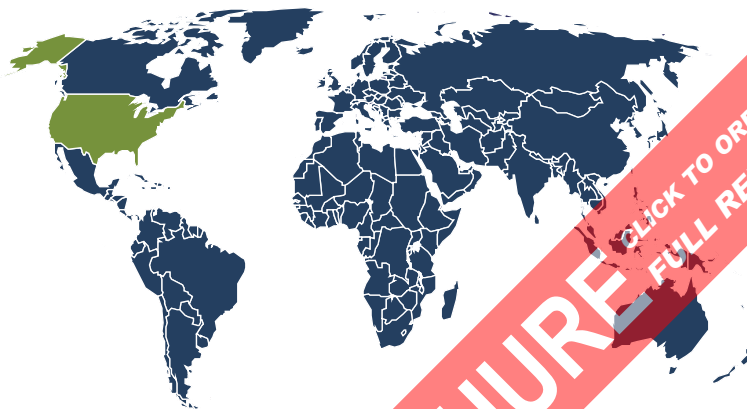




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Cannabis: United States

July 2019



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About This Report

Scope

This report forecasts to 2028 US cannabis production in pounds and demand in nominal US dollars. Total production is segmented by product in terms of:

- marijuana
 - commercial indoor
 - commercial outdoor
 - private-use residential
- hemp

Total demand is also segmented by end-use product as follows:

- legal marijuana
 - recreational/adult-use
 - medical
- hemp

To illustrate historical trends, total production and demand are provided for 2016-2018. Forecasts are provided for all segments for 2019-2023, with a five-year projection to 2028.

Production volumes and values in this report cover only the dry weight of usable cannabis plant, and exclude the value of downstream processing. While a significant portion of this marijuana production total is eventually sold through illicit channels, these volumes are included to avoid significant underreporting in the marijuana growing supplies market. This is particularly important for California – by far the country’s leading marijuana producer – which sees only about 20% of local production sold legally within the state. Excluded from this report is cannabis grown by unknown and unrecorded operations, marijuana grown illegally by individuals at home, and cannabis illegally imported into the US and sold on the black market.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of leading production states, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Cannabis: United States (FF10064) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies

About This Report

- intergovernmental and non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 12 | NAICS & SIC Codes Related to Cannabis

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
111998	All other miscellaneous crop farming	0139	Field crops, except cash grains, NEC
313110	Fiber, yarn, and thread mills	2299	Textile goods, NEC
325311	Nitrogenous fertilizer manufacturing	2833	Medicinal chemicals and botanical products
325312	Phosphatic fertilizer manufacturing	2834	Pharmaceutical preparations
325314	Fertilizer (mixing only) manufacturing	2873	Nitrogenous fertilizers
325320	Pesticide and other agricultural chemical manufacturing	2874	Phosphatic fertilizers
325411	Medicinal and botanical mfg	2875	Fertilizers, mixing only
325412	Pharmaceutical preparation mfg	2879	Pesticides and agricultural chemicals, NEC
333111	Farm machinery and equipment mfg	3523	Farm machinery and equipment
333413	Industrial and commercial fan and blower and air purification equipment mfg	3564	Industrial and commercial fans and blowers and air purification equipment
335110	Electric lamp bulb and part mfg	3641	Electric lamp bulbs and tubes
335129	Other lighting equipment mfg	3648	Lighting equipment, NEC
423820	Farm and garden machinery and equipment merchant wholesalers	5083	Farm and garden machinery and equipment

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a

About This Report

market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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Resources

The Freedonia Group

Cannabis Growing Market

Freedonia Industry Studies

Agricultural Pesticide Market in the US

General Purpose LEDs & Other High Efficiency Lighting in the US

Home & Garden Pesticides

Pesticide Adjuvant Market in the US

Freedonia Focus Reports

Athletic Footwear: United States

Apparel: United States

Converted Flexible Packaging: United States

Fertilizers: United States

Footwear: United States

Global Fertilizers

Home & Garden Pesticides: United States

Phosphate Rock: United States

Potash: United States

Self-Storage & Moving Services: United States

Tobacco Products: United States

Freedonia Custom Research

Trade Publications

Cannabis Business Times

Cannabis Tech Today

Grow Weed Easy

Hemp Industry Daily

High Times

Leafly

MJ Biz Daily

Agencies & Associations

California Cannabis Industry Association

Hemp Industries Association

Marijuana Industry Group

National Association of Cannabis Businesses

National Cannabis Industry Association

Oregon Cannabis Association

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United States Census Bureau
United States Department of Energy
United States Environmental Protection Agency
United States International Trade Commission