

## **How to navigate the sea of cannabis investments**

### **Bus./Industry**

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**Looking at marijuana stocks without getting too high on cannabis investments. Companies like PotNetwork Holding, Inc. (OTCMKTS:POTN) are starting to cash in on the marijuana market craze.**

By [J. Frank Sigerson](#) for Born2Invest, Jan 2, 2018: The cannabis industry has been gaining momentum as more and more countries start to accept and legalize cannabis and marijuana. In South America, [Uruguay](#) was the first country that allowed people to use marijuana recreationally, and in July 2017, it was also the first to permit the sales of the plant within its territory. In the United States, there has been incredible [progress](#) in the number of Americans supporting its legalization. The percentage has increased from 35 percent of adults 10 years ago to a record high of 64 percent. Even Republicans had a change of heart, with last year's rate of 43 percent rising to 51 percent. Hemp, its industrial variation, is also credited for the improvement and decline of the stigma surrounding cannabis products and marijuana stocks. One instance is Akie Abe, Japan's first lady, [who's voiced](#) her support for reigniting the public's usage of hemp, particularly for medical purposes, back in July 2016. She wanted to incorporate hemp into the Japanese culture because of its medical benefits and even purchased a product called Elixinol CBD hemp oil for Prime Minister Shinz? Abe, her husband, who had ulcerative colitis. **Cannabis and hemp market growth** With society's acceptance of cannabis, marijuana stocks can see further expansion. It was reported that in October 2017, the recreational marijuana market in Nevada has reached [almost \\$38 million](#) and surpassed Colorado's. Nevada's tax revenue for marijuana accumulated almost \$20 million ever since the state launched the "adult-use market" back in July. Outside the United States, a report recently stated that the global cannabis business will reach [\\$31.4 billion](#) in the year 2021. Today, it is valued at \$7.7 billion, and as more countries legalize marijuana, it will have a 60 percent compound annual growth rate. Meanwhile, hemp has a lot of potential on a financial point of view because of how flexible it can be in creating so many products. It can be used as a material in clothing because fibers can be made out of hemp, and it can be used in food as well. Hemp twine can also be used in making jewelry such as bracelets, rings, necklaces, and watches as well. The whole hemp plant is useful, leaving no part wasted. The medical use of hemp alone is already facing a big demand. Additionally, its seeds can be used in cooking and [hemp recipes](#) such as pesto and salad, which is an ideal use because they are a good source of minerals like phosphorus and zinc. They also have anti-aging antioxidants and all of the 10 essential amino acids, and its protein source does not make the consumer feel bloated because it is easier to digest. Because of the wide array of hemp's uses in various industries, its revenues could reach into not only millions but also billions of dollars. In 2016, the [cannabis market](#) has already crossed the \$6.5 billion mark in terms of retail sales, and it is forecasted to reach \$30 billion and \$50 billion in 2021 and 2026, respectively. In particular, sales in the U.S. alone are set to reach the \$1.8 billion mark by 2020, and the hemp-derived CBD products will account for \$450 million. With these numbers out in the open, the future is looking bright for the hemp industry. [hellip;] [https://born2invest.com/articles/canna ... vesting-marijuana-stocks/](https://born2invest.com/articles/canna...vesting-marijuana-stocks/)