

A 710 Market Update

Presented By

Concentrates: The Premium Growth Category with the Biggest Knowledge Gap



Lit Alerts

The Knowledge Gap is Real - Consumers Do Not Understand Concentrates

Higher Function surveyed more than 500+ consumers in NJ and NY over the last 18 months and asked what prevents them from trying concentrates. The biggest barrier? “Lack of Knowledge.” Consumers cite “Lack of Knowledge” as the #1 reason for not trying concentrates. They don’t know what they are, how to consume, what makes them premium and why they should consider them.

Consumers cite “Cost of Concentrates” as the 2nd biggest barrier. Which makes sense. If someone doesn’t understand why a product is priced at a premium cost, then they simply cannot justify purchasing that product.

Concentrates are premium cannabis oils (Rosin, Resin, RSO) extracted using techniques that preserve the plant’s strain profile - it’s rich, bold aroma, flavor, and dimension of effects. These Oils can be consumed as a Dab (a single portion of oil), added to Flower for a flavor and potency boost, or to make premium Vapes, Edibles and Tinctures.

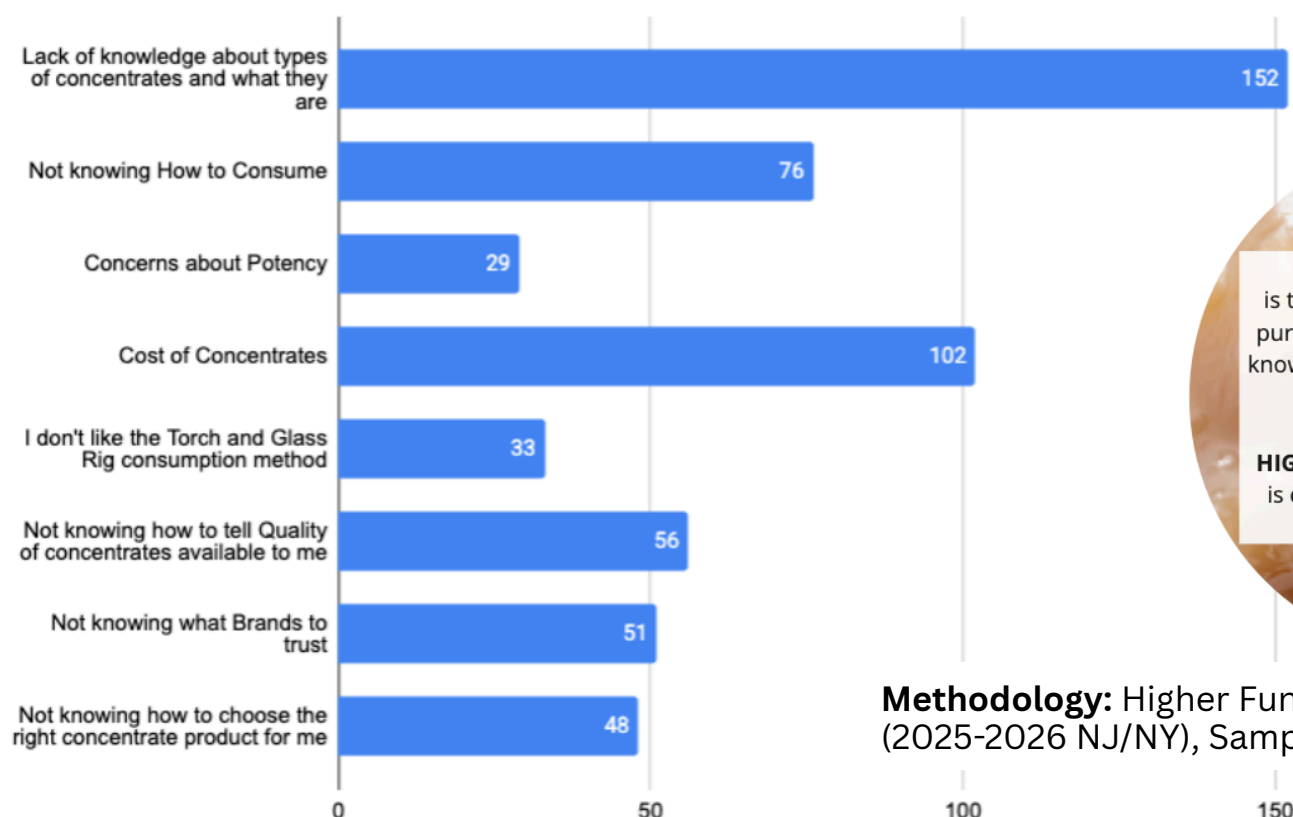
A Premium Category Poised to Grow with Education and Market Maturity

According to data platform Lit Alerts (www.litalerts.com), the Concentrates category accounts for 3.7% of sales in NJ and 3.3% in NY (June 17, YTD 2026). This compares to 10%+ in mature markets like WA, CO, OR and AZ (Headset, 2022). In evolving East Coast markets, this means growing from \$10s of millions in category volume to \$100s of millions as consumers become more educated and mature about their consumption preferences.

Budtenders Also Don’t Know - Dispensaries Not Equipped to Consult on Concentrates

Higher Function’s Dispensary Training evaluations show Budtenders do not know how to answer basic questions like, “What is a concentrate?” “What is a dab?” “What is the difference between Resin and Rosin?” “Why is it expensive?” and “How do I consume and dose this?” Education is critical. Budtenders score in the low 70-percent range on Higher Function’s Concentrate Training pre-evaluation. After Higher Function Concentrates Training, Budtenders improve to 90-percent, improving by 20 points on average going from a “C” grade to an “A” grade.

What is Preventing You From Consuming Concentrates?



Methodology: Higher Function Consumer Survey (2025-2026 NJ/NY), Sample Size: 537



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Market Data Signals Show Concentrates Have Room for Growth in NJ, NY



NEW JERSEY

AVG PRICE PER PRODUCT

\$47.00

POPULAR TYPES & AVG PRICE

Rosin	\$60.26
Badder	\$53.11
Crumble & Sugar	\$44.21
RSO	\$33.06
Hash	\$55.27

TOP 5 BRANDS

RANK	BRAND	SHARE
01	Rythm (GTI)	12.6 %
02	Kind Tree (Terrascend)	6.2 %
03	Black Label (iAnthus)	5.5 %
04	710 Labs	5.0 %
05	Grassroots (Curaleaf)	4.8 %



NEW YORK

AVG PRICE PER PRODUCT

\$54.42

POPULAR TYPES & AVG PRICE

Rosin	\$71.40
Badder	\$56.83
Hash	\$48.15
Live Resin	\$67.25
Diamonds	\$48.65

TOP 5 BRANDS

RANK	BRAND	SHARE
01	MFNY	14.5 %
02	Rythm (GTI)	10.6 %
03	Jetpacks	8.9 %
04	Umamii	7.5 %
05	NYCE	6.0 %



Higher Function LLC | 2025 NJ Educator of the Year



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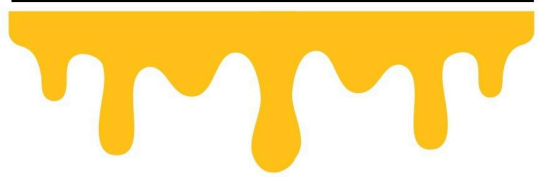
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HIGHER FUNCTION



About Higher Function (www.thehigherfunction.com)

Higher Function is a cannabis education and experiences company operating on the East Coast, specializing in Concentrates and Premium Flower.

Winner of the 2025 “Educator of the Year” Industry Award from Cannademics - an award voted on by budtenders and industry peers.

Higher Function conducts Customer Educational Classes, Budtender Trainings & Certifications, Education-Forward Guided Consumption, and Professional Services including Ambassador Staffing and Sales Enablement.



Lit Alerts

About Lit Alerts (www.litalerts.com)

Lit Alerts is a cannabis data and market intelligence platform providing real-time retail and category insights across emerging cannabis markets, helping operators understand everything from retail pricing trends to brand and product performance.

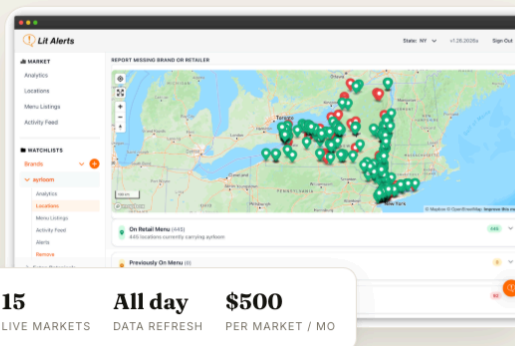
Trusted by brands like Ayrloom, Illicit, Lowell Farms, and retailers like Bloom Brothers and Cannabis Realm.

Stop scrolling. Start selling.

Lit Alerts monitors dispensary menus across 15 state markets and updates the data throughout the day — so your team spends its time selling cannabis instead of researching it.

Start 30-day free trial →

Book a 30-min demo



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