

# **Legal Marijuana Market (Medical & Recreational) with Focus on US & Canada: Industry Analysis**

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**(2016-2020)**

**November 2016**



# Executive Summary

Cannabis, also known as marijuana, belongs to a family of plants called Cannabaceae. There are over 700 varieties of cannabis, which have been described till date. Based on characteristics such as shape, color, height, smell, it is usually recognized by two main types: Cannabis Sativa, which originated in the Western hemisphere and Cannabis Indica, which originated in Central and South Asia.

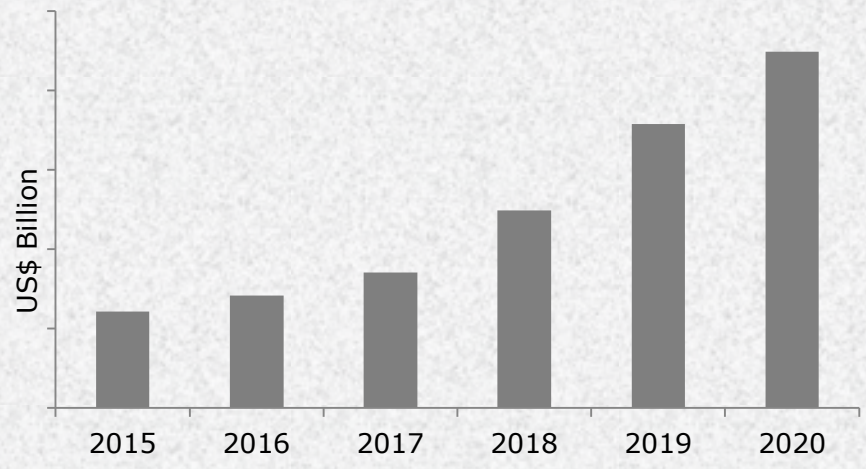
The report “Marijuana Market” provides an in-depth analysis of the US and Canada market on the basis of its segments. The major trends, growth drivers as well as issues being faced by the industry are being presented in this report. The key players in the industry, American Cannabis Company, mCig, Inc., GreenGro Technologies, Inc. and Mentor Capital Inc. are being profiled.

The key factors driving the growth of the marijuana/cannabis market are technological advancement, premium pricing due to high energy consumption in marijuana production, rising social acceptance of marijuana and growing business opportunities, increasing business sophistication, large base of potential cannabis consumers, medical cannabis on the rise, growing popular support in cannabis market and the growth of the vaporizer industry. Some of the noteworthy trends and developments of this industry are national expansion & brand growth, emergence of large grow, banking & financial services, cannabis as healthcare treatment and innovative product development. However, the expansion of marijuana/cannabis market is hindered by legal issues.

In addition to the legalization of medical marijuana, there are states which have also legalized the recreational use of this drug for adults who are 21 years old or older. So far, four states as well as the District of Columbia have legalized recreational marijuana use, and 23 states allow marijuana use for medical purposes. These changes in state laws have helped the growth of the cannabis industry. The new and revised laws show that people are finally starting to realize that this drug can have legitimate uses.

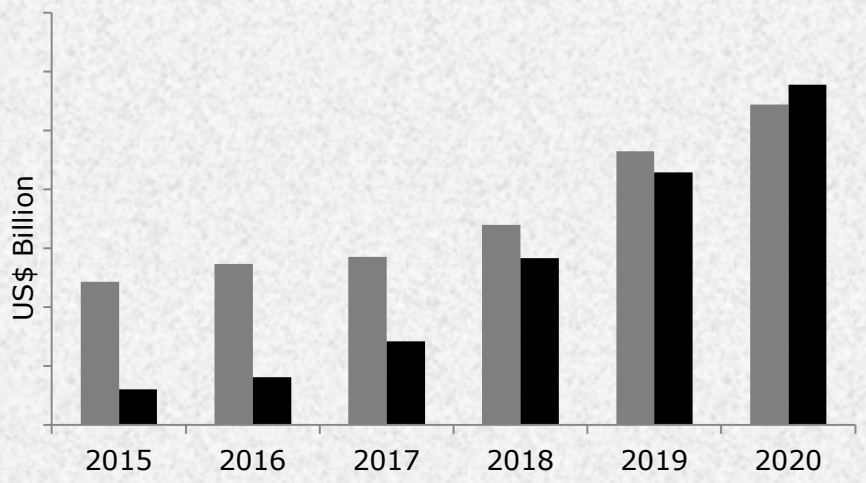
# Incredible growth of recreational marijuana sales to drive the market...

**The US Legal Marijuana Market Forecast by Value (2015-2020)**

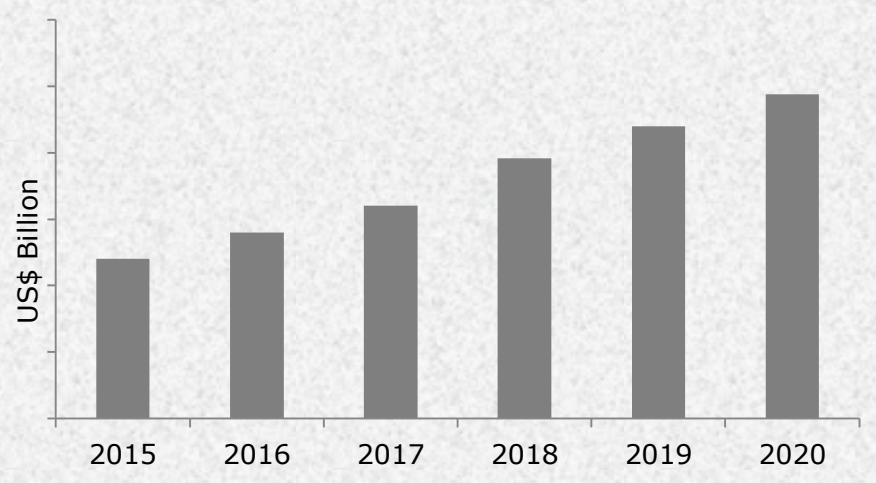


- The US marijuana market for legalized recreational and medicinal use was valued at US\$... billion in 2015, and is estimated to grow to US\$... billion by 2020 at a CAGR of ...%.
- The medical cannabis market was recorded at US\$... billion in 2015, while the recreational market in states that have regulated recreational cannabis was recorded at US\$... billion.
- The total impact of the industry on the US economy based on cannabis retail sales was between US\$... billion and US\$... billion in 2015 and expected to grow up to US\$... billion by the end of 2020.

**The US Legal Marijuana Market Forecast – Medical and Recreational (2015-2020)**



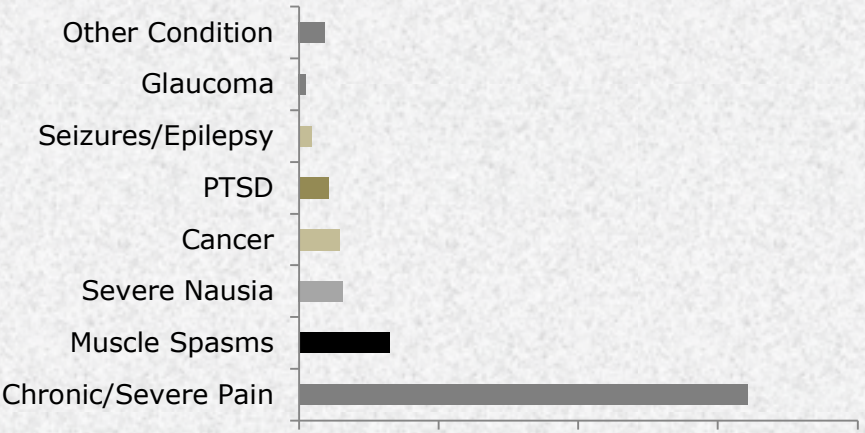
**The US Cannabis Industry - Total Economic Impact Forecast (2015-2020)**



Legal Marijuana Market (Medical & Recreational) with Focus on US & Canada: Industry Analysis (2016-2020)

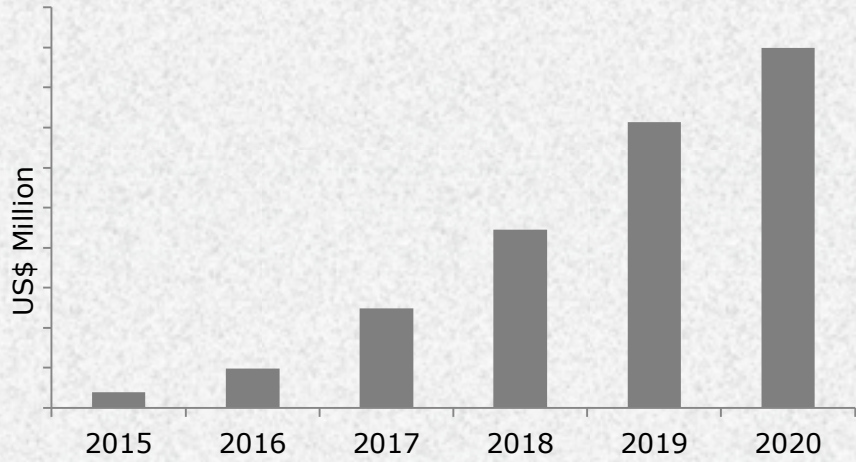
# The medical market is driven by chronic pain...

## The US Medical Marijuana Patient Breakdown by Medical Condition (2015)

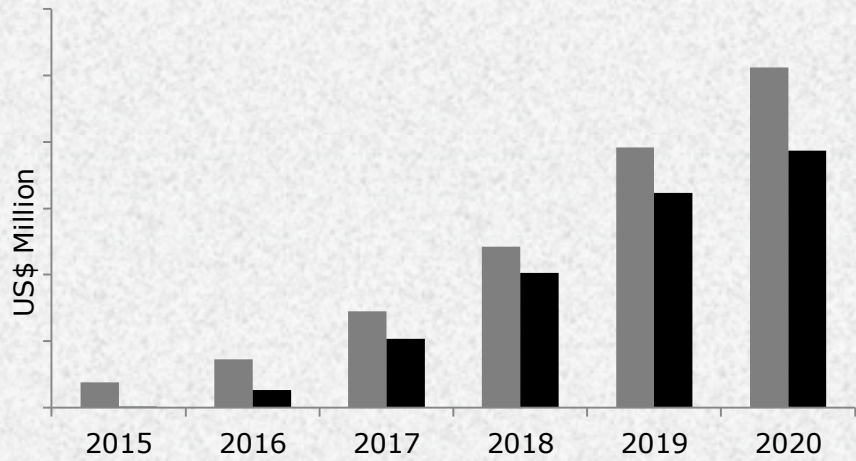


- A combined ...% of patients list chronic/severe pain as a reason for using medical cannabis. The remaining ...% of patients in the states are using cannabis to treat a disparate set of medical conditions
- Total market of medical marijuana in Canada was recorded at US\$... million in 2015, and is estimated to rise to US\$... million by 2020.
- By product category, it is predicted, that dried marijuana will make up the majority of the medical marijuana market in Canada from 2015 to 2020, accounting for US\$... Million in 2015 to US\$... million of the total market in 2020.

## Canada Medical Marijuana Market Forecast by Value (2015-2020)



## Canada Medical Marijuana Market Forecast by Type (2015-2020)



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