The State of Legal Marijuana Markets 3rd Edition

Description:
This research is the most extensive examination of the cannabis industry to date. The full 3rd edition of the State of Legal Marijuana Markets report provides solid data points and analysis needed for a deep understanding of the quickly evolving legal cannabis industry. The goals are to remove the mystery of legal cannabis markets and to help investors and entrepreneurs navigate a growing yet uncertain terrain.

In the full report, you will find:

- The inside scoop on the unique market dynamics playing out in each of the 23 state markets (plus Washington, D.C.)
- Key insights on state and national markets distilled into SWOT analyses (Strengths, Weaknesses, Opportunities and Threats)
- Retail and wholesale sales estimates for 2014, total market projections for 2015 and 2016 in each active state market, plus a 5-year forecast for the total national market
- How each state market ranks in terms of consumer access, opportunities for new entrants, market growth, sales and other key market statistics
- Market trend information on ancillary products and services categories, such as insurance, product testing, software development, information data services, and more
- Profiles of 22 leading companies in the cannabis industry, featuring company overview, industry sector SWOT analysis, industry advice, and 'The Bottom Line'
- Predictions on the next states to pass new cannabis laws
- A detailed timeline of important industry moments, from the founding of NORML in the 70's to the Founder's Fund investing in the industry in 2015
- Review of the top 13 trends driving the cannabis industry today and in the near future
- Review of the current state of the investment market, key considerations, and future trends
- How the supply chain in the cannabis industry works and how it varies in different states
- Access to an easy to reference matrix of the key regulatory elements that drive business decisions in each state, such as whether licenses are given out by a lottery or merit system, whether there is broad consumer access or limited consumer access, whether out-of-state investment is allowed or not, and many more key elements crucial to the decision to enter any given state market.

Industry Trends:

Thanks to the rapid growth of the legalized cannabis industry, new trends have developed to better support this growth. A few of the hottest industry trends include:

- Innovative Delivery Systems. The marijuana flower is no longer the dominant market force for innovation, as healthier and easier alternative delivery formats rapidly gain market share.
- Multistate Licensing. Strong national cannabis brands are finding ways to emerge in a state-segmented market.
- Product Testing. States are beginning to require product potency and contaminant testing to ensure consumer safety and new laboratories are emerging to meet these needs.
- Brand Building. Cannabis brands are no longer hiding in the shadows and the branding bar is rising fast.
- Changing Landscape of Cultivation. Licensed cultivation facilities are becoming much larger and that's creating opportunities and challenges in meeting the needs of these new businesses and the fast growing demand for legal cannabis.

This report provides in-depth coverage into these and other important industry trends.

what does the future hold for the industry?

Over the next two years we expect advocates to run ballot initiatives or support legislative efforts to legalize Adult Use in eight states, including California, Nevada, Florida, and Rhode Island. Markets in Nevada, New Hampshire, Massachusetts and Illinois are expected to begin operation, while states such as Maryland, New York and Minnesota finalize the regulations required to open in 2016. It takes time, usually more time than originally anticipated, for new markets to progress from legislative action to active market; therefore, 2015 will be a year dedicated to building infrastructure leading to larger sales in 2016. It will also be a year where
advocacy is required to support the uphill battle for Adult Use ballot initiatives in 2016. With existing markets for Adult Use cannabis expanding and evolving, regulators will learn from the successes and failures of existing regulatory schemes.

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