

Cannabis in Australia

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Abstracts

The number of users of medical cannabis in Australia continued to grow in 2023, driven by growing public acceptance of cannabis legalisation. More and more Australians are supportive of improving access to and the safety of medical cannabis through legalisation, as opposed to outright bans on product usage. Growth in the category is, however, still limited by high costs, the reluctance of medical practitioners to prescribe medical cannabis, and the complex path to access.

Euromonitor International's Cannabis in Australia market report offers a comprehensive guide to the size and shape of this emerging market opportunity at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the key cannabinoid categories driving growth. It outlines the regulatory, cultural and commercial context and offers strategic analysis of key factors influencing the market – legislative developments both current and future, economic/lifestyle influences, illicit consumption, product innovation, distribution and pricing trends. Forecasts to 2028 illustrate how the market is set to expand and change.

Product coverage: Adult-Use Cannabis, CBD & Other Non-Intoxicating Cannabinoids, Medical Cannabis.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Cannabis market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Cannabis in Australia
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January 2024

LIST OF CONTENTS AND TABLES

CANNABIS IN AUSTRALIA

EXECUTIVE SUMMARY

CANNABIS BACKGROUND

COUNTRY INSIGHT

CANNABIS LEGISLATION

Summary 1 Cannabis Legislation in Australia

CANNABIS DISTRIBUTION

CANNABIS TAXATION

CANNABIS PRODUCTION

ILLICIT CANNABIS MARKET

MARKET INDICATORS

Table 1 Cannabis User Population by Legal vs Illicit 2019-2023

MARKET DATA

Table 2 Sales of Cannabis by Category: Value 2019-2023

Table 3 Sales of Cannabis by Category: % Value Growth 2019-2023

Table 4 Sales of Cannabis by Legal vs Illicit 2019-2023

Table 5 Distribution of Cannabis by Format: % Value 2019-2023

Table 6 Distribution of Cannabis by Format and Category: % Value 2023

Table 7 Forecast Sales of Cannabis by Category: Value 2023-2028

Table 8 Forecast Sales of Cannabis by Category: % Value Growth 2023-2028

Table 9 Forecast Sales of Cannabis by Legal vs Illicit 2023-2028

MEDICAL CANNABIS

Market sizes

Cannabinoids

Brands

Distribution

CATEGORY DATA

Table 10 Sales of Medical Cannabis by Category: Volume 2019-2023

Table 11 Sales of Medical Cannabis by Category: Value 2019-2023

Table 12 Sales of Medical Cannabis by Category: % Volume Growth 2019-2023

Table 13 Sales of Medical Cannabis by Category: % Value Growth 2019-2023

Table 14 Sales of Medical Cannabis by CBD vs THC content: % Value 2019-2023

Table 15 Distribution of Medical Cannabis by Format: % Value 2019-2023

Table 16 Forecast Sales of Medical Cannabis by Category: Volume 2023-2028

Table 17 Forecast Sales of Medical Cannabis by Category: Value 2023-2028

Table 18 Forecast Sales of Medical Cannabis by Category: % Volume Growth
2023-2028

Table 19 Forecast Sales of Medical Cannabis by Category: % Value Growth 2023-2028
CBD & OTHER NON-INTOXICATING CANNABINOIDS

Table 20 Sales of CBD & Other Non-Intoxicating Cannabinoids by Category: Volume
2019-2023

Table 21 Sales of CBD & Other Non-Intoxicating Cannabinoids by Category: Value
2019-2023

Table 22 Sales of CBD & Other Non-Intoxicating Cannabinoids by Category: % Volume
Growth 2019-2023

Table 23 Sales of CBD & Other Non-Intoxicating Cannabinoids by Category: % Value
Growth 2019-2023

Table 24 Distribution of CBD & Other Non-Intoxicating Cannabinoids by Format: %
Value 2019-2023

Table 25 Forecast Sales of CBD & Other Non-Intoxicating Cannabinoids by Category:
Volume 2023-2028

Table 26 Forecast Sales of CBD & Other Non-Intoxicating Cannabinoids by Category:
Value 2023-2028

Table 27 Forecast Sales of CBD & Other Non-Intoxicating Cannabinoids by Category:
% Volume Growth 2023-2028

Table 28 Forecast Sales of CBD & Other Non-Intoxicating Cannabinoids by Category:
% Value Growth 2023-2028

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