

Cannabis in Poland

Market Direction | 2024-02-13 | 25 pages | Euromonitor

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Report description:

Poland has become a strategic powerhouse for FMCG industries in Eastern Europe in the past two decades, and especially during the current geopolitical climate. The cannabis market is still in its infancy in Poland; however, a range of factors sets a stage for it to become one of the most important in the region. Poland is one of the leading markets by population in Eastern Europe, making it a large consumer market for cannabis products.

Euromonitor International's Cannabis in Poland 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.

Table of Contents:

Cannabis in Poland
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List Of Contents And Tables

CANNABIS IN POLAND
EXECUTIVE SUMMARY
CANNABIS BACKGROUND
COUNTRY INSIGHT
CANNABIS LEGISLATION
Summary 1 Cannabis Legislation in Poland
CANNABIS DISTRIBUTION
CANNABIS TAXATION
ILLICIT CANNABIS MARKET
MARKET INDICATORS
Table 1 Cannabis User Population by Legal vs Illicit 2019-2023
MARKET DATA
Table 2 Sales of Cannabis by Category: Value 2019-2023
Table 3 Sales of Cannabis by Category: % Value Growth 2019-2023
Table 4 Sales of Cannabis by Legal vs Illicit 2019-2023
Table 5 Distribution of Cannabis by Format: % Value 2019-2023
Table 6 Distribution of Cannabis by Format and Category: % Value 2023
Table 7 Forecast Sales of Cannabis by Category: Value 2023-2028
Table 8 Forecast Sales of Cannabis by Category: % Value Growth 2023-2028
Table 9 Forecast Sales of Cannabis by Legal vs Illicit 2023-2028
MEDICAL CANNABIS
Market Sizes
Cannabinoids
Brands
Distribution
CATEGORY DATA
Table 10 Sales of Medical Cannabis by Category: Volume 2019-2023
Table 11 Sales of Medical Cannabis by Category: Value 2019-2023
Table 12 Sales of Medical Cannabis by Category: % Volume Growth 2019-2023
Table 13 Sales of Medical Cannabis by Category: % Value Growth 2019-2023
Table 14 Sales of Medical Cannabis by CBD vs THC content: % Value 2019-2023
Table 15 Distribution of Medical Cannabis by Format: % Value 2019-2023
Table 16 Forecast Sales of Medical Cannabis by Category: Volume 2023-2028
Table 17 Forecast Sales of Medical Cannabis by Category: Value 2023-2028
Table 18 Forecast Sales of Medical Cannabis by Category: % Volume Growth 2023-2028
Table 19 Forecast Sales of Medical Cannabis by Category: % Value Growth 2023-2028
ADULT-USE CANNABIS

Table 20 □Forecast Sales of Adult-Use Cannabis by Category: Volume 2023-2028

Table 21 □Forecast Sales of Adult-Use Cannabis by Category: Value 2023-2028

Table 22 □Forecast Sales of Adult-Use Cannabis by Category: % Volume Growth 2023-2028

Table 23 □Forecast Sales of Adult-Use Cannabis by Category: % Value Growth 2023-2028

CBD & OTHER NON-INTOXICATING CANNABINOIDS

Table 24 □Sales of CBD & Other Non-Intoxicating Cannabinoids by Category: Volume 2019-2023

Table 25 □Sales of CBD & Other Non-Intoxicating Cannabinoids by Category: Value 2019-2023

Table 26 □Sales of CBD & Other Non-Intoxicating Cannabinoids by Category: % Volume Growth 2019-2023

Table 27 □Sales of CBD & Other Non-Intoxicating Cannabinoids by Category: % Value Growth 2019-2023

Table 28 □Distribution of CBD & Other Non-Intoxicating Cannabinoids by Format: % Value 2019-2023

Table 29 □Forecast Sales of CBD & Other Non-Intoxicating Cannabinoids by Category: Volume 2023-2028

Table 30 □Forecast Sales of CBD & Other Non-Intoxicating Cannabinoids by Category: Value 2023-2028

Table 31 □Forecast Sales of CBD & Other Non-Intoxicating Cannabinoids by Category: % Volume Growth 2023-2028

Table 32 □Forecast Sales of CBD & Other Non-Intoxicating Cannabinoids by Category: % Value Growth 2023-2028

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