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The Innovative Potential of Medical Cannabis for Germany's Business Landscape

In the new legislative period, a central task of the new federal government and the 21st Bundestag will be to secure Germany's competitiveness by strengthening future-oriented industries. This means not only keeping an eye on established sectors but also strategically opening and promoting new future industries beyond traditional German industrial sectors.

One such growth market is the medical cannabis sector: Despite its significant economic potential, it has so far been primarily viewed through health policy and regulatory lenses. To broaden this dialogue, Cansativa Group would like to highlight the socio-political opportunities and innovation potential of medical cannabis and outline concrete steps to secure Germany's competitiveness in this future market.

Strengthening Economic Potentials and Patient Care

The introduction of medical cannabis as a therapy has improved healthcare for many patients, providing urgently needed treatment options. To ensure long-term patient benefits and healthcare security, stable framework conditions are required, as well as a capable market and an innovative industry.

The economic success of the medical cannabis sector is thus not a given but ensures access to high-quality products and enables continuous innovation in supply. Since the introduction of medical cannabis in 2017, the industry has experienced continuous and crisis-resistant growth and has become an important economic factor. This success is particularly remarkable given that many traditional economic sectors in Germany face structural challenges and stagnation.

Recognizing Growth Opportunities through European Liberalization

This dynamic offers Germany the chance to establish itself as the leading European location for medical cannabis. Germany is already a pioneer in Europe with its early introduction of medical cannabis. The ongoing liberalization in the EU opens enormous economic potential, especially for Germany as a logistical hub and driving force of European trade. With efficient infrastructure, regulatory security, and the „Made in Germany“ trust seal, Germany plays a key role in quality and supply security within the growing European internal market. To realize this potential, politics and industry must recognize and specifically promote the sector as a strategic growth area, with a focus on supply security.

Promoting Competitiveness through Regulatory Security

Long-term growth and international competitiveness of the German medical cannabis sector critically depend on regulatory (planning) security. Reliable framework conditions promote investments, innovations, and sustainable sector development, benefiting not only companies but also patient care. A predictable legal framework creates stable and clear conditions for entrepreneurial actions, strengthening trust between companies and investors and laying the foundation for sustainable industrial value creation.

This is especially true for an industry strongly influenced by regulatory requirements, with significant lead times for approval processes, quality assurance, and product development. Without long-term planning certainty, investment backlogs may threaten the sector's potential and ultimately patient care.

Establishing Medical Cannabis as a Factor in the Modern Healthcare Market through Research

The high demands on German products and production methods require solid scientific evidence. Targeted research funding can close existing gaps and create a foundation for informed health and economic policy measures, increasing both patient benefits and the innovative strength of Germany's business location.

Moreover, research offers the chance to uncover new therapeutic potentials, improve care quality, and provide economic impetus in a growth market. Considering political efforts to strengthen research and pharmaceutical innovations, medical cannabis research should be expanded and specifically supported. This will not only underline the medical relevance of the sector but also make a significant contribution to innovation and securing a future-proof economic location.

About Cansativa Group

Cansativa Group is Europe's leading wholesaler of medical cannabis and has been a reliable partner for patient-oriented supply since 2017. As a family business with long-standing industry experience and market leadership in the growing European medical cannabis market, Cansativa stands for quality, safety, and supply expertise.

From import and export of goods, quality testing, and distribution to over 3,000 pharmacies including transport logistics to knowledge transfer, we are a one-stop shop in the industry. As a service provider for medical cannabis supply in Germany, Cansativa Group regularly brings in expert knowledge and serves as a contact partner.

Cansativa Group has its headquarters in Mörfelden-Walldorf and a location in Frankfurt am Main. With 80 employees, the company is a key player in the medical cannabis market—professional, future-oriented, and close to the political center.

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