



# *THE PEOPLE'S* ECOSYSTEM

*MARKETING TO THE GLOBAL MAJORITY*  
*CHRISTINE DE LA ROSA*



CANNABIS MARKETING  
ASSOCIATION



# *PEOPLE OF THE GLOBAL MAJORITY*

**is a term that has been adopted by many people to describe the majority of the world who consider themselves non-white.**



CANNABIS MARKETING  
ASSOCIATION



# *LATINX POPULATION*

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**62.1  
MILLION**

**U.S. LATINX  
POPULATION  
REACHED IN 2020**

**1 IN 5**  
**PEOPLE IN THE U.S.**  
**ARE LATINX**

**23%**  
**POPULATION INCREASE**  
**IN 10 YEARS.**  
**7% MORE THAN ANY OTHER ETHNICITY**

# LATINX U.S. MARKET GROWTH

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**\$1.9**  
**TRILLION**

LATINX SPENDING POWER 2020 GROWTH  
AN INCREASE OF 87% FROM 2010

**56%**  
**MEXICAN BUYING POWER**

WITHIN LATINX MARKET  
IN THE U.S.

## TOP 10 STATES WITH THE LARGEST LATINX CONSUMER MARKETS IN 2020

- California (\$506 billion)
- Texas (\$361 billion)
- Florida (\$208 billion)
- New York (\$139 billion)
- New Jersey (\$70 billion)
- Illinois (\$68 billion)
- Arizona (\$63 billion)
- Colorado (\$40 billion)
- New Mexico (\$32 billion)
- Washington (\$31 billion)

## STATES WITH THE FASTEST GROWTH IN THE LATINX MARKET BETWEEN 2010-2020

- North Dakota (206%)
- South Dakota (136%)
- Montana (133%)
- Idaho (121%)
- District of Columbia (119%)
- New Hampshire (118%)
- Oregon (115%)
- Washington (114%),
- Massachusetts (113%)
- Pennsylvania (112%)



# CANNABIS IN LATIN AMERICAN COUNTRIES

## MASSIVE MARKET POTENTIAL

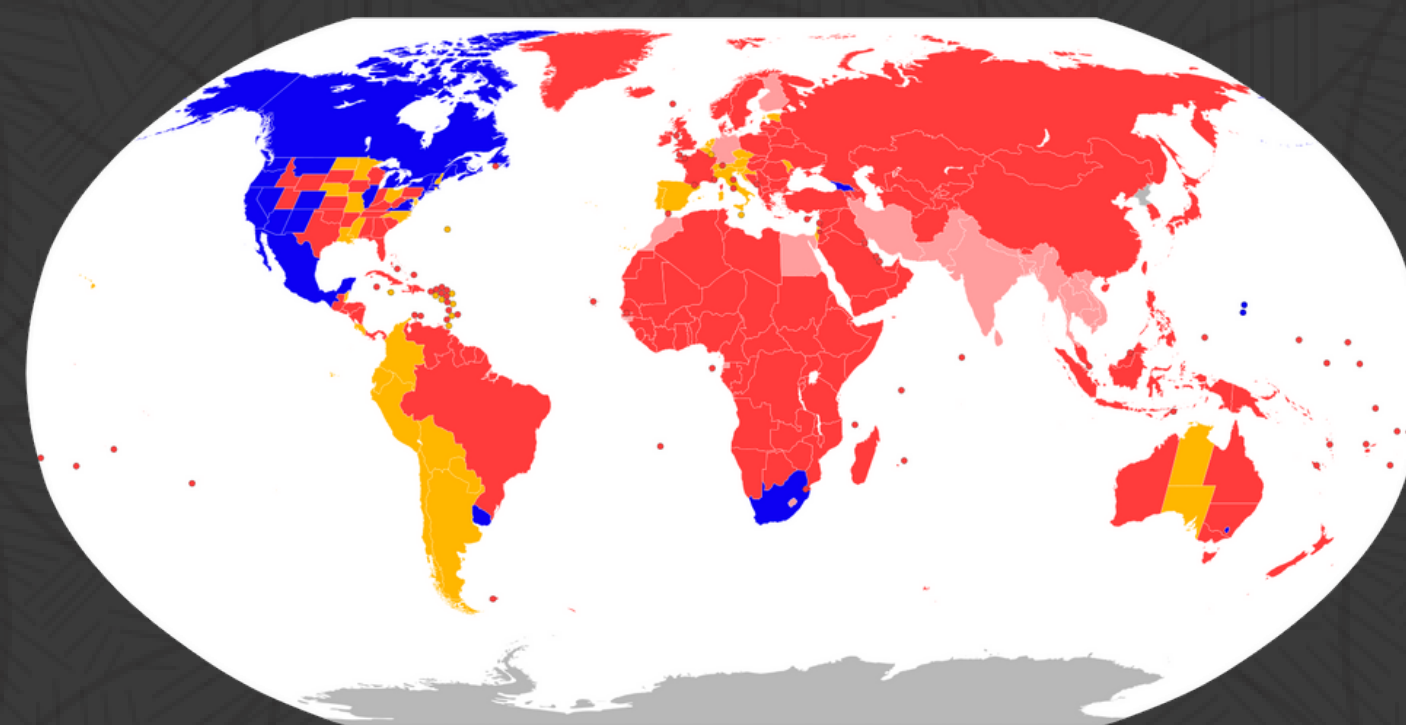
Headset, a cannabis industry analyst firm, projects that sales of all legal cannabis in the U.S. will top \$28 billion by next year and grow by 50% in just four years to \$42 billion by 2026.

Statista projects the value of the legal recreational cannabis market in Latin America will hit nearly \$300 million by 2024.

Brazil's cannabis market, Latin America's largest, held an estimated value of \$2.3 billion in 2019.

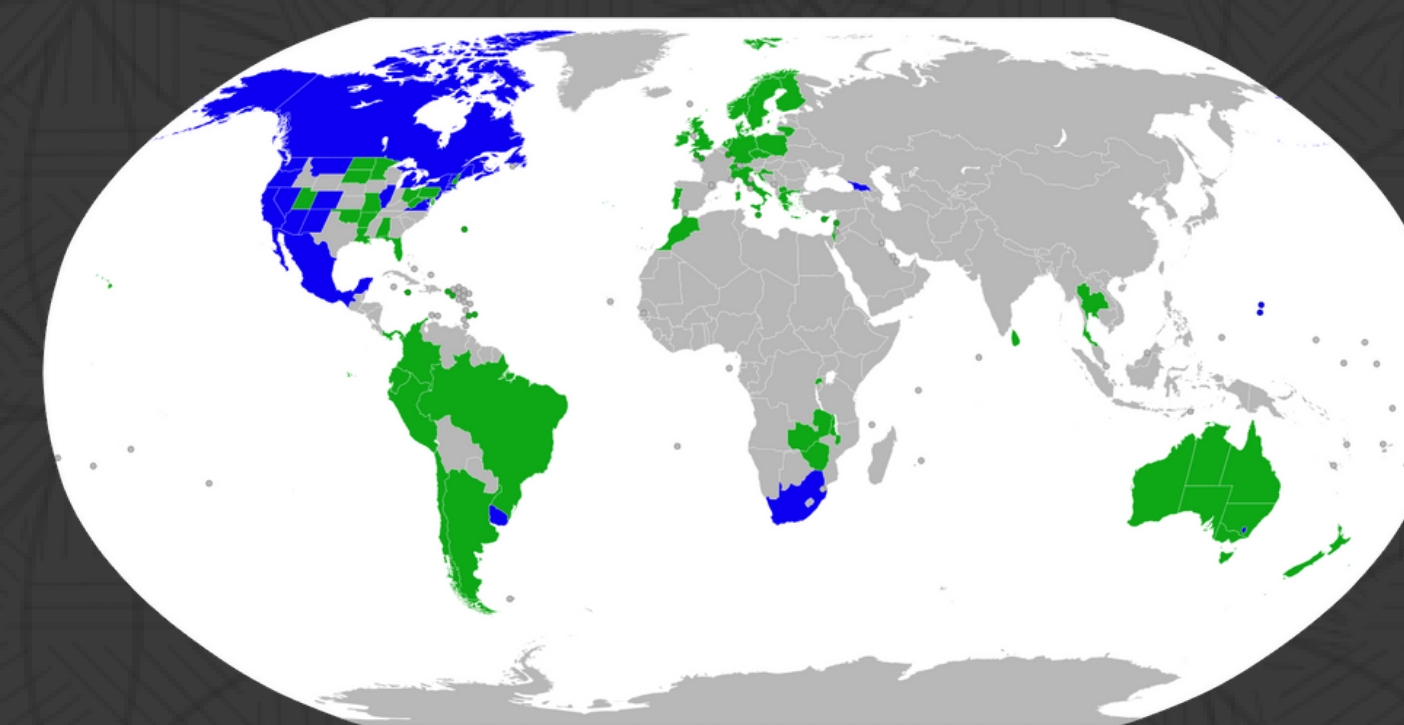
Statista predicts that in Mexico, the legal medicinal market alone will grow from \$3.5 million in 2021 to more than \$50 million by 2024.

### LEGAL STATUS OF CANNABIS POSSESSION FOR RECREATIONAL USE



■ LEGAL ■ LEGALITY UNKNOWN ■ ILLEGAL ■ ILLEGAL BUT DECRIMINALIZED ■ ILLEGAL BUT OFTEN UNENFORCED

### LEGAL STATUS OF CANNABIS FOR MEDICAL USE



■ LEGAL FOR RECREATIONAL USE ■ LEGAL FOR MEDICAL USE ■ ILLEGAL

# BLACK POPULATION

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**47.8  
MILLION**

**U.S. BLACK  
POPULATION  
REACHED IN 2021**

**1 IN 7**  
**PEOPLE IN THE U.S.**  
**ARE BLACK**

**29%**  
**POPULATION INCREASE**  
**IN 10 YEARS**



# BLACK U.S. MARKET GROWTH

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**\$1.4**

**TRILLION**

2021 BLACK SPENDING POWER

**5%**

**BUYING POWER INCREASE**

YEAR AFTER YEAR FOR THE  
LAST TWO DECADES

**\$835B**

**CONSUMER EXPENDITURES**

2019 STATISTICS\*

## TOP 10 U.S. METROPOLITAN AREAS BY BLACK POPULATION

- New York (3,237,789)
- Atlanta (2,084,212)
- Chicago (1,576,952)
- Washington DC (1,562,340)
- Philadelphia (1,273,120)
- Houston (1,237,934)
- Dallas/Fort Worth (1,220,934)
- Miami (1,194,334)
- Detroit (961,076)
- Los Angeles (848,206)

# ASIAN POPULATION

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**22.4  
MILLION**

**U.S. ASIAN  
POPULATION  
REACHED IN 2019**

**1 IN 14  
PEOPLE IN THE U.S.**

**ARE ASIAN — NOW ABOUT 7% OF  
THE NATION'S OVERALL POPULATION**

**88%  
POPULATION INCREASE**

**IN TWO DECADES — ASIANS ARE THE NATION'S  
FASTEST-GROWING RACIAL OR ETHNIC GROUP**



# ASIAN MARKET GROWTH

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**\$1  
TRILLION**

ASIAN SPENDING POWER 2020 GROWTH  
AN INCREASE OF 267% FROM 2000

**45%**  
**U.S. ASIANS LIVE  
IN THE WEST**

30% IN CALIFORNIA ALONE

## TOP 10 STATES WITH THE LARGEST ASIAN CONSUMER MARKETS IN 2020

- California (\$439 billion)
- New York (\$109 billion)
- Texas (\$100 billion)
- New Jersey (\$70 billion)
- Washington (\$58 billion)
- Illinois (\$49 billion)
- Virginia (\$39 billion)
- Florida (\$37 billion)
- Massachusetts (\$36 billion)
- Hawaii (\$36 billion)

## STATES WITH THE FASTEST GROWTH IN THE ASIAN MARKET BETWEEN 2010-2020

- Washington (174%)
- South Dakota (164%)
- Utah (157%)
- Vermont (154%)
- Indiana (146%)
- Montana (145%)
- Texas (153%)
- Oregon (142%)
- North Carolina (142%)
- Georgia (138%)

**THANK YOU**

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***THE PEOPLE'S***  
**ECOSYSTEM**

**CHRISTINE DE LA ROSA**

**CEO & CO-FOUNDER**

**[christine.delarosa@thepeoplesecosystem.com](mailto:christine.delarosa@thepeoplesecosystem.com)**

**<https://www.linkedin.com/in/mizchris/>**

**Personal Social Handles @mizchris everywhere**



# SOURCES

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