to consumer demand for more potent and innovative products.
- Vape pens generated nearly \$2.6 billion across six states in 2020 and 2021, which surpasses edibles and experiencing substantial year-over-year growth.
- A significant portion of buyers are under 35, and they tend to spend more on cannabis, with a notable preference for products with higher THC concentrations.

What are Disposable Vapes, and Why Do Americans Enjoy Them?

Disposable ganja vapes are similar to the popular nicotine disposables but contain cannabis concentrate instead of nicotine. They come in various forms, each offering different benefits and conveniences. They heat the concentrate into a vapor that you inhale.

The growing interest in these products is due to their discreet and convenient nature. Portable vaporizers are complex and require maintenance due to their multiple parts. In contrast, disposables are simple and ready to use. Drawing on the mouthpiece activates the heat, which automatically turns off at a specific temperature.

U.S. Weed Vape Market

Vaporizing pens are increasingly popular among U.S. marijuana customers who seek more potent products and are excited about innovations in these categories.

Vape pens were the 2nd largest revenue category in the U.S. marijuana market during 2020 and 2021. This product category generated nearly \$2.6 billion in sales across six states: California, Colorado, Michigan, Nevada, Oregon, and Washington.

Cartridges dominated vapor pen sales, but disposable vapor pens grew significantly in 2021. Arshad Lasi, CEO of the Nirvana Group, noted increased purchases as consumers seek discreet and convenient products. As COVID-19 restrictions lift, people want products they can use at events like sports games.

Brightfield data shows vaping products are extremely popular with younger consumers, with 47% of U.S. marijuana vaping consumers under 35, compared to 40% of the general weed consumer population. Vaping consumers also tend to use more marijuana and spend more, with 51.5% spending over \$150 per month versus 42.8% of general marijuana buyers.

Sales Breakdown:

Type	Sales	Year-over-Year Growth
Cartridge	\$2.3 billion	25% increase
All-in-one Disposables	\$164 million	64% increase
Other Categories	\$1 million	18% decrease

Impact on U.S. Economy

The increase in vaporizer sales has a positive impact on the industry. Higher sales are driving more revenue for businesses and creating more jobs.

- **Job Creation and Employment Opportunities:** Workforce grew by 5.4%, adding around 23,000 jobs and reaching over 440,000 full-time positions. This increase is largely due to rising market demand in states such as Michigan and Missouri.
- **Tax Revenue Generation:** In 2022, nearly \$3 billion was collected from ganja taxes across various states, with larger states like California generating significant amounts. These funds are essential for public services, including education, infrastructure, and health programs.
- **Impact on Related Industries:** Positively impacts sectors, particularly agriculture and retail. There is greater demand for agricultural supplies, construction services for new facilities, and ancillary services like delivery and distribution.
- **Public Health and Safety Improvements:** Ensures better product quality control than before. Governments use tax revenues from sales to fund community health initiatives.

Innovations in Vapes

While most sales come from THC distillate, mature customers are seeking products with minor cannabinoids and terpenes. Vapes formulated with live resin and rosin have grown in popularity, which offers a more “whole-plant experience.”

People are leaning toward that pricier, higher-quality types. Brian MacIver, senior cannabis insights manager for Brightfield Group, noted increased live resin selections driven by production trends. Customers appreciate these for their terpene content and closer-to-flower flavor profiles despite higher prices.

Mike Martinez from Deep Roots Harvest also observed rising interest in live resin and rosin vapes among connoisseurs. He hopes for advancements in extraction technology to produce solventless options at scale to reduce costs and meet demand.

Factors Driving Vape Weed Growth

Convenience and Portability

Unlike traditional smoking methods, there's no need for additional paraphernalia. Users can carry it easily and use it discreetly without drawing much attention.

57% of consumers cited "ease of use" as their primary reason. Following this, 41% chose "portability/convenience," 36% selected "discreetness," and 28% preferred "taste/flavor options."

Younger generations, especially Gen Z and Millennials, favor portable and discreet consumption methods. This demographic drives approximately 70.8% of all vapor pen sales.

Health Perceptions

Some consumers perceive vaping as a healthier alternative to smoking because it doesn't involve combustion, which produces harmful byproducts. Although research on the long-term health effects of vaping is still ongoing, this perception has driven many users to switch from smoking to vaping.

Marketing and Accessibility

Aggressive marketing strategies and the increasing availability of weed vapes in dispensaries and online platforms have significantly boosted profit. The ease of purchase and the widespread visibility have played roles in their market penetration.

Best Disposable Weed Vapes Online

The market for disposable weed vapes is diverse. It includes selections based on plant type, oil used, flavor, etc.

1. **High-THC:** For users seeking strong psychoactive effects. Contain high concentrations of THC, from 70% to 90%.
2. **CBD:** Targeted consumers looking for therapeutic benefits without the high. CBD vapes are popular for their calming and anti-inflammatory properties.
3. **Hybrid:** Offer a balanced experience. Users favor them because they offer the best of both worlds—relaxation and mild psychoactivity.
4. **Flavored:** From fruity and juicy flavors like mango and strawberry to dessert-inspired flavors like vanilla and chocolate. These are particularly popular among younger consumers and those new to marijuana.
5. **Full-Spectrum:** Contain a range of cannabinoids and terpenes for a more holistic experience. Users who want the entourage effect prefer them because the combined compounds work synergistically to enhance effects.

Feature	Jeeter Juice Cosmos 2G – Live Resin	TF VAPORDI Harambe 2G – Live Resin	Oatmeal Cookie 2G – Live Resin	TF VAPORDI The Azucar 2G – Live Resin
Producer	Jeeter	TF VAPORDI	Jeeter	TF VAPORDI
THC Content	88%	86%	91%	87%
CBD Content	3%	3%	4%	2%

Strain Type	Balanced Hybrid (50% Sativa/50% Indica)	Hybrid	Indica-Dominant Hybrid	Balanced Hybrid (50% Sativa/50% Indica)
Flavor Profile	Garlic, Earthy, Spicy	Spicy Grape	Sourness and Sweetness	Sweet, Fruity, Diesel
Aroma Profile	Sage, Pepper Fruity, Earthy, Citrus	Frost Berry Blast	Nutty, Vanilla, Spice	Sweet, Fruity, Diesel
Effects	Balanced High, Relaxing	Deeply Sedating	Happy, Relaxed Buzz	Sedating, Calming, Uplifting
Common Medical Uses	Relieves Pain and Anxiety	Induces Insomnia, Reduces Stress	Relaxes Muscle Spasms, Relieves Headache	Improves Mood Disorders, Pain, and Nausea

Enjoy a Discreet High with Disposable Vaping Pens

The disposable weed vape market has grown exponentially, driven by convenience, innovation, potency, and shifting health perceptions. With sales surpassing \$2.6 billion in six U.S. states, it’s clear that this product category has carved out a huge niche in the industry. Soon, it may outpace traditional flower. As this weed trend continues, we can expect further advancements in product offerings and sustained growth in this dynamic market. GetLoud Cannabis is ahead by providing varying selections for different customer experiences.

Frequently Asked Questions

Do disposable vapor devices expire?

Yes, vapes can expire or degrade over time, especially if not stored properly. The longevity largely depends on the battery life, which can deteriorate if the pen is not in use.

How many vape hits equal a joint?

Oil cartridges are highly concentrated, with 60% to 90% THC, compared to buds which range from 10% to 35% THC. One puff of vape oil is equivalent to four to five hits from a joint or bong.

What is the difference between a live resin cart and a distillate cart?

Live resin closely resembles the flavor of the original strain as it retains all the original terpenes and flavonoids. This results in a rich and diverse flavor profile.

Distillate lacks the original terpenes and flavonoids, which leads to a less diverse flavor. It can taste a bit bitter and have a slight plant matter flavor. Many manufacturers add terpenes and flavonoids to their distillates to enhance the flavor.

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