

# 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.

## Contents

Cannabis in Canada  
Euromonitor International  
January 2024

### LIST OF CONTENTS AND TABLES

#### CANNABIS IN CANADA

##### EXECUTIVE SUMMARY

##### CANNABIS BACKGROUND

##### COUNTRY INSIGHT

##### CANNABIS LEGISLATION

##### Summary 1 Cannabis Legislation in Canada

##### Grow-your-own

##### Summary 2 Legal limits

##### Summary 3 Criminal penalties

##### CANNABIS DISTRIBUTION

##### CANNABIS TAXATION

##### Summary 4 Federal cannabis excise tax on cultivators, producers, and packagers of cannabis products

##### Summary 5 Cannabis Taxation in Canada

##### CANNABIS PRODUCTION

##### Summary 6 Cannabis Production in Canada

##### 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

#### ADULT-USE CANNABIS

Table 20 Sales of Adult-Use Cannabis by Category: Volume 2019-2023

Table 21 Sales of Adult-Use Cannabis by Category: Value 2019-2023

Table 22 Sales of Adult-Use Cannabis by Category: % Volume Growth 2019-2023

Table 23 Sales of Adult-Use Cannabis by Category: % Value Growth 2019-2023

Table 24 Sales of Adult-Use Cannabis by CBD vs THC content: % Value 2019-2023

Table 25 Distribution of Adult-Use Cannabis by Format: % Value 2019-2023

Table 26 Forecast Sales of Adult-Use Cannabis by Category: Volume 2023-2028

Table 27 Forecast Sales of Adult-Use Cannabis by Category: Value 2023-2028

Table 28 Forecast Sales of Adult-Use Cannabis by Category: % Volume Growth 2023-2028

Table 29 Forecast Sales of Adult-Use Cannabis by Category: % Value Growth 2023-2028

#### CBD & OTHER NON-INTOXICATING CANNABINOIDS

Table 30 Sales of CBD & Other Non-Intoxicating Cannabinoids by Category: Volume 2019-2023

Table 31 Sales of CBD & Other Non-Intoxicating Cannabinoids by Category: Value 2019-2023

Table 32 Sales of CBD & Other Non-Intoxicating Cannabinoids by Category: % Volume Growth 2019-2023

Table 33 Sales of CBD & Other Non-Intoxicating Cannabinoids by Category: % Value Growth 2019-2023

Table 34 Distribution of CBD & Other Non-Intoxicating Cannabinoids by Format: % Value 2019-2023

Table 35 Forecast Sales of CBD & Other Non-Intoxicating Cannabinoids by Category:

Volume 2023-2028

Table 36 Forecast Sales of CBD & Other Non-Intoxicating Cannabinoids by Category:

Value 2023-2028

Table 37 Forecast Sales of CBD & Other Non-Intoxicating Cannabinoids by Category:

% Volume Growth 2023-2028

Table 38 Forecast Sales of CBD & Other Non-Intoxicating Cannabinoids by Category:

% Value Growth 2023-2028

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