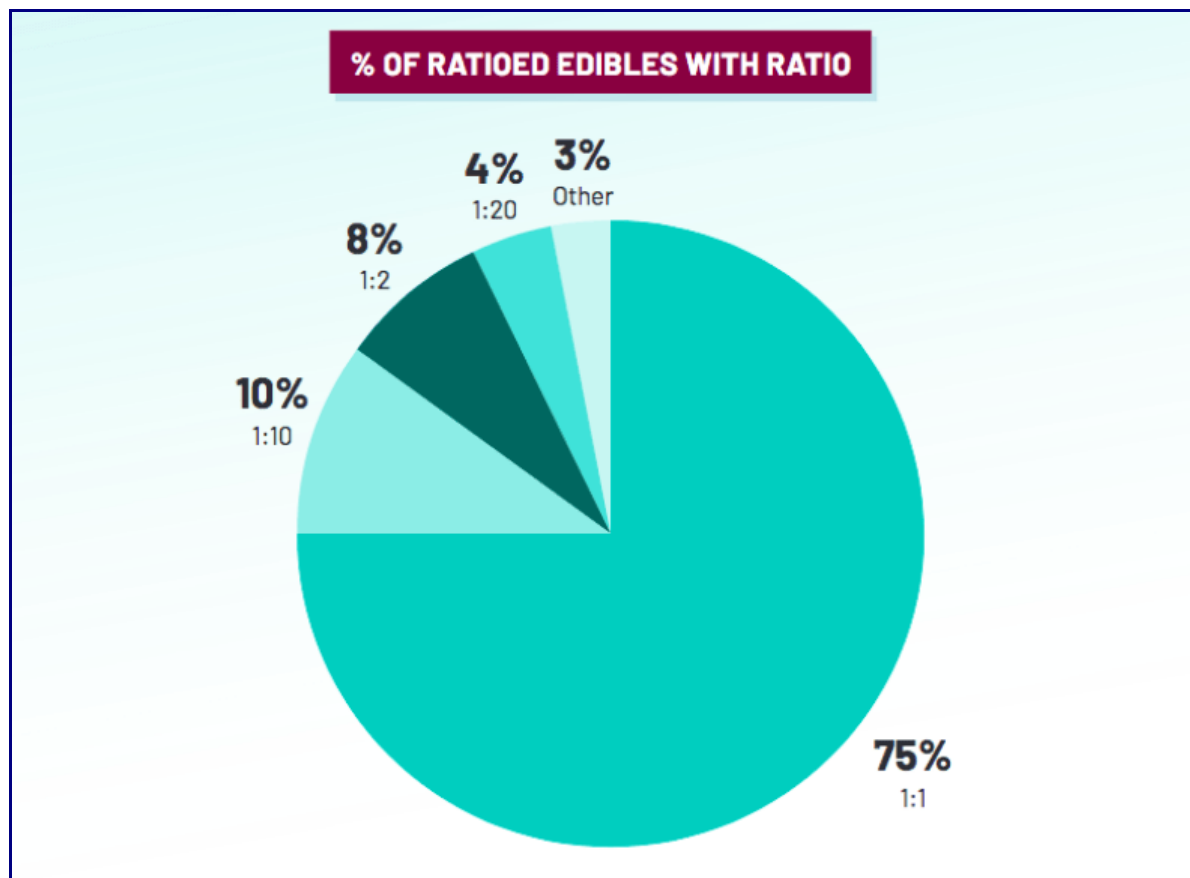


# Trends in the Canadian Edible Market

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For those who are canna-curious, [edibles](#) are a great alternative to [smoking](#). However, eating too strong of or too much of an edible has always been a concern. At high doses, [THC](#) can act more like a psychedelic. It is for this reason and others that Canadian regulators decided to cap [cannabis edibles](#) at 10mg of THC. Despite these limitations, Canadian edible brands are attracting consumers in other novel ways. Whether through unique flavours, or varying [cannabinoid](#) ratios. Brands are doing all they can to innovate and keep consumers interested. Here are some of the latest trends in the Canadian [cannabis](#) market.

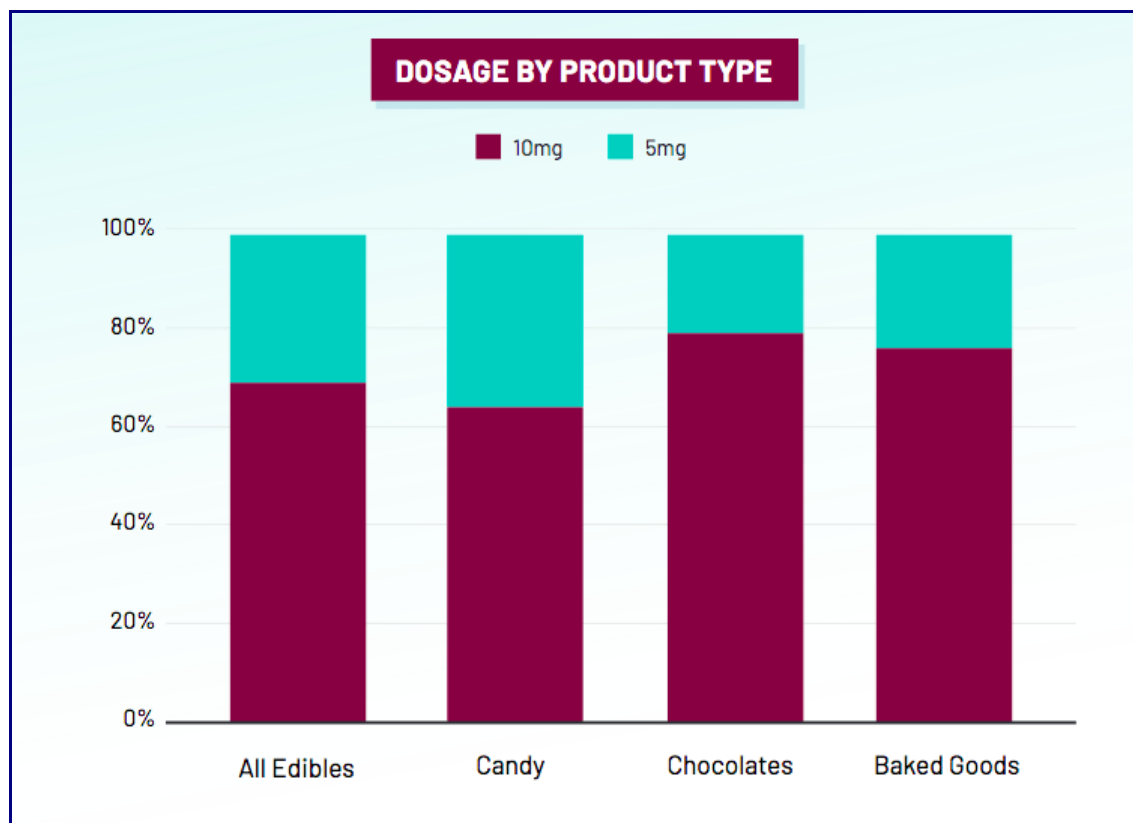
## THC/CBD Ratios Trends



As mentioned, [cannabinoid](#) ratios are one way of edible products differentiating from each other. An edible with a balanced ratio of 1:1 THC and [CBD](#) has proven to be the most popular in Canada. The 1:1 products account for 75% of the edible market. This isn't surprising since CBD modulates the effect of THC.

Studies suggest CBD interferes with THC's ability to bind to the [CB1](#) receptor in the brain. This means that an edible with a 1:1 balance won't produce the strong effects associated with THC [edibles](#). This is good news for the canna-curious who may be anxious about their edible experience. But this can be a negative for a cannabis connoisseur who finds the 10mg THC cap already restrictive.

While [edibles](#) are capped at 10mg, many products offer split servings of 2.5mg or 5mg. 10mg packages dominate the chocolate and baked goods edible market. Whereas 5mg has shown to be the most popular for candies.



## Hash Rosin Edibles

Another trend in the Canadian edible market is the introduction of hash rosin-based [edibles](#). Hash rosin is a solventless extract rich in [terpenes](#). Priced higher than regular cannabis candies, soft chews with hash rosin have certain advantages. The premium gummy provides a distillate-infused experience, where one can appreciate the flavour of the terpenes.

While trends in the Canadian edible market cannot innovate on the plain packaging rule, many manufacturers are opting for bright colours to distinguish themselves. It is not uncommon to find [edibles](#) in bright pink or lime green packaging, as opposed to the neutral black and whites containers often reserved for flower.

Keeping an eye on the trends in the Canadian edible market is a good idea for when (or if) the regulations ever loosen. There is plenty of room for innovation, especially if the plain packaging and THC limit rules are removed.