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2025 Outlook: Women Grow

With Cannabis Legalization and Women's Rights Under Renewed Threat, 2025 is the Year for Women to Unite

Washington, DC (December 18, 2024) — The global landscape of women's health and cannabis policy is undergoing a significant transformation, with far-reaching implications for gender equity across multiple sectors. As the start of 2025 approaches, the women's movement is poised to become increasingly progressive and vocal, driven by a growing frustration with the lack of attention given to crucial health issues such as cancer, fibromyalgia, and menopause.

"As we look to 2025 and [approach the Women Grow Summit in Washington, DC](#), it's clear that women are driving transformative progress across the cannabis industry and beyond," said [Dr. Chanda Macias, CEO of Women Grow](#). "On the policy front, the women's movement is becoming more vocal and determined, advocating for equality in healthcare and pushing for research and clinical studies that address women's health challenges. Our voices are being heard, and we're seeing an encouraging response with more female leaders shaping policy and industry."

This surge in advocacy is expected to catalyze substantial changes in healthcare policy and research. Government bodies are anticipated to respond to this mounting pressure by allocating more resources to women's health research and clinical studies, seeking innovative therapeutics for conditions that have long been overlooked. The incoming administration's efforts to appoint more female leaders in key positions signal a positive trend toward increased representation and visibility for women in decision-making roles.

As participants prepare to come together for the February Summit, Women Grow highlights an outlook for 2025 including:

Legalization and Policy:

- Women are becoming increasingly vocal and progressive in the fight for equality and equity in healthcare, driven by issues such as cancer, fibromyalgia, and menopause. Advocating for control over their own bodies, women are demanding government investment in research and clinical studies to address health challenges that have long been overlooked.

- The incoming administration's appointment of more female leaders signals positive momentum, with women's health becoming a trending issue and an urgent area for policy attention.

Business Potential:

- Globalization presents a key opportunity for the long-term success of the cannabis industry.
- The global cannabis market is expanding rapidly, with international networks of supply and demand poised to create a trillion-dollar industry.
- Without fully engaging in the global market, the United States risks falling behind, missing the chance to capitalize on this significant economic opportunity.

Career and Professional Development:

- While initially seeing a drop in C Suite presence in the industry since the first states launched recreational programs over a decade ago, in 2025 women's representation in cannabis leadership roles is expected to continue to grow, signaling progress toward gender equity in the industry.
- Historically underrepresented, women are now steadily advancing into higher-level positions, with projections suggesting gender parity in leadership by 2025.
- As caregivers and nurturers, women's increasing involvement in cannabis reflects a natural alignment with the industry's focus on healthcare and wellness.

Culture:

- Sports: Cannabis as a non-toxic and safe wellness option remains a critical topic in professional sports, where its use is still banned across all major leagues. Athletes are increasingly advocating for cannabis as an alternative to traditional treatments for pain management and recovery, challenging outdated policies and sparking broader conversations about its potential benefits. Three-time Olympic gold medalist and six-time WNBA All-Star [Brittney Griner](#) will headline the February Summit with her keynote address, *Cultivating Change: Empowering Women through Personal Leadership*. Griner will share her powerful story of resilience, highlighting how personal advocacy and leadership can drive progress in sports, wellness, and society at large.
- Culinary/CPG: The intersection of cannabis and culture is a vital part of the industry's evolution. This year, the burgeoning movement is at the crossroads of cannabis and cooking, showcasing how cannabis is transforming the culinary

world. Renowned cannabis chefs, including Jordan Wegman, Chef Nikki (personal chef for Dave Chappelle), and culinary innovators Ellen Kassoff and Todd Gray of The Equinox, continue to elevate the game. These chefs will share insights into infusing cannabis into cuisine, explore its therapeutic and recreational benefits, and demonstrate how cannabis can elevate the art of cooking, at the 2025 Women Grow Summit. This cultural focus underscores how cannabis extends beyond health and wellness into creativity and community, offering an opportunity to celebrate its versatility and growing influence in the food and beverage industry. Whether it's through gourmet dishes or approachable recipes, cannabis is increasingly taking center stage at the dining table, making it a key part of the conversations at the Women Grow Leadership Summit.

About the Women Grow 2025 Summit

The Women Grow Leadership Summit will unite industry leaders to educate, connect, and empower women to lead the future of cannabis legalization, through political reform, entrepreneurship, investing and funding, and career development. This dynamic global movement, threatened by a changing governing landscape, will harness the resilience of women, and leverage this power to support cannabis legalization and women's basic rights to healthcare; utilizing cannabis and hemp as medicine. Embrace lessons of leadership, by the cannabis leaders of today; learn the benefits and uses of cannabis and hemp; start your cannabis and hemp business now; and broaden career opportunities by exploring roles in the industry.

- Purchase Early Bird Tickets for \$159.20 [at this link](#).
- Find Brittney Griner's headshot [at this link](#).
- For more information about Women Grow CEO Chanda Macias, [follow her on LinkedIn](#).
- For more information, to request press credentials, or to schedule an interview, please contact Shawna Seldon McGregor at 917-971-7852 or pr@womengrow.com.

Women Grow: Our Movement

Women Grow established in 2014, is the largest network of women in the cannabis and hemp industry, globally. Established on the principles of inclusivity and leadership, Women Grow provides a platform for women to connect, learn, and succeed, fostering an environment where they can lead the future of cannabis. Through events such as the Women Grow Leadership Summit, the organization brings together industry leaders, entrepreneurs, and advocates, championing a diverse and equitable cannabis community. For more information, visit WomenGrow.com. Continue the conversation on [LinkedIn](#), [YouTube](#), [X](#), [Facebook](#) and [Instagram](#).

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