



# Here's How Cannabis Will Take a Bite Out of a Massive Industry

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The legalization of cannabis will probably go down in history as one of the greatest medical advancements of all time. I'm talking about a discovery as powerful as penicillin or learning how germs cause diseases.

With cannabis, the world of medicine has a real wonder drug on its hands. [I've said it before](#), but it's worth saying again. Cannabis is the world's only universal drug because the human body is specifically wired to accept it.

The endocannabinoid system (ECS) plays a key role in helping different parts of the human body communicate with each other. And it just so happens to run on many of the same chemical compounds found in cannabis.

This gives the cannabis plant, and drugs derived from it, a completely unrivaled ability to treat all sorts of different diseases.

It's that versatility that gives cannabis its amazing moneymaking potential. When it comes to choosing winning innovative investments, the potential for disruption is one of the first factors to consider.

If you want to make money on a new idea, you need to ask yourself, "who is this new idea going to put out of business?"

Cannabis's wide-ranging treatment potential creates a lot of possible answers to that question.

When traditional businesses start to feel the pressure, that's a good sign that a new idea has serious moneymaking potential behind it.

We can see this effect already starting to take off in the cannabis industry. In Canada, where cannabis is legal at both the local and national level, major pharmaceutical companies are

moving to get involved in the new industry. I'm talking about gigantic drug makers like **Pfizer Inc. (PFE)** and **Merck & Co. Inc. (MRK)**.

This kind of move by big, established players to keep up is an important part of the disruption process. What's even more important, though, is that whatever works best is what will win.

Big pharmaceutical companies are based on a system where new drugs are complicated, take huge amounts of time and money to create, and are protected by intellectual property law.

But with cannabis being so easy to produce and treating such a wide variety of diseases, they will be facing an uphill battle to defend their market share.

To put this in more precise terms, cannabis has been identified as a potential treatment for no less than 172 different medical conditions. There may well be more. **Entirely new cannabinoid compounds are being discovered in the cannabis plant** as we speak. We still don't know exactly what these new discoveries could do, but the possibilities could be huge.

Already, though, we know that the conditions that can be treated with the help of cannabis include severe

and notorious diseases like cancer, multiple sclerosis, glaucoma, epilepsy, and chronic pain.

For people suffering from these terrible illnesses, cannabis has the potential to be a desperately needed source of relief.

To start with, in the case of cancer, cannabis can relieve symptoms such as chronic pain, nausea, and loss of appetite.

According to ***Allied Market Research***, the annual market for cancer and oncology drugs alone will reach \$176.5 billion by 2025.

Cannabis has an especially strong position when it comes to entering the market for cancer treatments because it isn't actually competing with pre-existing cancer treatments.

Instead, cannabis helps to relieve many of the well-known and debilitating side effects that cancer treatments can cause. More money being spent on traditional cancer treatments actually means a bigger potential market for cannabis as a symptom reliever.

Moving on to multiple sclerosis; evidence is emerging that medical cannabis may have the potential to ease symptoms of muscle tightness and spasms. As with many other conditions, cannabis is

also suspected to improve the sleep quality of multiple sclerosis patients.

### ***Transparency Market Research***

projects that multiple sclerosis treatment will grow to be a \$31.5 billion market by 2027, leaving medical cannabis with another massive sector to expand into.

When it comes to glaucoma, cannabis is likewise a promising treatment. What happens, essentially, is that glaucoma leads to a loss of vision as pressure builds up inside a patient's eyes. According to research from the National Center for Biotechnology Information, cannabis – and THC derived from cannabis – can reduce this pressure. This means that cannabis has a shot at another section of the health-care market. This one happens to be worth \$8 billion.

Epilepsy is another area where cannabis has the potential to introduce entirely new avenues of treatment. According to the *New England Journal of Medicine*, at least one clinical study was conducted that showed cannabis-derived compounds providing significant relief for patients with seizures.

A major pharma player, **GW Pharmaceuticals PLC (GWPH)**, has even gotten in on the game. They've created their own cannabis-derived epilepsy medicine called

Epidiolex that has already sold nearly \$300 million in 2019.

Keep in mind that ***Market Research Future*** projects the global market related to epilepsy to reach \$9.5 billion during 2023. So this means that epilepsy is just one more area where the medical marijuana industry has huge room to grow.

Finally, what may be one of the most remarkable uses of medical cannabis is its value in relieving pain. This, again, is where the endocannabinoid system comes into play. Cannabis has the power to send signals directly to the brain that stimulate relief. That's a pretty big deal considering that ***Market Study Report*** projects that the global market for pain management drugs will reach \$43.9 billion in 2025.

Altogether, we're talking about a potential market size of almost \$270 billion for treating just these conditions.

Not only does medical cannabis have the opportunity to enter every segment of this colossal health-care market, but these are just some of the most well-known examples of diseases that cannabis could be used for. Remember that there are at least 172 illnesses that medical cannabis might help to treat.

And that's not even counting potential new discoveries.

This is why even though cannabis is a product of nature that has existed for thousands of years, it also behaves like a high-tech innovation.

Our society is just now discovering cannabis after decades of prohibition. Along with that discovery, we can expect to see all of the usual patterns. That includes an explosion of growth as new businesses are created to take advantage of all of the possibilities that have never been explored.

When this explosion arrives, older ways of doing business are going to be tested by the market and their customers to see if they still stack up.

And those that aren't up to the new standards will see their market share swallowed up by someone that is.

Where cannabis is concerned, those new standards are going to include all-new options for relief for a lot of badly ailing people.

With the right investments, it could also mean a massive payday for you.

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