

# Emerging Cannabis Markets: A Taxonomy

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## DEFINING CANNABIS EMERGING MARKETS

### Scope

What this report is about

### Key findings

Cannabis market continues to expand beyond North America

Defining four core types of market around the world

Where does every market fit?

## PRODUCTION HUBS

Cannabis production capabilities are increasing worldwide

Prices are falling in large part due to overproduction in legal adult-use markets

Agricultural production businesses could emerge in the wake of vertically integrated ones

Transforming illicit production into an economic force is the ambition

The complexity of international supply chains

Producers' markets continue to expand their client base but struggle as demand lags

Production hubs - key findings and opportunities

## CONSUMER MARKETS

The global south is more curious about cannabis

Latin America leads in perceived increase in consumption

Category breakdown in top markets by medical vs adult-use vs CBD

Relaxation and social occasions are key drivers for cannabis consumers

Establishing access to cannabis: Retail vs social club vs non-profit

Access to cannabis defines the future of a consumption market

Is CBD ready to gain mainstream acceptance?

Beyond cannabis: Where should cannabis pure players be looking

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Legal market stories: US shows two faces of the same coin

Markets to watch - Belgium, South Africa and Japan

Markets to watch - North America

Regulatory trailblazers - key findings and opportunities

## INNOVATION MARKETS

Cannabis research is expanding quickly with less focus on the illicit aspect

More research will lead to consumers feeling safer and willing to try cannabis

Cannabis ecosystem and technology is also a key place to innovate

Beyond flower: Format evolutions around the world

CBD is expanding its footprint in FMCG

Australia: New product examples focused on medical cannabis

Latin America: Innovation and changes in route to market

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Disruption opportunities in cannabis markets

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Case study: traceability and compliance are big opportunities

Case study: "Thank My Farmer" traceability app for growers

Case study: smart growing solutions could boost cannabis home growing  
Lite&Fog explores “fog-ponic” for more sustainable and productive crops  
Innovation markets - key findings and opportunities

## CONCLUSION

Markets fit several places in the taxonomy  
Are some regions aligning more than others?

## CONCLUSION

Key findings

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