The U.S. Medical Marijuana Market

October 2013

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Highlights of all study chapters: nature and structure of the industry, main Issues and trends affecting the market, state/federal regulations, market size and growth (2011-208F), market segments analysis (dispensaries, cultivators, lab testing, hydroponics, head shops, others), key operating ratios of medical marijuana dispensaries, patient demographics, list of main competitors, results of phone interviews with industry analysts and competitors.

Nature of the Business & Industry Structure
Definition of medical marijuana, its use, market history, market structure (retail dispensaries, cultivators, edibles companies, ancillary products & services), states where it is legal, discussion of major issues/obstacles (taxation, city ordinances, licensing, voter initiatives, federal actions, difficulty establishing banking/credit card accounts, potential for industry roll-ups and acquisitions).

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- **Arthritis**: discussion of the condition, number of sufferers
- **Cancer** treatment – chemotherapy: discussion of the condition, number of sufferers
- **Hepatitis C**: discussion of the condition, number of sufferers
- **ALS** - Amyotrophic lateral sclerosis: discussion of the condition, no. sufferers
- **Chron’s disease**: discussion of the condition, number of sufferers
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Marketdata’s estimates of market size and outlook: 2013, 2014, 2018, long-term discussion of the chronic pain population, competition with pill mills & painkilling drugs

Tables:
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- Major Medical Marijuana Market Segments: 2013 $ values (dispensaries, cultivators, laboratory testing, hydroponic equip., other ancillary services)

Analysis of cultivation sites, $ avg. annual revenues, number

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Cannabis testing and lab services: discussion of type tests performed (THC potency, e-coli, microbial, pesticides, etc.), best methods used (high performance liquid chromatography gas chromatography, thin layer chromatography), why it is crucial to dispensaries/industry growth, cost of tests, market $ size: 2013, 2018F

List of 8 major cannabis test labs: name, address, phone

Hydroponic cultivation equipment market: products, $ market size, main competitors, wholesale vs. retail sales, competitor profiles of: Sunlight Supply, Hydrofarm, BWGS, R & M Supply Inc.

Head shops (smoke shops): discussion of number in the U.S., number in medical marijuana states, operations, products sold, client profile, possible future role as distribution channel for medical and recreational marijuana.
Results of Headquest Publications Industry Survey

- Avg. daily & annual sales
- No. of mfrs., wholesalers, retailers, avg. profit margins of each
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- California: Los Angeles, San Diego, Sacramento, other markets
- Nevada
- Washington state
- Colorado
- Oregon
- Vermont
- Ohio

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(Company description, products, specializations, address/phone/website/contacts)

- Cannabis Science, Inc.
- Hemp, Inc.
- Terra Tech Corp. (Grow Up Technology)
- Neutra Corp.
- Medical Marijuana, Inc.
- MediSwipe
- Nuvilex
- Endexx Corp.
- Fusion Pharm
- Growlife
- GreenGro

**Reference Directory of Trade Associations & Sources** 120-129

Address, phone, contacts for major trade groups, websites, magazines, consultants, list of industry reports and articles, Wall Street analysts/research reports.