

U.S. Cannabis Market Size, Share & Trends Analysis Report By Source (Hemp, Marijuana), By Derivatives (CBD, THC), By End-use (Medical Use, Recreational Use), And Segment Forecasts, 2024 - 2030

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Abstracts

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U.S. Cannabis Market Growth & Trends

The U.S. cannabis market size is expected to reach USD 40.10 billion by 2030, registering a CAGR of 13.7% from 2024 to 2030, according to a new report by Grand View Research, Inc. Factors such as legalization of medicinal cannabis, growing consumer disposable income, rising demand for cannabis from the pharmaceutical industry, growing consumer awareness of the health benefits of cannabis, presence of major manufacturers, and the approval of the U.S. farm bill are expected to boost the market growth.

Cannabis is generally used for the treatment of various conditions, such as cancer, mental disorders, pain management, & nausea, and for recreational purposes. The high prevalence of cancer is expected to be one of the factors driving the adoption of medical marijuana over the forecast period. For instance, according to an article published by the American Cancer Society in January 2023, 609,820 cancer deaths and 1,958,310 new cancer cases were anticipated to occur in the U.S. In addition to that, two cannabidiol (CBD) drugs namely nabilone and dronabinol are approved by the FDA for the treatment of vomiting and nausea caused by chemotherapy in the U.S.

Furthermore, rising awareness among people regarding the therapeutic benefits of cannabis and the launch of cannabis certification programs through partnerships drives

market growth. For instance, in December 2023, Bellarmine University introduced a cannabis education certificate program offered by a public Kentucky University focusing on agriculture, business, medicine, and law in the fast-changing cannabis industry.

With the legalization of cannabis in different areas of the U.S. for medical & recreational use, many well-known personalities and mainstream companies are seeking to benefit from this trend. For instance, celebrities such as Jay-Z and Snoop Dogg have joined this movement by launching branded cannabis products (Monogram). However, avid cannabis consumers seek information regarding the extent of the celebrity's involvement in the cultivation process. Despite this scrutiny, more celebrities are expected to follow this trend and enter the cannabis cultivation industry.

Moreover, new technologies and improvements are continually being developed for the cultivation of cannabis. With an increasing demand for technologically advanced cannabis production, these expanded techniques are anticipated to assist cultivators in optimizing their resources, which further drives the market growth.

U.S. Cannabis Market Report Highlights

Based on source, the marijuana segment accounted for the largest revenue share in 2023 due to the recognition of cannabis for medical purposes and the increasing legalization of its use

Based on derivative, the CBD segment dominated the market with the largest revenue share in 2023, owing to growing acceptance and a rise in demand for CBD-infused food, cosmetics, and medication

Based on end-use, the medical use segment held the largest revenue share in 2023 due to the increasing research activity and growing clinical trials supporting its benefits in treating various chronic diseases

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Segment Definitions
 - 1.2.1. Source
 - 1.2.2. Derivatives
 - 1.2.3. End-use
- 1.3. Estimates and Forecast Timeline
- 1.4. Research Methodology
- 1.5. Information Procurement
 - 1.5.1. Purchased Database
 - 1.5.2. GVR's Internal Database
 - 1.5.3. Secondary Sources
 - 1.5.4. Primary Research
- 1.6. Information Analysis
 - 1.6.1. Data Analysis Models
- 1.7. Market Formulation & Data Visualization
- 1.8. Model Details
 - 1.8.1. Commodity Flow Analysis
- 1.9. List of Secondary Sources
- 1.10. Objectives

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Snapshot
- 2.2. Segment Snapshot
 - 2.2.1. Source outlook
 - 2.2.2. Derivatives outlook
 - 2.2.3. End-use outlook
- 2.3. Competitive Landscape Snapshot

CHAPTER 3. U.S. CANNABIS MARKET VARIABLES, TRENDS, & SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Market Dynamics
 - 3.2.1. Market Driver Analysis
 - 3.2.1.1. Growing adoption of medical marijuana for treatment of chronic diseases

- 3.2.1.2. Impending legalization of marijuana for recreational/adult use
- 3.2.1.3. Rising number of research studies on cannabis for various ailments
- 3.2.1.4. Growing legalization and awareness of cannabis in various states in the U.S.
- 3.2.2. Market Restraint Analysis
 - 3.2.2.1. High cost of cannabis and CBD-based products
 - 3.2.2.2. lack of consistency in advertising policies regarding cannabis
- 3.2.3. Case Study Analysis
- 3.3. Business Environment Analysis
 - 3.3.1. Industry Analysis - Porter's
 - 3.3.1.1. Supplier power
 - 3.3.1.2. Buyer power
 - 3.3.1.3. Substitution threat
 - 3.3.1.4. Threat of new entrant
 - 3.3.1.5. Competitive rivalry
 - 3.3.2. PESTLE Analysis
- 3.4. Regulatory Landscape

CHAPTER 4. U.S. CANNABIS MARKET SEGMENT ANALYSIS, BY SOURCE, 2018 - 2030 (USD MILLION)

- 4.1. Definition and Scope
- 4.2. Source Segment Dashboard
- 4.3. Market Size & Forecasts and Trend Analyses, 2018 to 2030 for the following
- 4.4. Hemp
 - 4.4.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
 - 4.4.2. Hemp oil
 - 4.4.2.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
 - 4.4.3. Industrial Hemp
 - 4.4.3.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
- 4.5. Marijuana
 - 4.5.1.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
 - 4.5.2. Flower
 - 4.5.2.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
 - 4.5.3. Oil and Tinctures
 - 4.5.3.1. Market estimates and forecasts, 2018 to 2030 (USD Million)

CHAPTER 5. U.S. CANNABIS MARKET SEGMENT ANALYSIS, BY DERIVATIVE, 2018 - 2030 (USD MILLION)

- 5.1. Definition and Scope
- 5.2. Derivatives Segment Dashboard
- 5.3. Market Size & Forecasts and Trend Analyses, 2018 to 2030 for the following
- 5.4. CBD
 - 5.4.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
- 5.5. THC
 - 5.5.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
- 5.6. Others
 - 5.6.1. Market estimates and forecasts, 2018 to 2030 (USD Million)

CHAPTER 6. U.S. CANNABIS MARKET SEGMENT ANALYSIS, BY END-USE, 2018 - 2030 (USD MILLION)

- 6.1. Definition and Scope
- 6.2. End-use Segment Dashboard
- 6.3. Market Size & Forecasts and Trend Analyses, 2018 to 2030 for the following
- 6.4. Industrial Use
 - 6.4.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
- 6.5. Medical Use
 - 6.5.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
 - 6.5.2. Chronic Pain
 - 6.5.2.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
 - 6.5.3. Depression and Anxiety
 - 6.5.3.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
 - 6.5.4. Arthritis
 - 6.5.4.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
 - 6.5.5. Post Traumatic Stress Disorder (PTSD)
 - 6.5.5.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
 - 6.5.6. Cancer
 - 6.5.6.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
 - 6.5.7. Migraines
 - 6.5.7.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
 - 6.5.8. Epilepsy
 - 6.5.8.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
 - 6.5.9. Alzheimer's Disease
 - 6.5.9.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
 - 6.5.10. Multiple Sclerosis
 - 6.5.10.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
 - 6.5.11. Amyotrophic Lateral Sclerosis

- 6.5.11.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
- 6.5.12. Tourette's Syndrome
 - 6.5.12.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
- 6.5.13. Diabetes
 - 6.5.13.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
- 6.5.14. Parkinson's Disease
 - 6.5.14.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
- 6.5.15. Glaucoma
 - 6.5.15.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
- 6.5.16. Others
 - 6.5.16.1. Market estimates and forecasts, 2018 to 2030 (USD Million)
- 6.6. Recreational Use
 - 6.6.1. Market estimates and forecasts, 2018 to 2030 (USD Million)

CHAPTER 7. COMPETITIVE LANDSCAPE

- 7.1. Recent Developments & Impact Analysis, by Key Market Participants
- 7.2. Company Categorization
- 7.3. Company Market Position Analysis
- 7.4. Company Profiles
 - 7.4.1. Tilray Brands
 - 7.4.1.1. Overview
 - 7.4.1.2. Financial Performance
 - 7.4.1.3. Service Benchmarking
 - 7.4.1.4. Strategic Initiatives
 - 7.4.2. Canopy Growth Corporation
 - 7.4.2.1. Overview
 - 7.4.2.2. Financial Performance
 - 7.4.2.3. Service Benchmarking
 - 7.4.2.4. Strategic Initiatives
 - 7.4.3. Medical Marijuana, Inc.
 - 7.4.3.1. Overview
 - 7.4.3.2. Financial Performance
 - 7.4.3.3. Service Benchmarking
 - 7.4.3.4. Strategic Initiatives
 - 7.4.4. NuLeaf Naturals, LLC
 - 7.4.4.1. Overview
 - 7.4.4.2. Financial Performance
 - 7.4.4.3. Service Benchmarking

- 7.4.4.4. Strategic Initiatives
- 7.4.5. CV Sciences, Inc.
 - 7.4.5.1. Overview
 - 7.4.5.2. Financial Performance
 - 7.4.5.3. Service Benchmarking
 - 7.4.5.4. Strategic Initiatives
- 7.4.6. CHARLOTTE'S WEB.
 - 7.4.6.1. Overview
 - 7.4.6.2. Financial Performance
 - 7.4.6.3. Service Benchmarking
 - 7.4.6.4. Strategic Initiatives
- 7.4.7. The Cronos Group
 - 7.4.7.1. Overview
 - 7.4.7.2. Financial Performance
 - 7.4.7.3. Service Benchmarking
 - 7.4.7.4. Strategic Initiatives
- 7.4.8. Organigram Holding, Inc
 - 7.4.8.1. Overview
 - 7.4.8.2. Financial Performance
 - 7.4.8.3. Service Benchmarking
 - 7.4.8.4. Strategic Initiatives
- 7.4.9. Irwin Naturals
 - 7.4.9.1. Overview
 - 7.4.9.2. Financial Performance
 - 7.4.9.3. Service Benchmarking
 - 7.4.9.4. Strategic Initiatives
- 7.4.10. Aurora Cannabis
 - 7.4.10.1. Overview
 - 7.4.10.2. Financial Performance
 - 7.4.10.3. Service Benchmarking
 - 7.4.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1 List of secondary sources

Table 2 List of abbreviations

Table 3 U.S. cannabis market, by source, 2018 - 2030 (USD Million)

Table 4 U.S. cannabis market, by derivatives, 2018 - 2030 (USD Million)

Table 5 U.S. cannabis market, by end-use, 2018 - 2030 (USD Million)

List Of Figures

LIST OF FIGURES

- Fig. 1 Market research process
- Fig. 2 Data triangulation techniques
- Fig. 3 Primary research pattern
- Fig. 4 Value-chain-based sizing & forecasting
- Fig. 5 QFD modeling for market share assessment
- Fig. 6 Market research approaches
- Fig. 7 Market formulation & validation
- Fig. 8 U.S. cannabis market: market outlook
- Fig. 9 U.S. cannabis competitive insights
- Fig. 10 Parent market outlook
- Fig. 11 Related/ancillary market outlook.
- Fig. 12 Industry value chain analysis
- Fig. 13 U.S. cannabis market driver impact
- Fig. 14 U.S. cannabis market restraint impact
- Fig. 15 U.S. cannabis market strategic initiatives analysis
- Fig. 16 U.S. cannabis market: Source movement analysis
- Fig. 17 U.S. cannabis market: Source outlook and key takeaways
- Fig. 18 Hemp market estimates and forecasts, 2018 - 2030
- Fig. 19 Hemp Oil market estimates and forecasts, 2018 - 2030
- Fig. 20 Industrial Hemp market estimates and forecasts, 2018 - 2030
- Fig. 21 Marijuana market estimates and forecasts, 2018 - 2030
- Fig. 22 Flower market estimates and forecasts, 2018 - 2030
- Fig. 23 Oil and Tinctures market estimates and forecasts, 2018 - 2030
- Fig. 24 U.S. cannabis market: Derivatives movement analysis
- Fig. 25 U.S. cannabis market: Derivatives outlook and key takeaways
- Fig. 26 CBD market estimates and forecasts, 2018 - 2030
- Fig. 27 THC market estimates and forecasts, 2018 - 2030
- Fig. 28 Others market estimates and forecasts, 2018 - 2030
- Fig. 29 U.S. cannabis market: End-use movement analysis
- Fig. 30 U.S. cannabis market: End-use outlook and key takeaways
- Fig. 31 Industrial Use market estimates and forecasts, 2018 - 2030
- Fig. 32 Medical Use market estimates and forecasts, 2018 - 2030
- Fig. 33 Chronic Pain market estimates and forecasts, 2018 - 2030
- Fig. 34 Depression and Anxiety market estimates and forecasts, 2018 - 2030

Fig. 35 Arthritis market estimates and forecasts, 2018 - 2030

Fig. 36 Post Traumatic Stress Disorder (PTSD) market estimates and forecasts, 2018 - 2030

Fig. 37 Cancer market estimates and forecasts, 2018 - 2030

Fig. 38 Migraines market estimates and forecasts, 2018 - 2030

Fig. 39 Epilepsy market estimates and forecasts, 2018 - 2030

Fig. 40 Alzheimer's market estimates and forecasts, 2018 - 2030

Fig. 41 Multiple Sclerosis market estimates and forecasts, 2018 - 2030

Fig. 42 AIDS market estimates and forecasts, 2018 - 2030

Fig. 43 Amyotrophic Lateral Sclerosis market estimates and forecasts, 2018 - 2030

Fig. 44 Tourette's market estimates and forecasts, 2018 - 2030

Fig. 45 Diabetes market estimates and forecasts, 2018 - 2030

Fig. 46 Parkinson's market estimates and forecasts, 2018 - 2030

Fig. 47 Glaucoma market estimates and forecasts, 2018 - 2030

Fig. 48 Others market estimates and forecasts, 2018 - 2030

Fig. 49 Recreational Use market estimates and forecasts, 2018 - 2030

Fig. 50 Key company categorization

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