

Cannabis in Italy

Market Direction | 2024-01-08 | 27 pages | Euromonitor

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Report description:

The penetration of medical cannabis continues to increase in the Italian market, with the number of legal patients growing due to the increased availability of supplies in the country. Indeed, thanks to the introduction of new products and several public tenders for importing medical cannabis, it has been possible to support uninterrupted therapeutic plans. Meanwhile, CBD & other non-intoxicating cannabinoids remains a grey area, and this legislative instability and uncertainty, as well as the I...

Euromonitor International's Cannabis in Italy 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.

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reliable information resources to help drive informed strategic planning.

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