

## **Cannabis in Australia**

Market Direction | 2024-01-05 | 22 pages | Euromonitor

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### **Report description:**

The number of users of medical cannabis in Australia continued to grow in 2023, driven by growing public acceptance of cannabis legalisation. More and more Australians are supportive of improving access to and the safety of medical cannabis through legalisation, as opposed to outright bans on product usage. Growth in the category is, however, still limited by high costs, the reluctance of medical practitioners to prescribe medical cannabis, and the complex path to access.

Euromonitor International's Cannabis in Australia 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 2028 illustrate how the market is set to expand and change.

Product coverage: Adult-Use Cannabis, CBD & Other Non-Intoxicating Cannabinoids, 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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