

## **Cannabis in South Africa**

Market Direction | 2023-01-09 | 30 pages | Euromonitor

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### **Report description:**

The legal cannabis market has continued to see strong growth on the back of the landmark judgement in 2018, which determined private use and consumption of cannabis as legal. Since then, consumers have increasingly accepted cannabis as a legitimate product, thereby increasing its consumption rate. Additionally, South Africa has a long history of cannabis cultivation dating back over 1,000 years, in large part due to the plant being used by traditional healers as an alternative medicine.

Euromonitor International's Cannabis in South Africa 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 2027 illustrate how the market is set to expand and change.

Product coverage: Adult-Use Cannabis, CBD, 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.

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reliable information resources to help drive informed strategic planning.

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