

Cannabis in Canada

<https://marketpublishers.com/r/C1409906D274EN.html>

Date: January 2024

Pages: 34

Price: US\$ 1,675.00 (Single User License)

ID: C1409906D274EN

Abstracts

Cannabis sales growth is being driven by adult-use cannabis, with a growing user base linked to the illicit market, growing social acceptance and fair pricing. Heightened consumer stress as a result for inflation is also encouraging growing use, while diminishing prices in 2023 also supported sales. Though spending per consumer continues to fall, the user continues to expand, with this expected to continue in the forecast period due to ongoing reduction in the stigmas surrounding cannabis use.

Euromonitor International's Cannabis in Canada 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.

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Euromonitor International
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