

Cannabis/Marijuana Market Trends, Regulations and Competitive Landscape Outlook to 2027

The growing legalization of cannabis across the globe and the demand for medical marijuana in managing various neurological and mental disorders

VANCOUVER, BC, CANADA, May 19, 2022 /EINPresswire.com/ -- The Global [Cannabis/Marijuana Market](#) is projected to reach USD 48.29 billion in 2027. The market is being predominantly driven by the growing usage of Cannabis/Marijuana for many medicinal and recreational usage and increasing legalization in many

countries with proliferating portfolio of end-use products. Rising proven studies suggests supporting the medicinal properties to treat many medical conditions including chronic pain, glaucoma, and poor appetite, nausea, migraines, seizures, and anxiety, among many others have been helping grow its usage amongst the end-users.

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Market Size – USD 8.26 Billion in 2019, Market Growth - CAGR of 24.6%, Market Trends – Infusion of cannabis in both alcoholic and non-alcoholic beverages, tremendous demand from the therapeutic market”

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There has been a lot of advancement happening in the industry by various key market players to increase market penetration, such as, In May 2018, Aurora Cannabis/Marijuana acquired MedReleaf. The agreement brings together two of Canada’s premier marijuana companies with fully-aligned strategic visions. The company will come together and create a powerful platform for accelerated growth on a global scale. Aurora and MedReleaf teams consider the acquisition to be a vital successful deal in the marijuana industry; low production costs and industry-leading yields can be expected out of this agreement as Aurora’s programmed greenhouses are

anticipated to provide industry-leading efficiency and low production costs, delivering

sustainably robust margins.

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The report further sheds light on the emerging growth opportunities, challenges, market threats, limitations, and factors likely to restrict the growth of the Cannabis/Marijuana market. The report further discusses in detail the market in international waters and the emerging trends in those regions. It also offers insights into the competitive landscape, market drivers, industrial scenario, and the latest product and technological developments to offer a comprehensive overview of the Cannabis/Marijuana market landscape.

The Cannabis/Marijuana research report also includes an insightful study of the prominent players of the industry along with their business overview, strategic planning, and business expansion plans adopted by them. This assists the readers and business owners in formulating strategic expansion and investment plans.

The report focuses on mergers and acquisitions, joint ventures, collaborations, partnerships, corporate and government deals, and others. The report also talks about the expansions these prominent players are vying for in the key regions of the market. The report focuses on a detailed analysis of the technological and product developments undertaken by these companies.

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The key companies studied in the report are:

Canopy Growth Corporation,

Aurora Cannabis/Marijuana Inc.,

Tikun Olam,

Cannabis/Marijuana Science Inc.,

Aphria Inc.,

Maricann Group Inc.,

Tilray Inc.,

VIVO Cannabis/Marijuana Inc.,

Medical Marijuana, Inc.,

STENOCARE,

Cronos Group Inc.,

Terra Tech Corp., and

MedMen, among others.

Further key findings from the report suggest

Based on Compound, THC dominates the industry share attributed to the fact that this compound contains the psychoactive substance in marijuana products and is responsible for the head high feeling.

Even though high THC content is better known for its mind-altering euphoria, it has significant medical benefits and is considered useful in relieving nausea, appetite loss, and insomnia.

Geographically, North America, especially the United States and Canada, dominates the market. The recent legalization of marijuana taken place in the North America segment for medical purposes has been a significant driver of marijuana market growth. Other major sections include Europe (Germany, Italy, France, the Netherlands, and Spain), Asia Pacific, Latin America, and the Middle East and Africa.

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On the basis of regional analysis, the market is segmented into the following regions: North America, Latin America, Europe, Asia Pacific, and Middle East & Africa. The market is expected to be dominated by North American nations closely followed by European countries. Asia Pacific is expected to show a significant growth owing to recent advancements and rising investments in the R&D sector.

Emergen Research has segmented into the global Cannabis/Marijuana Market on the basis of Product Type, Compound, Application, and region:

Product Type Outlook (Revenue: USD Billion; Volume: Kilo Tons; 2017-2027)

Flower

Concentrates

Others

Compound Outlook (Revenue: USD Billion; Volume: Kilo Tons; 2017-2027)

Tetrahydrocannabinol

Cannabidiol (CBD)

Balanced THC & CBD

Application Outlook (Revenue: USD Billion; Volume: Kilo Tons; 2017-2027)

Medical

Pain Management

Neurological Health Management

Mental Health Management

Others

Recreational

Others

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The report addresses the following key points:

The report estimates the expected market size from 2020-2027

The report provides a forecast of market drivers, restraints, and future opportunities for the Cannabis/Marijuana market

The report further analyses the changing market dynamics

Regional analysis and segmentation of the market with analysis of the regions and segments expected to dominate the market growth

Extensive competitive landscape mapping with profiles of the key competitors

In-depth analysis of business strategies and collaborations such as mergers and acquisitions

adopted by the key companies

Revenue forecast, country scope, application insights, and product insights

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