

German Cannabis Exec on 1 Year of Legalization

Germany's Landmark Cannabis Reform: One Year Later, Industry Growth Surpasses Expectations

A year ago, Germany took a historic step by legalizing recreational cannabis, home cultivation, and the establishment of nonprofit marijuana clubs, allowing members to access adult-use products.

While the [global cannabis community](#) celebrated this landmark legislation, which also removed cannabis from Germany's narcotics list, it is the medical cannabis market that has been the biggest beneficiary of the reform so far.

Medical Cannabis Market Surges Beyond Expectations Following Legal Reform

According to industry insiders and executives, the benefits to Germany's medical cannabis sector were somewhat anticipated, but the extent of the growth has exceeded all projections. The surge in medical cannabis patients, product availability, and demand has skyrocketed in the past year.

Albert Schwarzmeier, managing partner of Enea Pharma GmbH, in an interview. The new law, approved on February 23, 2024, and enacted on April 1, reshaped the industry landscape.

For Enea Pharma, one of Germany's leading medical cannabis suppliers, the shift also marked the beginning of a new era. The company sold more than 1.5 tons of medical cannabis in March alone and expects to double its revenue in 2025.

Enea Pharma Expands Operations to Meet Growing Demand

To capitalize on the momentum, Enea Pharma is making strategic moves, including:

Adding two new brands under its portfolio.

Expanding its pharmacy network.

Increasing patient access via telemedicine.

"Our focus on tailored product development and digital pharmacy support has positioned us as a market leader in both quality and scale," Schwarzmeier noted.

Unexpected Demand for Medical Cannabis Following Partial Legalization

Initially framed as a step towards decriminalization and personal use, the law unexpectedly fueled a massive increase in demand for medical cannabis. Patients turned to pharmacy-distributed products, which are 30% cheaper than those available on the black market while offering the same or better quality.

As a result, Germany's medical cannabis market surpassed €0.5 billion (\$539.8 million) in 2024 and is projected to reach €0.8 billion in 2025.

Enua Pharma's Market Share Grows Amid Booming Cannabis Industry

Enua Pharma has experienced exceptional and profitable growth, more than tripling its revenue in 2024 to reach a €50 million annual run rate. The company now holds over 10% of the German medical cannabis market, placing it among the top three independent firms in the sector.

Key achievements include:

Expanding its pharmacy network to over 1,050 partners nationwide.

Increasing its product portfolio from 7 to 31 cannabis varieties.

Establishing eight cultivation partnerships in Canada.

Selling over 1.5 tons of medical cannabis in March 2025 alone, generating more than €6 million in revenue.

Supply Chain Management and International Partnerships Strengthen Market Resilience

Despite supply challenges in the industry, Enua Pharma was well-prepared. The company established a robust sourcing network, relying primarily on long-term partnerships in Canada, supplemented by new agreements in Portugal. This approach allowed the company to meet soaring patient demand without disruption.

Looking ahead, Schwarzmeier remains confident that while domestic cannabis production will continue to play a minor role, international partnerships will ensure stable product availability and consistent quality in 2025 and beyond.

Germany's Cannabis Model: A Blueprint for European Nations?

Germany's evolving medical cannabis model is drawing attention from across Europe. Other EU nations are closely watching how Germany implements pilot regions and social clubs, but even more so how the country ensures safe, high-quality medical cannabis distribution through pharmacies and insurance coverage.

As Germany leads the way, industry analysts expect other European nations to adopt similar frameworks in the near future.

Rapid Market Maturation and Growing Patient Demand Drive Industry Evolution

Over the past year, Germany's cannabis market has seen remarkable professionalization and expansion. Patient numbers have tripled, physician engagement has increased, and pharmacy networks have expanded significantly.

According to the German Federal Institute for Drugs and Medical Devices (BfArM), 70 tons of medical cannabis were imported in 2024, with projections exceeding 120 tons in 2025. The market's economic impact has been profound, solidifying cannabis as a critical component of Germany's healthcare industry.

For Enea Pharma, this rapid evolution has resulted in record sales growth and product diversification, positioning the company at the forefront of the industry.

Concerns Over Potential Policy Reversal Amid Political Shifts

As Germany's political landscape shifts, some industry players worry that the newly elected conservative government might roll back cannabis policy reforms. However, Schwarzmeier remains optimistic about the long-term stability of the medical cannabis sector. While adult-use policies might face modifications, the medical framework is expected to remain intact.

What's Next for Germany's Cannabis Industry?

With growing acceptance among healthcare professionals, increasing patient numbers, and a continued shift from illicit sources to legal medical access, Germany's cannabis industry is set for sustained growth.

Enea Pharma plans to invest heavily in its fast-expanding medical cannabis platform to ensure flexibility and responsiveness to evolving patient needs. As the market matures, Germany is poised to remain Europe's cannabis industry leader, setting the stage for future regulatory and commercial developments across the continent.

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