

Cannabis in Latin America

July 2021

Table of Contents

INTRODUCTION

Scope

Latin America country coverage

Key findings

REGIONAL OVERVIEW

Latin America will lead cannabis growth

Medical cannabis to become the most important category in the region

COUNTRY SNAPSHOTS

Brazilian market is mainly medical with no presence for adult-use cannabis

Brazilian consumers spread evenly with generational divides

Chile's cannabis culture will spark adult-use growth

Social acceptance in Chile is widespread, but some resistance persists

Colombia's local industry is heavily focused on medical cannabis

Despite social stigma Colombians are curious about cannabis

Mexico's market is in its infancy, new regulation will bring it to maturity

Acceptance in Mexico is on the rise and consumers increasingly curious

CATEGORIES AND OPPORTUNITIES

Access to medical cannabis is still limited in the region

Education and treatment expansion will pave the way forward

CBD seen as palliative health, but perception is changing

New formats could help CBD market to grow but barriers exist

Adult-use blooms in the grey area of decriminalisation

Cannabis culture will impact the effect of total legalisation

REGIONAL PRODUCTION AND SUPPLY CHAIN

Regional cannabis production hampered by red tape

Strategic maximalism versus value chain fragmentation

PRODUCT PRESENCE AND NEW DEVELOPMENTS

New routes to market will fuel growth in Latin America

Imported products are expensive and local options are limited

Strategic maximalism in the region and medical cannabis' many faces

LEGISLATION AND LEGAL FRAMEWORKS IN THE REGION

Latin America's recent regulatory updates

Where consumers stand on cannabis legalisation ?

Where does the Latin American political spectrum stand on cannabis?

APPENDIX

Current adult-use cannabis consumer types

Plotting the views and attitudes of non-users

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cannabis-in-latin-america/report.