



TRENDS



THE 5 TRENDS DISRUPTING THE CANNABIS INDUSTRY

1 AI-Assisted Product Selection Gets Incredibly Better

Both cannabis delivery companies and in-store retailers will begin to use AI and machine learning to quickly arrive at what you are most likely to order and be satisfied with, based on the purchasing history of people like you. That is, from data collected on people ordering from your zip code and other information sources, these order platforms can determine the best products for you.

2 Fintech Meets Cannabis

Financial Technology or “Fintech” will arrive for cannabis stock pickers and passive investors alike.

Companies like eToro that allow for members to follow and instantly copy the trades of the most successful traders automatically will be the winners in this fast-growing area of trade.

3 Cannabis Infused Beverages To Take A Double Digit Chunk of Alcohol Beverages Market Share

We are entering an era of mindfulness. People don't want to drink alcohol as much anymore, alcohol/ethanol puts strain on the body and mind, and often gives one quite a hangover. Enter low-THC beverages that will begin to act as the new social beverage and will allow you to wake up the next day without that hangover. The adoption of cannabis beverages will happen much more rapidly than the cannabis flower, because people are already familiar with the measured pace of inebriation from alcohol.

4 Cannabis Flower Prices Decreases 50-80%

As much as we are all excited about the new era of legal cannabis, it is still subject to the laws of supply and demand. The fact is, cannabis is very easy to grow in massive quantities and as automation continues to drive the cost down, not everybody will benefit. The growers with no unique selling proposition will go out of business or get purchased by the more efficient growers. The consumer is the biggest winner as the lower price means more access to cannabis in more products.

5 Autonomous Car Delivery

Cannabis is already being delivered in many markets. Add to that, the bigger costs in delivery are going to be removed. What are the biggest costs? 1.) The driver 2.) Gasoline 3.) Auto repairs and maintenance. As autonomous electric cars become commonplace, the cost will drop because the three biggest expenses to delivery will be removed. Regulators will demand safeguards be put in place to ensure the cannabis orders don't get into the wrong hands. Look for autonomous electric cars to have “Smart Lockers” inside. When your delivery arrives at your house, the car will ask for a retinal scan or a fingerprint before your smart locker opens.

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