



The Roadmap to a \$57 Billion Worldwide Market

A Cannabis Intelligence Briefing Series Report



Some of our Key Insights*

In the report we project that more than 30 countries will feature medical cannabis markets by 2027. And, 12 of those countries will also have adult-use programs that will contribute to the overall **\$57 billion** projected legal spending on cannabis.

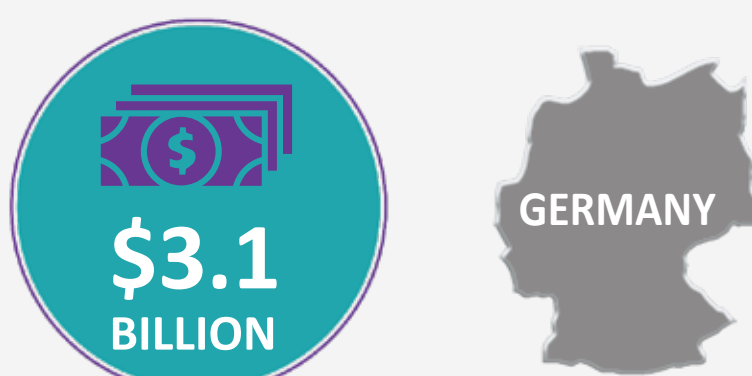
2017 → **2027**
\$9.6 BILLION → \$57 BILLION



Uruguay and Canada are clear leaders in liberalization. Adult-use cannabis **has been legal** in Uruguay since 2014, and Canada is set to follow suit in July, 2018.



The Australian market is forecast to be one of the top markets in 2027 with total legal spending estimated to reach **\$1.2 billion**.



Germany positioned itself as the leader of the European market; and in 2027 total legal cannabis spending is forecast to reach nearly **\$3.1 billion**.



Legal cannabis spending in key South American markets is set to grow from just \$125 million in 2018 to **\$776 million** in 2027. (Brazil, Argentina, Uruguay, Peru, Columbia, and Chile)



On a regional basis, North America is expected to continue to represent the largest spending volume throughout the forecast period reaching **\$47.3 billion** in 2027.



By the end of 2027, worldwide adult-use spending will be more than twice that of medical spending.

Purchase or learn more about this report and the Cannabis Intelligence Briefing Series at shop.bdsanalytics.com