





Data Benchmark December 2025



Microbusiness Benchmark Data

	<u>Total Number</u>	<u>Percent of Licensees</u>	<u>Benchmark</u>	<u>Plus/(Minus)</u>
Micro Businesses	824	34%	25%	+9%

<u>License Type</u>	<u>Number of Microbusinesses</u>	<u>Percent of License Class</u>	<u>Benchmark</u>	<u>Plus/(Minus)</u>
Class 1 Cultivator	198	36%	15%	21%
Class 2 Manufacturer	114	27%	15%	12%
Class 3 Wholesaler	5	23%	15%	8%
Class 4 Distributor	2	12%	15%	-3%
Class 5 Retailer	479	35%	15%	20%
Class 6 Delivery	26	61%	15%	46%



Diversely-Owned Benchmark Data

	<u>Number</u>	<u>Percent of Licensees</u>	<u>Benchmark</u>	<u>Plus/(Minus)</u>
Minority Owned	1,138	47%	15%	+32%
Woman or Disabled Veteran Owned	1,039	43%	15%	+28%



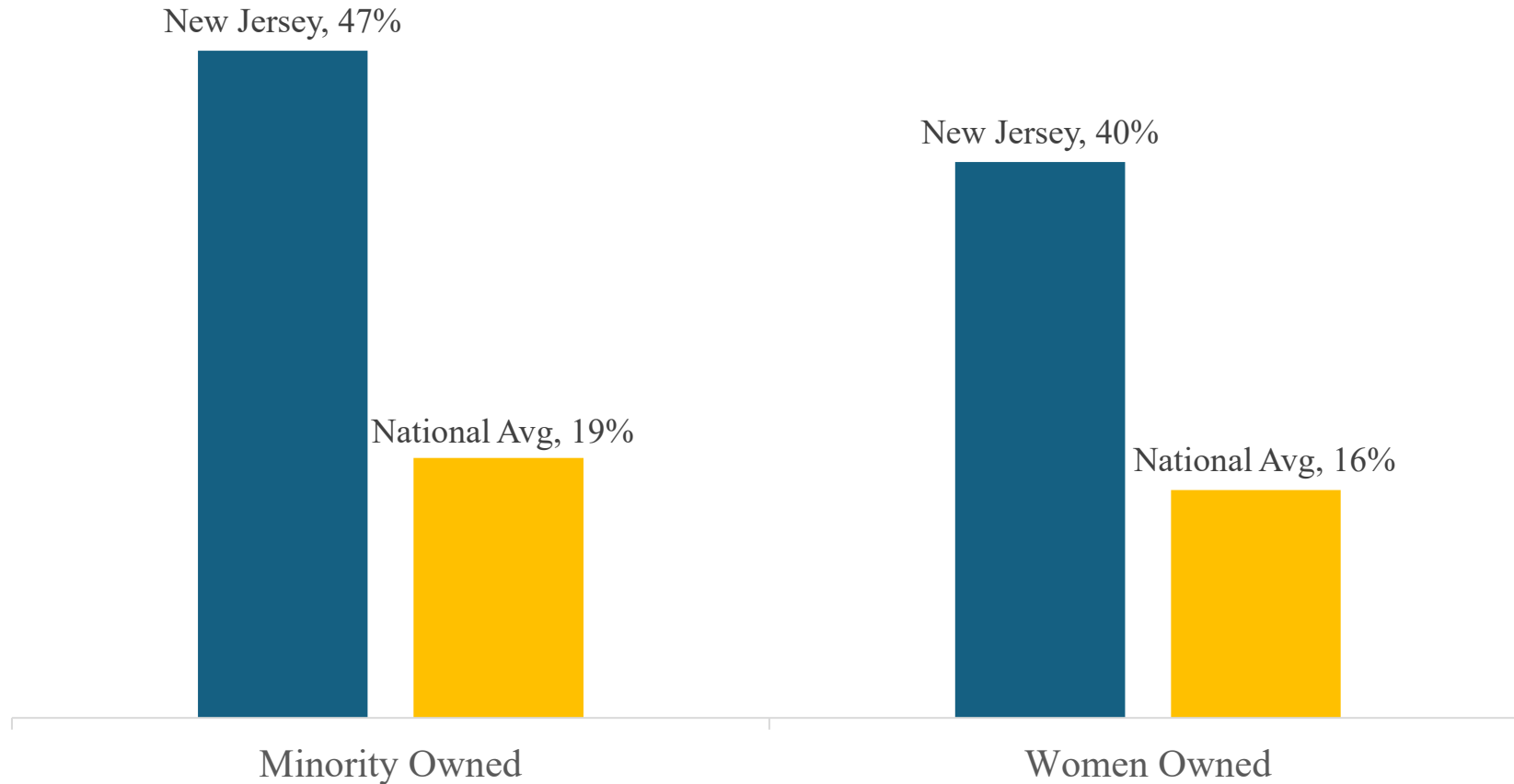
Conditional License Benchmark Data

	<u>Number</u>	<u>Percent of Licensees</u>	<u>Benchmark</u>	<u>Plus/(Minus)</u>
Conditional Licenses Issued	2,110*	87%	35%	+52%

*Conversions to Annual are included with Conditional licensees for this benchmark per statute



ODI Update: Diversely-Owned Comparisons



New Jersey data Includes all Annual Licensees. National data taken from MJ Biz Daily DEI Report 2023. Methodology Available in the report.



ODI Update: Diversely-Owned Benchmarks

Benchmarks Including Expansion Licensees			
	<u>Percent of Licensees</u>	<u>Benchmark</u>	<u>Plus/(Minus)</u>
Minority Owned	39%	15%	+24%
Woman or Disabled Veteran Owned	44%	15%	+29%



Majority Owner's Race/Ethnicity for Annual Awardees

Annual License Awardees Race/Ethnicity		
<u>Licensee Self-Reported Race/Ethnicity</u>	<u>Number</u>	<u>Percentage</u>
American Indian Or Alaska Native	2	0.27%
American Indian Or Alaska Native, Black Or African American		
American	1	0.13%
American Indian Or Alaska Native, White	1	0.13%
Asian	103	13.77%
Asian, Native Hawaiian Or Other Pacific Islander	1	0.13%
Asian, Other Or Not Listed	2	0.27%
Black Or African American	142	18.98%
Black Or African American, American Indian Or Alaska Native	1	0.13%
Black Or African American, Other Or Not Listed	1	0.13%
Native Hawaiian Or Other Pacific Islander	1	0.01%
Other Or Not Listed	95	12.70%
Other Or Not Listed, Black Or African American	3	0.40%
White	309	41.31%
White, Other Or Not Listed	4	0.04%
Entity	82	10.00%
No Majority	19	14.00%
Grand Total	767	100.00%

Annual Awardee Hispanic or Latino Majority	
<u>Number</u>	<u>Percent of awardees</u>
91	11.86%



Operational Businesses Licensed under CREAMM Act

License Type		
<u>License Type</u>	<u>Number</u>	<u>Percentage</u>
Class 1 Cultivator	46	11.6%
Class 2 Manufacturer	62	15.6%
Class 3 Wholesaler	4	1.0%
Class4Distributor	2	0.5%
Class 5 Retailer	272	68.5%
Class6Delivery	3	0.8%
Testing Laboratory	8	2.0%
Grand Total	397	100%

Key Categories	
<u>Category</u>	<u>Percentage</u>
Impact Zone Business	41%
Previous Marijuana Conviction	12%
Microbusiness	29%
Social Equity	16%
Diversely Owned	70%



Businesses Licensed to Operate under CREAMM Act

DORES Certifications		
<u>DORES Certification</u>	<u>Number</u>	<u>Percentage</u>
No Certification	119	30.0%
Woman Owned	100	25.2%
Minority Owned	98	24.7%
Minority & Woman Owned	63	15.9%
Disabled Veteran Owned	11	2.8%
Disabled Veteran & Minority Owned	5	1.3%
Disabled Veteran, Minority & Woman Owned	1	0.3%
Total	397	100.0%



Operational Businesses Licensed under CREAMM Act

<u>Race/Ethnicity</u>	<u>Number</u>	<u>Percentage</u>
American Indian Or Alaska Native	2	0.50%
American Indian Or Alaska Native, Black or African American	1	0.25%
Asian, Native Hawaiian or Other Pacific Islander	1	0.25%
Asian, Other or Not Listed	1	0.25%
Asian	62	15.62%
Black Or African American	55	13.85%
Black Or African American, Other Or Not Listed,	2	0.50%
Black Or African American, American Indian Or Alaska Native	1	0.25%
Other or Not Listed	50	12.59%
Other or Not Listed, White	3	0.76%
White	163	41.06%
Entity	41	10.33%
No Majority	15	3.78%
Grand Total	397	100.00%

Hispanic or Latino Majority	
<u>Number</u>	<u>Percentage</u>
50	13%



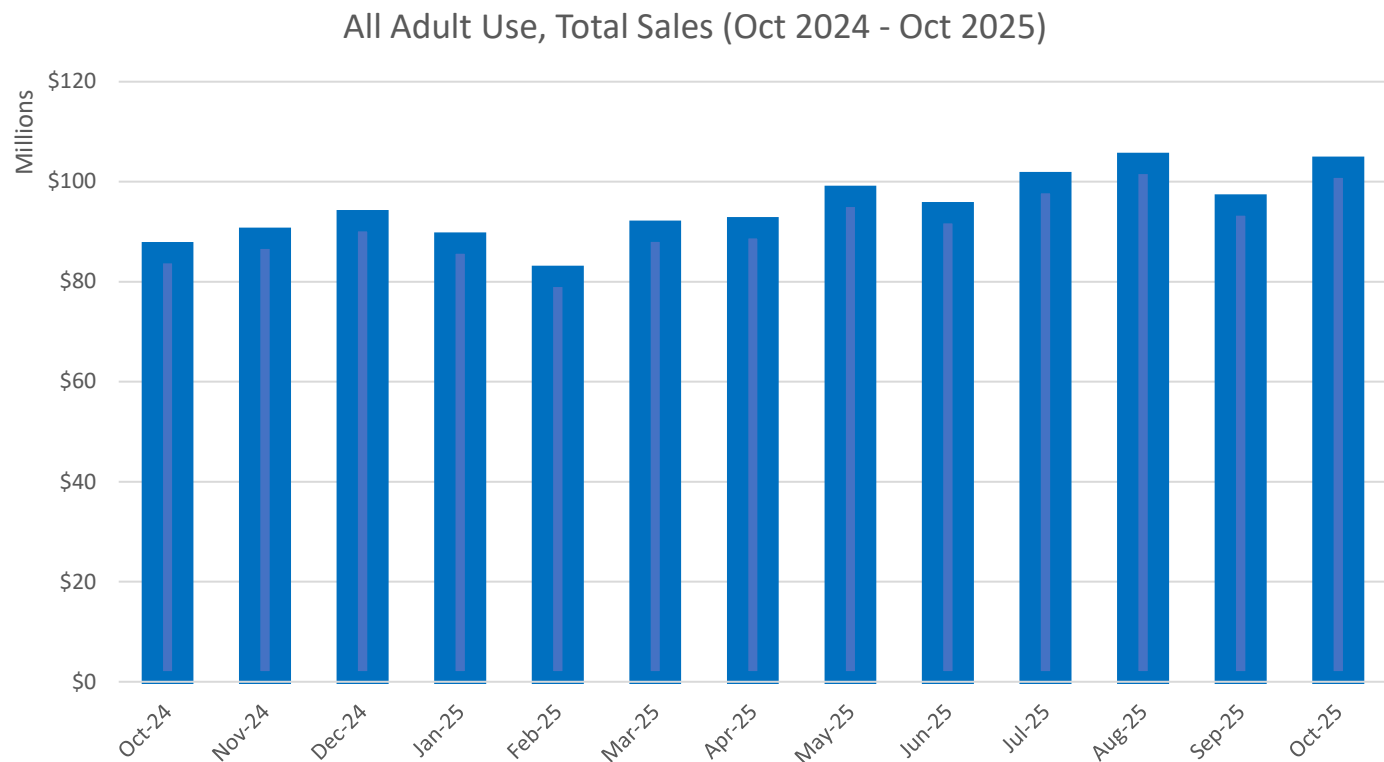
Sales for Open Businesses By Type



All Adult Use, Total Sales by Month - (October 2024 - October 2025)

Year Over Year Change, Oct 2024 - Oct 2025: 19.88%

<u>Month</u>	<u>Dollar Sales</u>
Oct-24	\$85,838,572
Nov-24	\$88,680,755
Dec-24	\$92,224,451
Jan-25	\$87,747,103
Feb-25	\$81,096,149
Mar-25	\$90,078,901
Apr-25	\$90,779,492
May-25	\$97,042,310
Jun-25	\$93,823,953
Jul-25	\$99,827,945
Aug-25	\$103,681,750
Sep-25	\$95,349,028
Oct-25	\$102,909,973

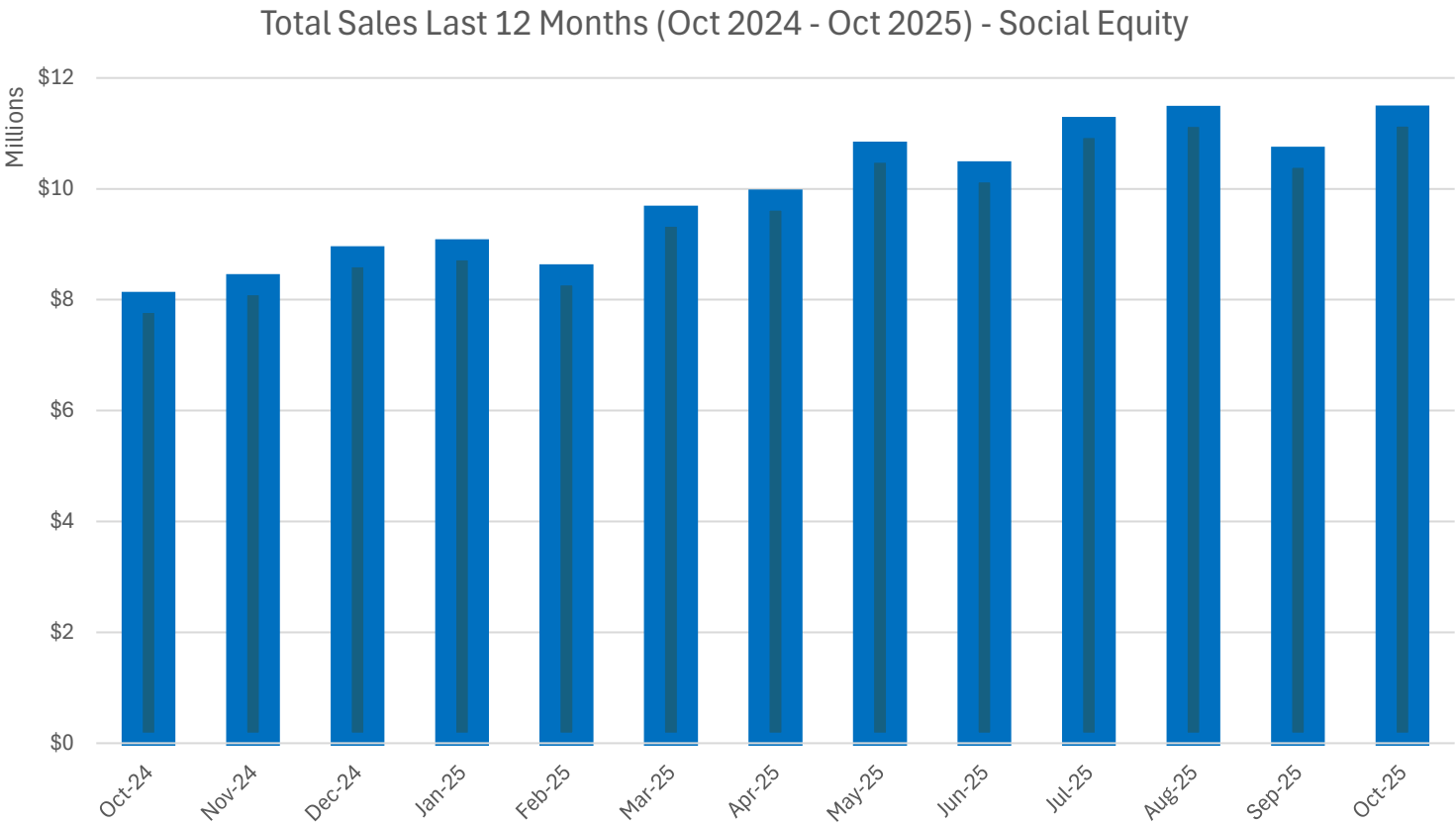


Note: NJ Dept of Treasury certified cannabis related sales can be found [the NJ-CRC Reports page](#). Sales figures found in our public meeting slide decks include point-in-time and monthly estimates based on data from the Metrc Seed-to Sale tracking system. Metrc data does not include related items such as clothing and paraphernalia that are included in the certified sales from Treasury. In addition, all sales data may change retroactively when subsequent quarters are reported by Treasury, or new Metrc reports are run. This occurs when data from licensees is submitted late to Treasury, or adjustments are made in Metrc to correct input errors.



Sales by Month (October 2024 - October 2025) Social Equity

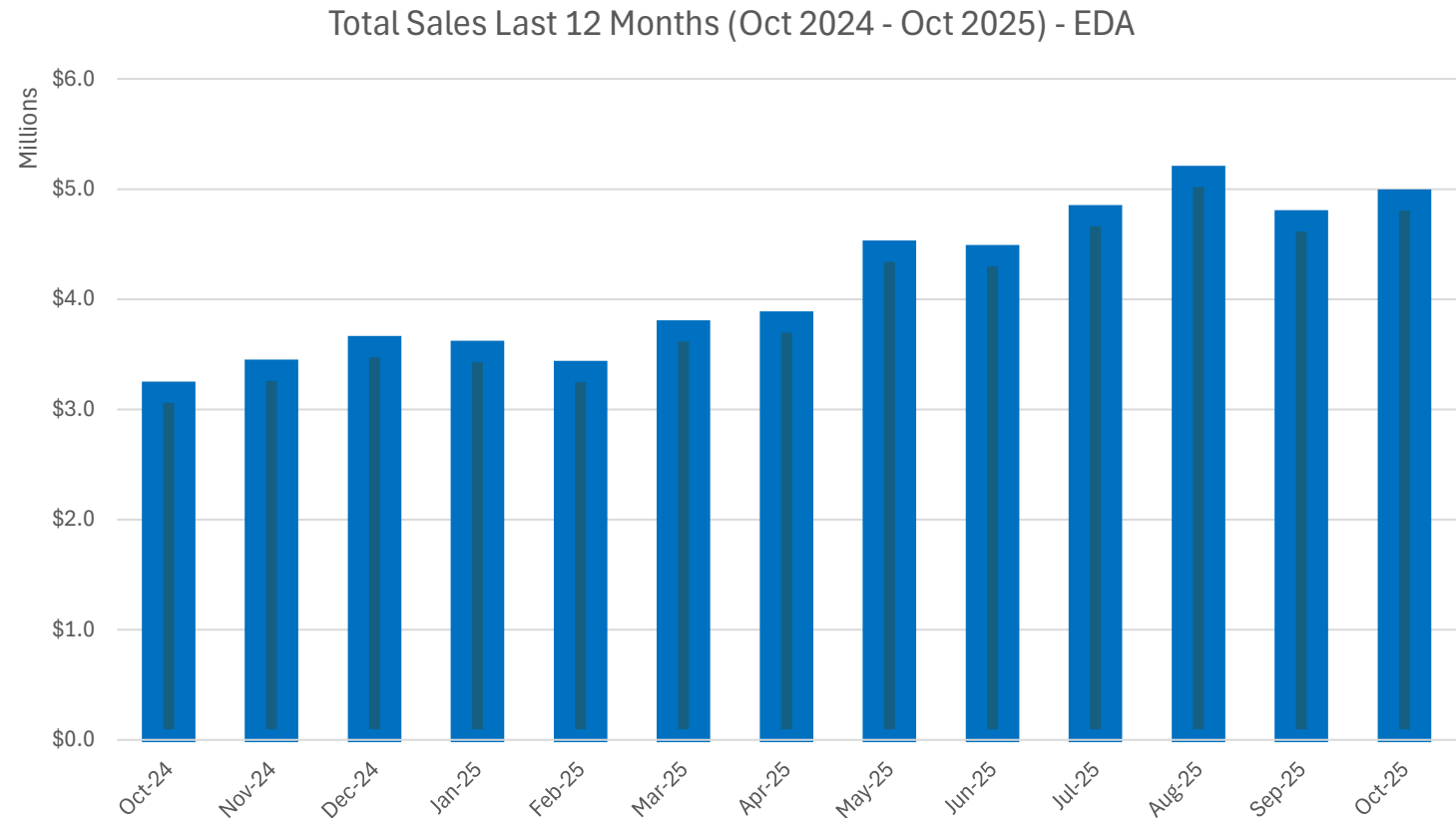
Month	Dollar Sales
Oct-24	\$7,950,563
Nov-24	\$8,270,815
Dec-24	\$8,775,366
Jan-25	\$8,899,372
Feb-25	\$8,448,000
Mar-25	\$9,506,897
Apr-25	\$9,797,713
May-25	\$10,662,317
Jun-25	\$10,305,664
Jul-25	\$11,105,011
Aug-25	\$11,307,957
Sep-25	\$10,571,359
Oct-25	\$11,310,835



Year Over Year Change, October 2024 - October 2025: 42.3%

Total Sales by Month (October 2024 - October 2025) – Economically Disadvantaged Areas

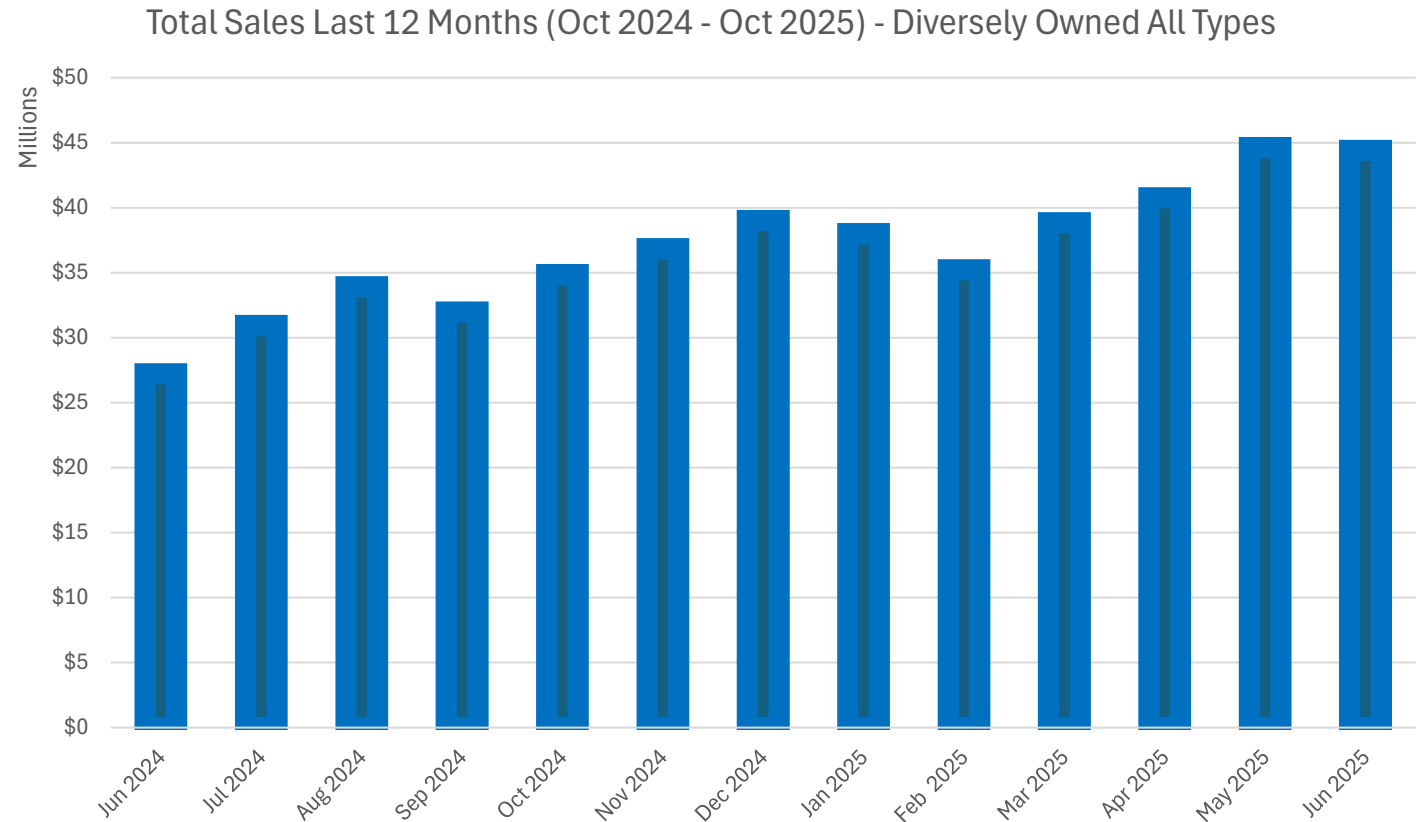
<u>Month</u>	<u>Dollar Sales</u>
Oct-24	\$3,156,462
Nov-24	\$3,357,013
Dec-24	\$3,570,515
Jan-25	\$3,527,000
Feb-25	\$3,342,601
Mar-25	\$3,712,609
Apr-25	\$3,792,095
May-25	\$4,436,058
Jun-25	\$4,395,925
Jul-25	\$4,758,838
Aug-25	\$5,115,265
Sep-25	\$4,710,308
Oct-25	\$4,900,832



Year Over Year Change, October 2024 - October 2025 : 55.2%

Total Sales by Month (Oct 2024 - Oct 2025) - Diversely Owned

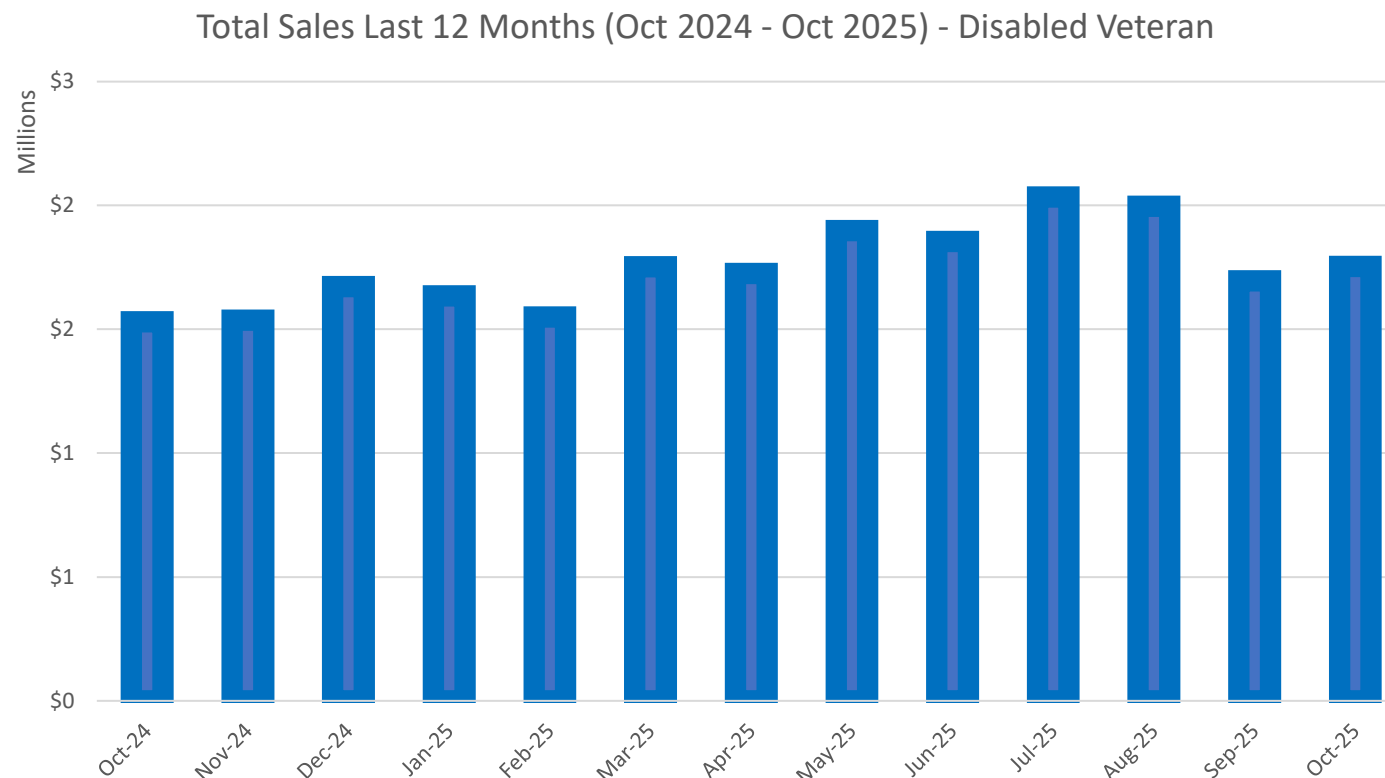
Month	Dollar Sales
Oct-24	\$34,856,685
Nov-24	\$36,843,596
Dec-24	\$39,013,973
Jan-25	\$38,090,475
Feb-25	\$35,301,083
Mar-25	\$39,922,835
Apr-25	\$41,174,140
May-25	\$45,032,421
Jun-25	\$44,792,972
Jul-25	\$48,862,151
Aug-25	\$51,460,441
Sep-25	\$47,123,079
Oct-25	\$51,371,098



Year Over Year Change, October 2024 - October 2025: 47.3%

Total Sales by Month (October 2024 – October 2025) – Disabled Veteran Owned

<u>Month</u>	<u>Dollar Sales</u>
Oct-24	\$1,530,496
Nov-24	\$1,536,346
Dec-24	\$1,672,896
Jan-25	\$1,634,538
Feb-25	\$1,549,122
Mar-25	\$1,753,143
Apr-25	\$1,725,200
May-25	\$1,899,050
Jun-25	\$1,854,195
Jul-25	\$2,033,775
Aug-25	\$1,996,250
Sep-25	\$1,695,858
Oct-25	\$1,753,285

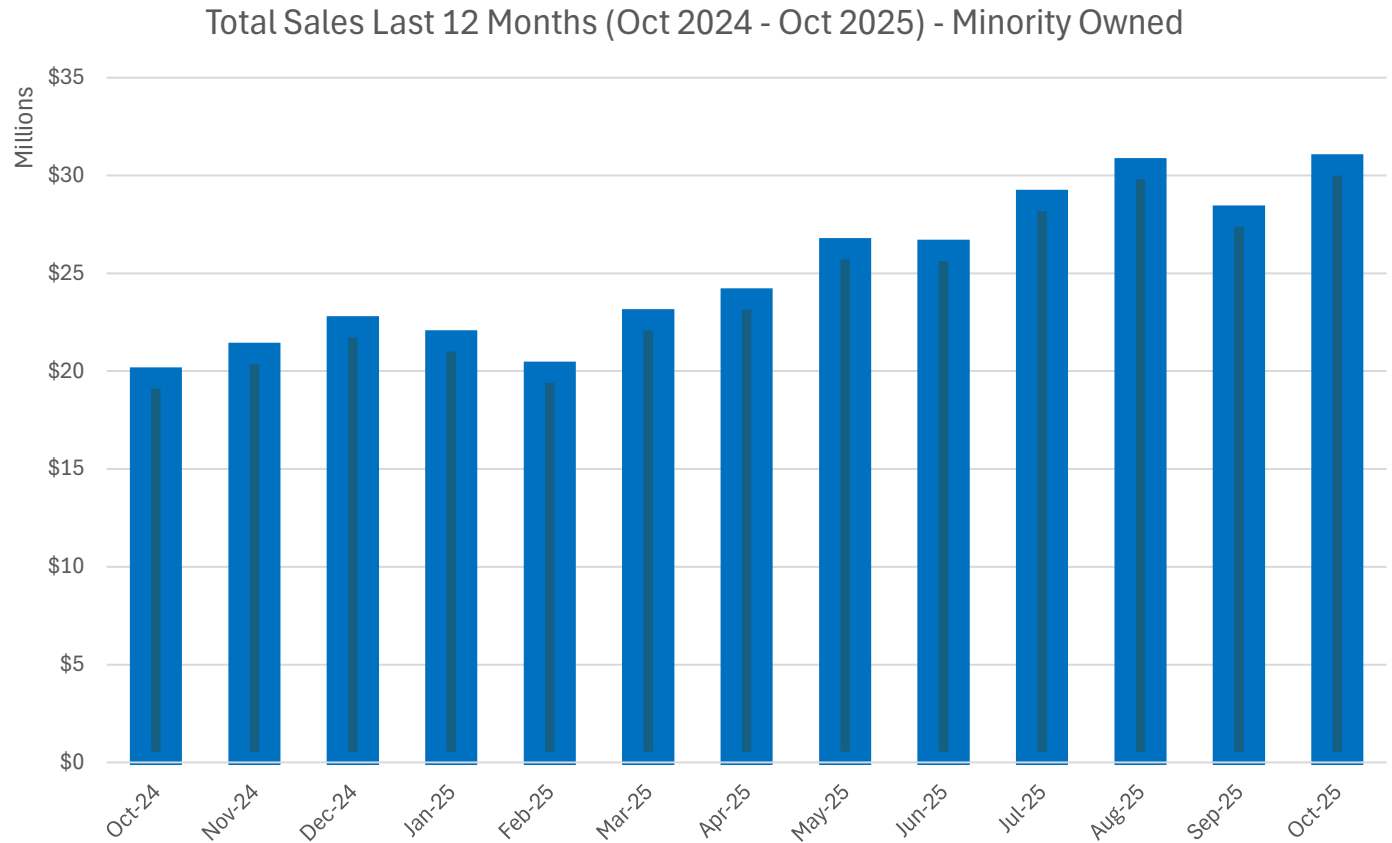


Year Over Year Change, Oct 2024 - Oct 2025: 14.55%

Total Sales by Month (October 2024 – October 2025)

Minority Owned

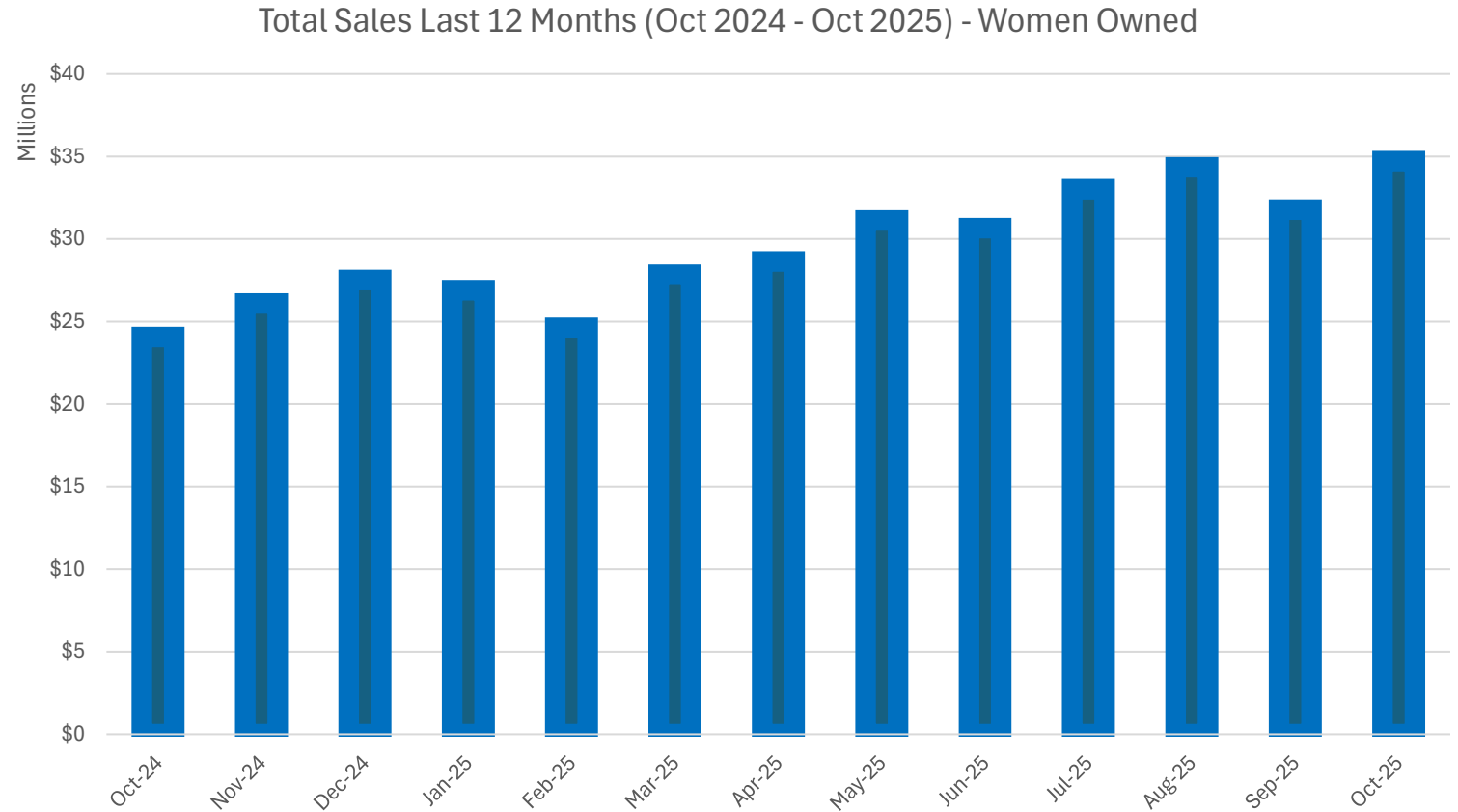
<u>Month</u>	<u>Dollar Sales</u>
Oct-24	\$19,640,099
Nov-24	\$20,906,726
Dec-24	\$22,273,248
Jan-25	\$21,546,660
Feb-25	\$19,942,179
Mar-25	\$22,629,537
Apr-25	\$23,684,099
May-25	\$26,258,804
Jun-25	\$26,172,579
Jul-25	\$28,722,935
Aug-25	\$30,345,330
Sep-25	\$27,931,763
Oct-25	\$30,545,891



Year Over Year Change, October 2024 - October 2025 : 55.6%

Total Sales by Month (Oct 2024 - Oct 2025) – Women Owned

Month	Dollar Sales
Oct-24	\$24,060,099
Nov-24	\$26,106,726
Dec-24	\$27,523,248
Jan-25	\$26,897,887
Feb-25	\$24,623,733
Mar-25	\$27,842,319
Apr-25	\$28,642,627
May-25	\$31,133,599
Jun-25	\$30,659,282
Jul-25	\$33,011,758
Aug-25	\$34,341,731
Sep-25	\$31,790,237
Oct-25	\$34,726,232



Year Over Year Change, October 2024 - October 2025 : 44.3%

Total Sales by Month (October 2024 – October 2025) – Criminal History

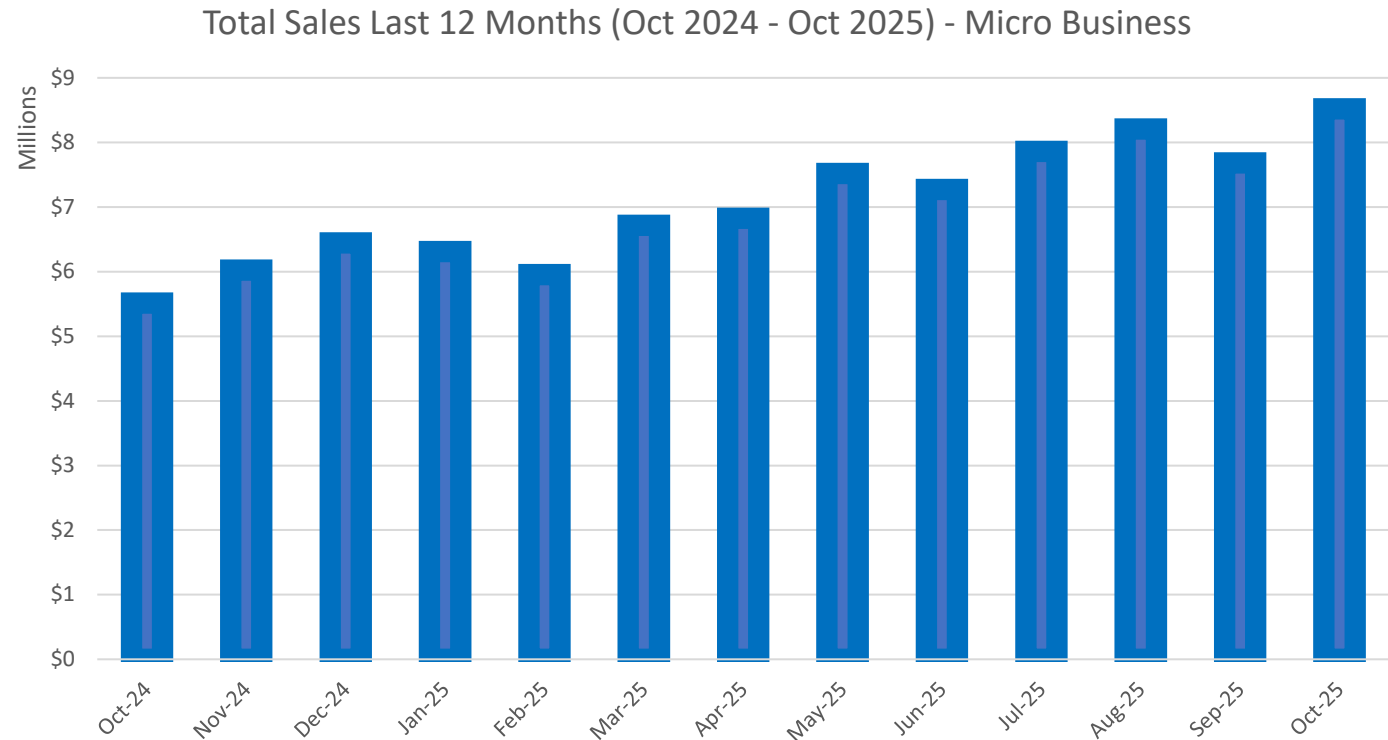
Month	Dollar Sales
Oct-24	\$4,130,629
Nov-24	\$4,352,966
Dec-24	\$4,738,566
Jan-25	\$4,631,687
Feb-25	\$4,504,097
Mar-25	\$5,292,763
Apr-25	\$5,589,805
May-25	\$6,010,830
Jun-25	\$5,740,854
Jul-25	\$6,285,195
Aug-25	\$6,394,295
Sep-25	\$6,075,362
Oct-25	\$6,682,685



Year Over Year Change, October 2024 - October 2025: 61.8%

Total Sales by Month (October 2024 – October 2025) – Micro Business

<u>Month</u>	<u>Dollar Sales</u>
Oct-24	\$5,516,076
Nov-24	\$6,023,376
Dec-24	\$6,445,682
Jan-25	\$6,310,207
Feb-25	\$5,956,440
Mar-25	\$6,716,164
Apr-25	\$6,824,094
May-25	\$7,519,936
Jun-25	\$7,272,053
Jul-25	\$7,862,404
Aug-25	\$8,209,729
Sep-25	\$7,681,504
Oct-25	\$8,519,485



Year Over Year Change, October 2024 - October 2025: 54.4%