

# **Cannabis/Marijuana Market Analysis Report - Industry Size, Trends, Insights, Market Share, Competition, Opportunities, and Growth Forecasts by Segments, 2022 to 2029**

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## **Abstracts**

### **2022 Cannabis/Marijuana Market Data, Growth Trends and Outlook to 2029**

The Global Cannabis/Marijuana Market study is a comprehensive report with in-depth qualitative and quantitative research evaluating the current scenario and analyzing prospects in Cannabis/Marijuana Market over the next seven years, to 2029.

Robust changes brought in by the pandemic COVID-19 in the Cannabis/Marijuana supply chain and shifts in consumer behavior are necessitating the business players to be more vigilant and forward-looking to stay ahead in the competition. The economic and social impact of COVID is noted to be highly varying between different countries/markets and Cannabis/Marijuana market players are designing country-specific strategies.

### **Cannabis/Marijuana Market Segmentation and Growth Outlook**

The research report covers Cannabis/Marijuana industry statistics including current Cannabis/Marijuana Market size, Cannabis/Marijuana Market Share, and Growth Rates (CAGR) by segments and sub-segments at global, regional, and country levels, with an annual forecast till 2029.

The study provides a clear insight into market penetration by different types, applications, and sales channels of Cannabis/Marijuana with corresponding future potential, validated by real-time industry experts. Further, Cannabis/Marijuana market

share by key metrics such as manufacturing methods/technology and raw material can be included as part of customization. This enables the client to identify the most potential segment from their growth rates along with corresponding drivers and restraints.

The research considered 2017, 2018, 2019, and 2020 as historical years, 2021 as the base year, and 2022 as the estimated year, with an outlook period from 2023 to 2029. The report identifies the most profitable products of Cannabis/Marijuana market, dominant end uses and evolving distribution channel of the Cannabis/Marijuana Market in each region.

### Future of Cannabis/Marijuana Market –Driving Factors and Hindering Challenges

Cannabis/Marijuana Market Revenue is expected to grow at a healthy CAGR propelled by staggering demand from millennials and emerging markets. Technological advances in the Cannabis/Marijuana market enabling efficient production, expanding product portfolio, sophisticated design and packaging, effective operational maintenance, and sales monitoring are key growth drivers.

However, complying with stringent regulations and varying standards around the world, growing competition, inflation estimated to remain above the upper band during the short term in key nations, and fluctuating raw material prices are some of the Cannabis/Marijuana market restraints over the forecast period.

Overarching trends induced by the novel Corona and Omicron conditions include

- Increased spending on functional and Healthy foods that help boost the immune system

- Orientation toward clean label and vegan products lead to burgeoning sales of plant-based snacks, spreads, dips, creamers, sauces, cheese, and other food and beverages

- Companies are increasingly implementing blockchain and other Internet of Things (IoT) technologies to effectively manage the procurement, processing, and distribution of Cannabis/Marijuana products

- Organic, Vegan, bio-based, Canned/ Ready-to-Eat (RTE), clean label, and sustainable are identified as the top-selling proportions owing to increasing

health, ingredient and environmental consciousness, amid prevailing health emergency

Mergers and acquisitions to acquire new technologies, strengthen portfolios, and leverage capabilities to remain key strategies of top companies in the Cannabis/Marijuana industry over the outlook period.

### Cannabis/Marijuana Market Analytics

The research analyses various direct and indirect forces that can potentially impact the Cannabis/Marijuana market supply and demand conditions. Parent market, derived market, intermediaries' market, raw material market, and substitute market are evaluated. Geopolitical analysis, demographic analysis, and porters' five forces analysis are prudently assessed to estimate the best Cannabis/Marijuana market projections.

Recent deals and developments are considered for their potential impact on Cannabis/Marijuana's future business. Other metrics analyzed include Threat of New Entrants, Threat of New Substitutes, Product Differentiation, Degree of Competition, Number of Suppliers, Distribution Channel, Capital Needed, Entry Barriers, Govt. Regulations, Beneficial Alternative, and Cost of Substitute in Cannabis/Marijuana market.

Cannabis/Marijuana trade and price analysis helps comprehend Cannabis/Marijuana's international market scenario with top exporters/suppliers and top importers/customer information. The data and analysis assist our clients to plan procurement, identifying potential vendors/clients to associate with, understanding Cannabis/Marijuana price trends and patterns, and exploring new Cannabis/Marijuana sales channels. The research will be updated to the latest month to include the impact of the latest developments such as the Russia-Ukraine war on the Cannabis/Marijuana market.

### Cannabis/Marijuana Market Competitive Intelligence

OGAnalysis' proprietary company revenue and product analysis model unveils the Cannabis/Marijuana market structure and competitive landscape. Company profiles of key players with a business description, product portfolio, SWOT analysis, Financial Analysis, and key strategies are covered in the report. It identifies top-performing Cannabis/Marijuana products in global and regional markets. New Product Launches,

Investment & Funding updates, Mergers & Acquisitions, Collaboration & Partnership, Awards and Agreements, Expansion, and other developments give our clients the Cannabis/Marijuana market update to stay ahead of the competition.

Company offerings in different segments across Asia-Pacific, Europe, Middle East, Africa, and South and Central America are presented to better understand the company strategy for the Cannabis/Marijuana market. The competition analysis enables the user assess competitor strategies, and helps align their capabilities and resources for future growth prospects to improve their market share.

#### Cannabis/Marijuana Market Geographic Analysis:

Cannabis/Marijuana Market international scenario is well established in the report with separate chapters on North America Cannabis/Marijuana Market, Europe Cannabis/Marijuana Market, Asia-Pacific Cannabis/Marijuana Market, Middle East and Africa Cannabis/Marijuana Market, and South and Central America Cannabis/Marijuana Markets. These sections further fragment the regional Cannabis/Marijuana market by type, application, end-use, and country.

Country-level intelligence includes -

North America Cannabis/Marijuana Industry (United States, Canada, Mexico)

Europe Cannabis/Marijuana Industry (Germany, France, United Kingdom, Italy, Spain, Rest of Europe)

Asia-Pacific Cannabis/Marijuana Industry (China, India, Japan, South Korea, Australia, Rest of APAC)

The Middle East and Africa Cannabis/Marijuana Industry (Middle East, Africa)

South and Central America Cannabis/Marijuana Industry (Brazil, Argentina, Rest of SCA)

Cannabis/Marijuana market regional insights present the most promising markets to invest in and emerging markets to expand to and contemporary regulations to adhere and players to partner with.

## Research Methodology in Brief

The study was conducted using an objective combination of primary and secondary information including inputs and validations from real-time industry experts.

The proprietary process culls out necessary data from internal databases developed over 15 years and updated accessing 10,000+ sources on daily basis including Cannabis/Marijuana Industry associations, organizations, publications, trade, and other statistical sources.

An in-depth product and revenue analysis are performed on top Cannabis/Marijuana industry players along with their business and geography segmentation.

Receive primary inputs from subject matter experts working across the Cannabis/Marijuana value chain in various designations. We often use paid databases for any additional data requirements or validations.

Our in-house experts utilizing sophisticated methods including data triangulation, will connect the dots and establish a clear picture of the current Cannabis/Marijuana market conditions, market size, and market shares.

We study the value chain, parent and ancillary markets, technology trends, recent developments, and influencing factors to identify demand drivers/variables in the short, medium, and long term.

Various statistical models including correlation analysis are performed with careful analyst intervention to include seasonal and other variables to analyze different scenarios of the future Cannabis/Marijuana market in different countries.

These primary numbers, assumptions, variables, and their weightage are circulated to the expert panel for validation and a detailed standard report is published in an easily understandable format.

## Available Customizations

The standard syndicate report is designed to serve the common interests of Cannabis/Marijuana Market players across the value chain, and include selective data and analysis from entire research findings as per the scope and price of the publication.

However, to precisely match the specific research requirements of individual clients, we offer several customization options to include the data and analysis of interest in the final deliverable.

Some of the customization requests are as mentioned below –

Segmentation of choice – Our clients can seek customization to modify/add a market division for types/applications/end-uses/processes of their choice.

Cannabis/Marijuana Pricing and Margins Across the Supply Chain, Cannabis/Marijuana Price Analysis / International Trade Data / Import-Export Analysis,

Supply Chain Analysis, Supply – Demand Gap Analysis, PESTLE Analysis, Macro-Economic Analysis, and other Cannabis/Marijuana market analytics

Processing and manufacturing requirements, Patent Analysis, Technology Trends, and Product Innovations

Further, the client can seek customization to break down geographies as per their requirements for specific countries/country groups such as South East Asia, Central Asia, Emerging and Developing Asia, Western Europe, Eastern Europe, Benelux, Emerging and Developing Europe, Nordic countries, North Africa, Sub-Saharan Africa, Caribbean, The Middle East and North Africa (MENA), Gulf Cooperation Council (GCC) or any other.

Capital Requirements, Income Projections, Profit Forecasts, and other parameters to prepare a detailed project report to present to Banks/Investment Agencies.

Customization of up to 10% of the content can be done without any additional charges.

Key Questions Answered in This Report:

What is the current Cannabis/Marijuana market size at global, regional, and country levels?

What is the market penetration by different types, Applications, processes/technologies, and distribution channels of the Cannabis/Marijuana market?

How has the global Cannabis/Marijuana market developed in past years and how will it

perform in the coming years?

What is the impact of COVID-19, global inflation, Russia-Ukraine war on the Cannabis/Marijuana market forecast?

How diversified is the Cannabis/Marijuana Market and what are the new product launches, untapped geographies, recent developments, and investments?

What are the potential regional Cannabis/Marijuana markets to invest in?

What is the high-performing type of products to focus on in the Cannabis/Marijuana market?

What are the key driving factors and challenges in the industry?

What is the structure of the global Cannabis/Marijuana market and who are the key players?

What is the degree of competition in the industry?

What is the market structure /Cannabis/Marijuana Market competitive Intelligence? Who are the key competitors to focus on and what are their strategies?"

The report will be updated to latest month and delivered in 2-3 working days

## Contents

### **1. TABLE OF CONTENTS**

- 1.1 List of Tables
- 1.2 List of Figures

### **2. GLOBAL CANNABIS/MARIJUANA MARKET SUMMARY, 2022**

- 2.1 Cannabis/Marijuana Industry Overview
  - 2.1.1 Global Cannabis/Marijuana Market Revenues (In US\$ Million)
- 2.2 Cannabis/Marijuana Market Scope
- 2.3 Research Methodology

### **3. CANNABIS/MARIJUANA MARKET INSIGHTS, 2022-2029**

- 3.1 Cannabis/Marijuana Market Drivers
- 3.2 Cannabis/Marijuana Market Restraints
- 3.3 Cannabis/Marijuana Market Opportunities
- 3.4 Cannabis/Marijuana Market Challenges
- 3.5 Impact of Covid-19, Global Recession, Russia War and Other Latest Developments

### **4. CANNABIS/MARIJUANA MARKET ANALYTICS**

- 4.1 Cannabis/Marijuana Market Size and Share, Key Products, 2022 Vs 2029
- 4.2 Cannabis/Marijuana Market Size and Share, Dominant Applications, 2022 Vs 2029
- 4.3 Cannabis/Marijuana Market Size and Share, Leading End Uses, 2022 Vs 2029
- 4.4 Cannabis/Marijuana Market Size and Share, High Prospect Countries, 2022 Vs 2029
- 4.5 Five Forces Analysis for Global Cannabis/Marijuana Market
  - 4.5.1 Cannabis/Marijuana Industry Attractiveness Index, 2022
  - 4.5.2 Cannabis/Marijuana Supplier Intelligence
  - 4.5.3 Cannabis/Marijuana Buyer Intelligence
  - 4.5.4 Cannabis/Marijuana Competition Intelligence
  - 4.5.5 Cannabis/Marijuana Product Alternatives and Substitutes Intelligence
  - 4.5.6 Cannabis/Marijuana Market Entry Intelligence

### **5. GLOBAL CANNABIS/MARIJUANA MARKET STATISTICS – INDUSTRY REVENUE, MARKET SHARE, GROWTH TRENDS AND FORECAST BY**

## **SEGMENTS, TO 2029**

5.1 World Cannabis/Marijuana Market Size, Potential and Growth Outlook, 2021- 2029 (\$ Million)

5.1 Global Cannabis/Marijuana Sales Outlook and CAGR Growth by Type, 2021- 2029 (\$ Million)

5.2 Global Cannabis/Marijuana Sales Outlook and CAGR Growth by Application, 2021- 2029 (\$ Million)

5.3 Global Cannabis/Marijuana Sales Outlook and CAGR Growth by End-User, 2021- 2029 (\$ Million)

5.4 Global Cannabis/Marijuana Market Sales Outlook and Growth by Region, 2021- 2029 (\$ Million)

## **6. ASIA PACIFIC CANNABIS/MARIJUANA INDUSTRY STATISTICS – MARKET SIZE, SHARE, COMPETITION AND OUTLOOK**

6.1 Asia Pacific Cannabis/Marijuana Market Insights, 2022

6.2 Asia Pacific Cannabis/Marijuana Market Revenue Forecast by Type, 2021- 2029 (USD Million)

6.3 Asia Pacific Cannabis/Marijuana Market Revenue Forecast by Application, 2021- 2029 (USD Million)

6.4 Asia Pacific Cannabis/Marijuana Market Revenue Forecast by End-User, 2021- 2029 (USD Million)

6.5 Asia Pacific Cannabis/Marijuana Market Revenue Forecast by Country, 2021- 2029 (USD Million)

6.5.1 China Cannabis/Marijuana Market Size, Opportunities, Growth 2021-2029

6.5.2 India Cannabis/Marijuana Market Size, Opportunities, Growth 2021-2029

6.5.3 Japan Cannabis/Marijuana Market Size, Opportunities, Growth 2021-2029

6.5.4 Australia Cannabis/Marijuana Market Size, Opportunities, Growth 2021-2029

## **7. EUROPE CANNABIS/MARIJUANA MARKET DATA, PENETRATION, AND BUSINESS PROSPECTS TO 2029**

7.1 Europe Cannabis/Marijuana Market Key Findings, 2022

7.2 Europe Cannabis/Marijuana Market Size and Percentage Breakdown by Type, 2021- 2029 (USD Million)

7.3 Europe Cannabis/Marijuana Market Size and Percentage Breakdown by Application, 2021- 2029 (USD Million)

7.4 Europe Cannabis/Marijuana Market Size and Percentage Breakdown by End-User,

2021- 2029 (USD Million)

7.5 Europe Cannabis/Marijuana Market Size and Percentage Breakdown by Country, 2021- 2029 (USD Million)

7.5.1 Germany Cannabis/Marijuana Market Size, Trends, Growth Outlook to 2029

7.5.2 United Kingdom Cannabis/Marijuana Market Size, Trends, Growth Outlook to 2029

7.5.2 France Cannabis/Marijuana Market Size, Trends, Growth Outlook to 2029

7.5.2 Italy Cannabis/Marijuana Market Size, Trends, Growth Outlook to 2029

7.5.2 Spain Cannabis/Marijuana Market Size, Trends, Growth Outlook to 2029

## **8. NORTH AMERICA CANNABIS/MARIJUANA MARKET SIZE, GROWTH TRENDS, AND FUTURE PROSPECTS TO 2029**

8.1 North America Snapshot, 2022

8.2 North America Cannabis/Marijuana Market Analysis and Outlook by Type, 2021- 2029 (\$ Million)

8.3 North America Cannabis/Marijuana Market Analysis and Outlook by Application, 2021- 2029 (\$ Million)

8.4 North America Cannabis/Marijuana Market Analysis and Outlook by End-User, 2021- 2029 (\$ Million)

8.5 North America Cannabis/Marijuana Market Analysis and Outlook by Country, 2021- 2029 (\$ Million)

8.5.1 United States Cannabis/Marijuana Market Size, Share, Growth Trends and Forecast, 2021-2029

8.5.1 Canada Cannabis/Marijuana Market Size, Share, Growth Trends and Forecast, 2021-2029

8.5.1 Mexico Cannabis/Marijuana Market Size, Share, Growth Trends and Forecast, 2021-2029

## **9. SOUTH AND CENTRAL AMERICA CANNABIS/MARIJUANA MARKET DRIVERS, CHALLENGES, AND FUTURE PROSPECTS**

9.1 Latin America Cannabis/Marijuana Market Data, 2022

9.2 Latin America Cannabis/Marijuana Market Future by Type, 2021- 2029 (\$ Million)

9.3 Latin America Cannabis/Marijuana Market Future by Application, 2021- 2029 (\$ Million)

9.4 Latin America Cannabis/Marijuana Market Future by End-User, 2021- 2029 (\$ Million)

9.5 Latin America Cannabis/Marijuana Market Future by Country, 2021- 2029 (\$ Million)

9.5.1 Brazil Cannabis/Marijuana Market Size, Share and Opportunities to 2029

9.5.2 Argentina Cannabis/Marijuana Market Size, Share and Opportunities to 2029

## **10. MIDDLE EAST AFRICA CANNABIS/MARIJUANA MARKET OUTLOOK AND GROWTH PROSPECTS**

10.1 Middle East Africa Overview, 2022

10.2 Middle East Africa Cannabis/Marijuana Market Statistics by Type, 2021- 2029 (USD Million)

10.3 Middle East Africa Cannabis/Marijuana Market Statistics by Application, 2021- 2029 (USD Million)

10.4 Middle East Africa Cannabis/Marijuana Market Statistics by End-User, 2021- 2029 (USD Million)

10.5 Middle East Africa Cannabis/Marijuana Market Statistics by Country, 2021- 2029 (USD Million)

10.5.1 Middle East Cannabis/Marijuana Market Value, Trends, Growth Forecasts to 2029

10.5.2 Africa Cannabis/Marijuana Market Value, Trends, Growth Forecasts to 2029

## **11. CANNABIS/MARIJUANA MARKET STRUCTURE AND COMPETITIVE LANDSCAPE**

11.1 Key Companies in Cannabis/Marijuana Industry

11.2 Cannabis/Marijuana Business Overview

11.3 Cannabis/Marijuana Product Portfolio Analysis

11.4 Financial Analysis

11.5 SWOT Analysis

## **12 APPENDIX**

12.1 Global Cannabis/Marijuana Market Volume (Tons)

12.1 Global Cannabis/Marijuana Trade and Price Analysis

12.2 Cannabis/Marijuana Parent Market and Other Relevant Analysis

12.3 Publisher Expertise

12.2 Cannabis/Marijuana Industry Report Sources and Methodology

## I would like to order

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