



Euromonitor  
International

# Cannabis in Thailand

January 2025

Table of Contents

EXECUTIVE SUMMARY

CANNABIS BACKGROUND

COUNTRY INSIGHT

CANNABIS LEGISLATION

CANNABIS DISTRIBUTION

CANNABIS TAXATION

CANNABIS PRODUCTION

ILLICIT CANNABIS MARKET

MARKET INDICATORS

Table 1 - Cannabis User Population by Legal vs Illicit 2019-2023

MARKET DATA

Table 2 - Sales of Cannabis by Category: Value 2019-2023

Table 3 - Sales of Cannabis by Category: % Value Growth 2019-2023

Table 4 - Sales of Cannabis by Legal vs Illicit 2019-2023

Table 5 - Distribution of Cannabis by Format: % Value 2019-2023

Table 6 - Distribution of Cannabis by Format and Category: % Value 2023

Table 7 - Forecast Sales of Cannabis by Category: Value 2023-2028

Table 8 - Forecast Sales of Cannabis by Category: % Value Growth 2023-2028

Table 9 - Forecast Sales of Cannabis by Legal vs Illicit 2023-2028

MEDICAL CANNABIS

Market Sizes

Cannabinoids

Brands

Distribution

CATEGORY DATA

Table 10 - Sales of Medical Cannabis by Category: Volume 2019-2023

Table 11 - Sales of Medical Cannabis by Category: Value 2019-2023

Table 12 - Sales of Medical Cannabis by Category: % Volume Growth 2019-2023

Table 13 - Sales of Medical Cannabis by Category: % Value Growth 2019-2023

Table 14 - Sales of Medical Cannabis by CBD vs THC content: % Value 2019-2023

Table 15 - Distribution of Medical Cannabis by Format: % Value 2019-2023

Table 16 - Forecast Sales of Medical Cannabis by Category: Volume 2023-2028

Table 17 - Forecast Sales of Medical Cannabis by Category: Value 2023-2028

Table 18 - Forecast Sales of Medical Cannabis by Category: % Volume Growth 2023-2028

Table 19 - Forecast Sales of Medical Cannabis by Category: % Value Growth 2023-2028

ADULT-USE CANNABIS

Market Sizes

Cannabinoids

Brands

Distribution

CATEGORY DATA

Table 20 - Forecast Sales of Adult-Use Cannabis by Category: Volume 2023-2028

Table 21 - Forecast Sales of Adult-Use Cannabis by Category: Value 2023-2028

Table 22 - Forecast Sales of Adult-Use Cannabis by Category: % Volume Growth 2023-2028

Table 23 - Forecast Sales of Adult-Use Cannabis by Category: % Value Growth 2023-2028

## CBD

Market Sizes

Brands

Distribution

## CATEGORY DATA

Table 24 - Sales of CBD by Category: Volume 2019-2023

Table 25 - Sales of CBD by Category: Value 2019-2023

Table 26 - Sales of CBD by Category: % Volume Growth 2019-2023

Table 27 - Sales of CBD by Category: % Value Growth 2019-2023

Table 28 - Distribution of CBD by Format: % Value 2019-2023

Table 29 - Forecast Sales of CBD by Category: Volume 2023-2028

Table 30 - Forecast Sales of CBD by Category: Value 2023-2028

Table 31 - Forecast Sales of CBD by Category: % Volume Growth 2023-2028

Table 32 - Forecast Sales of CBD by Category: % Value Growth 2023-2028

## 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-thailand/report](http://www.euromonitor.com/cannabis-in-thailand/report).