

## KEY STATISTICS FOR THE ASIAN CANNABIS INDUSTRY



ESTIMATED POPULATION, 2019

**4.5B**



ESTIMATED CANNABIS USERS,  
2018 (AGED 15–64)

**85.5M**



ESTIMATED NO. CANNABIS  
PATIENTS, 2024

**>1.6M**



TOTAL ESTIMATED CANNABIS  
MARKET VALUE, 2024\*\*

**US\$>8.5B**



GDP, 2018

**US\$28.2T**



ESTIMATED MEDICAL CANNABIS  
MARKET VALUE, 2024\*\*

**US\$>5.8B**



TOTAL HEALTHCARE  
EXPENDITURE, 2014\*

**US\$2.6T**



ESTIMATED RECREATIONAL  
CANNABIS MARKET VALUE, 2024\*\*

**US\$>2.7B**



TOTAL PHARMACEUTICAL  
EXPENDITURE, 2014\*

**US\$517B**