



Maryland Cannabis Administration Agency Briefing

Senate Finance Committee

January 2026

Industry at a Glance

- \$1.17 billion in sales revenue
- 187 operating cannabis businesses
- Estimated \$97 million in sales tax revenue
- Currently 8,101 cannabis workers in the state

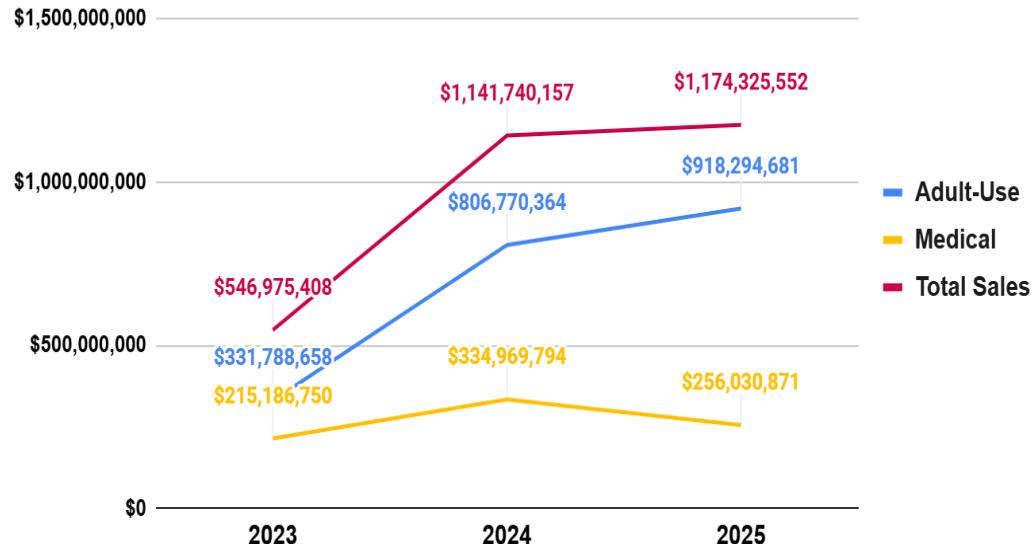


Market Analysis

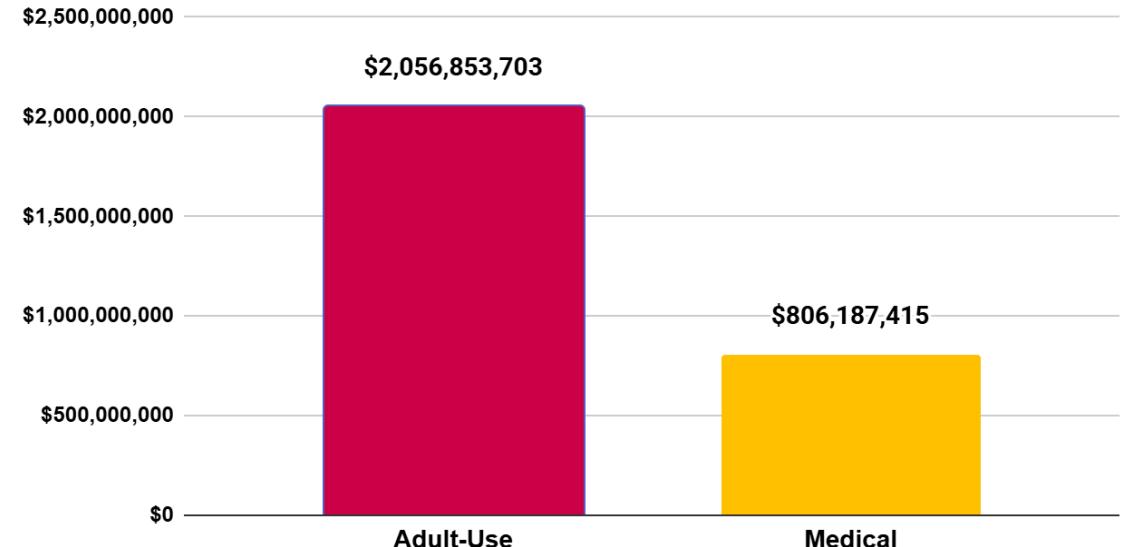
Adult-use and Medical

\$1.17 billion total sales in 2025; \$2.86 billion cumulative sales to date

Adult-Use, Medical and Total Sales



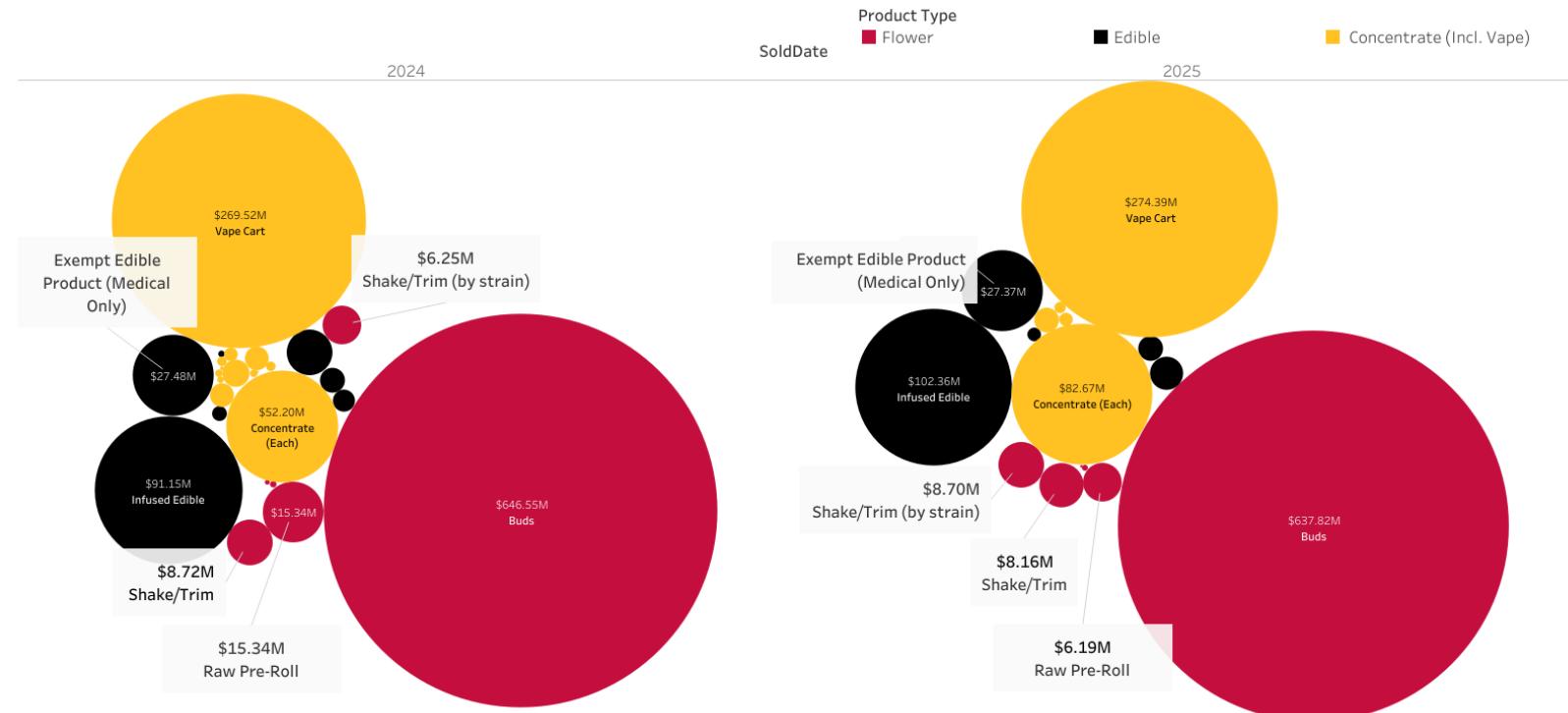
Cumulative Sales 2023-2025



Market is maturing

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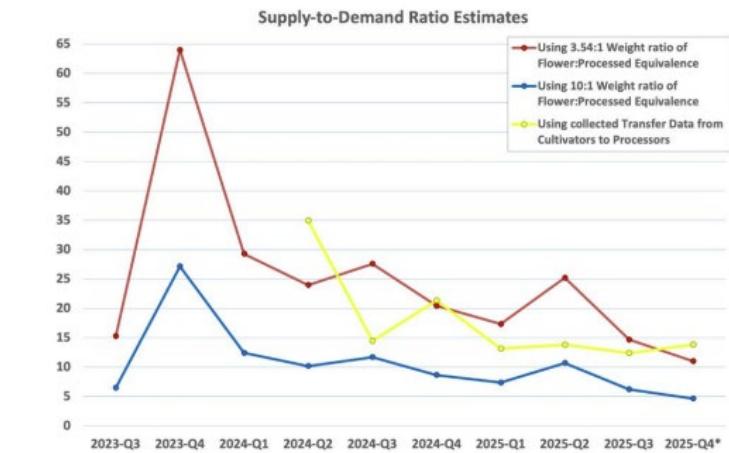
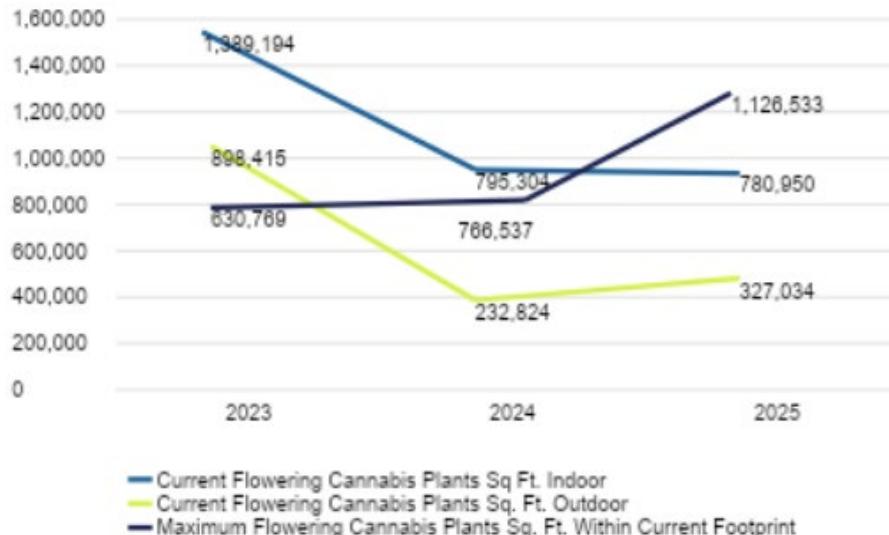
but is neither
matured nor
saturated
yet.



State of Licensed Canopy

Growers are:

- Not cultivating all their allotted canopy
- Not sending all that they cultivate down the supply chain
- Adjusting supply based on demand independently



Licensing and Compliance

187 Operating Cannabis Businesses



Licensing Round Authorized by 2023 CRA

In 2025, approximately 30% of cannabis business ownership was held by women and 40% by minority individuals.

- 205 selected applicants in lottery
- 192 conditional licenses issued

Race	Gender	Count	Percent
Black or African American	Female	42	20.5%
Black or African American	Male	68	33.2%
White	Female	18	8.8%
White	Male	31	15.1%
Two or More Races	Female	3	1.5%
Two or More Races	Male	7	3.4%
Hispanic or Latino	Female	3	1.5%
Hispanic or Latino	Male	5	2.4%
Asian	Female	9	4.4%
Asian	Male	18	8.8%
American Indian or Alaska Native	Female	0	0.0%
American Indian or Alaska Native	Male	1	0.5%
Total		205	100.00%

Source: Maryland Cannabis Administration, October 2025.

Industry Touchpoints

- Webinars
- Trainings
- Listening sessions
 - Focus on regulatory changes
 - Conditional licenses on the path to becoming operational
- Applicant Individualized Support
- Collaborations
 - Department of Commerce
 - Advisory Board on Medical & Adult-Use Cannabis
- Guidance and education

Growth of Final Licenses in 2026

- MCA has issued 20 final licenses over the past 10 months
 - First opening from this licensing round in April 2025
 - Standard dispensaries have been the quickest to open
- 60+ more anticipated through October 2026
- Assessment opportunities
 - Raising capital
 - Securing property
 - Confusion among local zoning authorities

Health & Safety

Public Health and Education

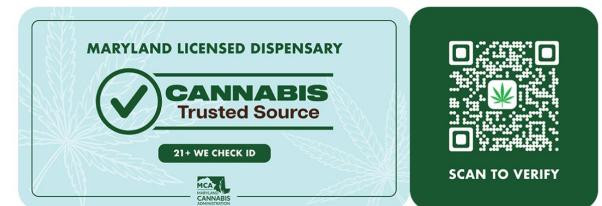
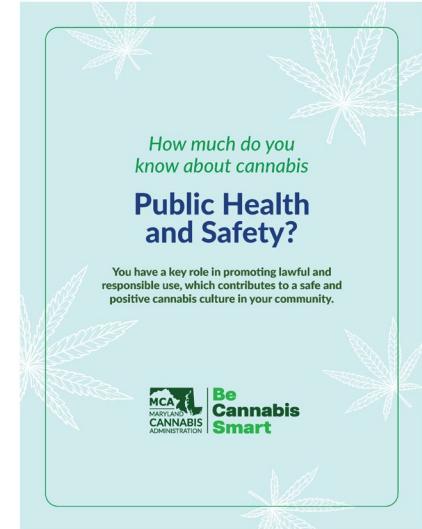
MCA provides reliable health and education data to customers and to the broader public.

Campaigns

- Responsible Use (2025)
- Trusted Source (ongoing)
- Youth Prevention (ongoing)

Partnerships

- Maryland Department of Health (MDH)
- Alcohol, Tobacco and Cannabis Commission (ATCC)
- Maryland Poison Center
- Maryland Hospital Administration



First accredited Cannabis Reference Lab in the Nation

Product approvals

- Potency and purity
- 62,700 samples tested in 2025
- Developed industry-wide testing standards

Partners

- Support ATCC product testing
- Ongoing research collaborations with external partners

Oversight of the 4 independent cannabis laboratories in the state

- Last year, we completed 41 inspections and investigations

Medical Cannabis Program

- MCA completed its Fourth Annual Medical Cannabis Patient Survey
- Surveyed certifying providers to better understand their experiences in the Medical Cannabis Program
- Led virtual and in-person Medical Cannabis Patient and Provider Roundtables
- Dedicated Patient Services Team and Call Center
 - 65 calls per day
 - 14,927 total calls in 2025

Customer	Total Avg Monthly Cannabis Expenditures	Total Sales 2024 (millions)	Total Sales 2025 (millions)
Adult-Use	\$198.70	\$806.77	\$918.29
Medical	\$317.01	\$334.97	\$256.03

The Workforce Development Program

MCA built the nation's first in-house cannabis workforce development program

- 16 courses
 - Virtual academy: 719 participants
 - In-person academy: 448 participants
- Participant ages range from 21 to 76
- Trainings were held in 7 counties:
 - Baltimore, Anne Arundel, Prince George's, Talbot, Howard, Somerset, and Frederick

- Internships with industry partners
- Partnerships with Department of Labor and Howard Community College
- Seeking accreditation from ANSI National Accreditation Board to provide MCA workforce development participants with official certification

Looking Ahead...

- Operationalize conditional licensees
- Educate the public on the benefits of cannabis, especially for medical needs
- Incubator
- Federal rescheduling



Thank you!

Any questions?