

Finding SWOT Analyses in [IBISWorld](#)

1

The screenshot shows the top navigation bar of the IBISWorld website. On the left, there is a menu with 'Canada', 'Global', and 'US' options. A blue box highlights the 'Industry Research' dropdown menu, with an arrow pointing to the search bar. The search bar contains the text 'cannabis'. To the right of the search bar, there is a 'Contact Your CRM' button and a message: 'Can't find the report you're looking for?'. Below the search bar, there are several search results listed, including 'Canada Industry Reports (NAICS)', 'Canada Business Environment Profiles', 'Canada Industry Provincial Reports', 'Canada Business Environment Provincial Profiles', and 'Canada Industry iExpert Summaries'.

2

The screenshot shows the search results page for 'cannabis'. The search bar at the top contains 'cannabis' and a 'Search' button. Below the search bar, there is a 'Region' filter with 'United States', 'Canada', and 'Global' options. A 'Content Type' filter is also present, with 'Industry' selected. The search results list several reports, including '11141CA - Cannabis Production in Ontario in Canada' and '11141CA - Cannabis Production in Canada'. A blue box highlights the '11141CA - Cannabis Production in Canada' report, with an arrow pointing to the 'Industry' tag. A blue callout box on the right side of the page contains the following text: 'From the Search Results list, select a report tagged Industry or go to the Content Type menu (left side) and select the Industry options. Click a title to view full-text.'

3

Canada Industry (NAICS)

Search Within This Report

NAVIGATION

- About
- Industry at a Glance
- Key Statistics Snapshot
- Key Trends
- SWOT Analysis
- Executive Summary
- Industry Structure
- Key Industry Data
- Major Players
- Products & Services Segmentation

Industry Performance

Key External Drivers

Cannabis Production in Canada

Report by: Santiago Irigoyen | October 2019

Read, save, or print the report.

DOWNLOAD REPORT

- PDF
- Excel

SWOT in the Industry

Strengths	Weaknesses	Opportunities	Threats
High & Decreasing Barriers to Entry	High Competition	Very high Long-term Growth	Outlier Growth
Low Imports	Very high Volatility	High Short-term Growth	Per capita disposable income
Medium & Increasing Assistance	Low Profit	High Outlook Growth	
Growth Life Cycle	Low Labor Efficiency		
Low Customer Concentration			
Low Product Concentration			

In the *Industry* report, go to the **NAVIGATION** column (left side) and select **Industry at a Glance > SWOT Analysis**. Content in other sections of the report may also inform a SWOT analysis (e.g., **Industry Performance > Key External Drivers**).

4

Canada Industry iExpert Summaries

Search Within This Report

NAVIGATION

- iExpert
- External Impacts Questions
- Internal Issues Questions

External Impacts Questions

Impact: External competition

How can you gain a competitive edge over black-market alternatives, such as marijuana delivery services? How have these sources affected you before?

Internal Issues Questions

Issue: Understanding government policies and their implications

How has the passage of the Cannabis Act affected your business? How will you navigate these new regulations?

Marijuana legislation is complicated at all levels of the government. Successful operators must be able to navigate the regulatory landscape at both the provincial and federal level.

Select the **lightbulb** icon (left side) to view the corresponding *Industry iExpert Summaries*. Go to the **NAVIGATION** column and select **External Impacts Questions** and **Internal Issues Questions** for more information that could be useful for a SWOT analysis.