

Logistics, distribution across individual provinces, and building up enough supply to serve the demand in Canada proved to be a huge hurdle for Aurora last year.

The company spent a significant amount of money building out its infrastructure, reworking its logistics and supply chain, and growing its supply.

2020 could be the year of exponential growth for cannabis companies in Canada, with Aurora leading the charge.

Still an industry leader

Aurora stumbled from a high of \$15.07 on October 12, 2018 to an almost record low of just \$2.48 at close on January 27, 2020. Despite this fall, ACB continues to be a cannabis industry leader.

The company is still the second largest company as far as sales and overall growing capacity are concerned in Canada.

As well, Aurora is currently responsible for the three best-selling cannabis products in several major Canadian markets. Sales figures in Europe for Aurora are also up considerably.

If the company can push forward with streamlined logistics and an ample enough supply to meet the demand, ACB should see a big bounce later in the year.

Too cheap for its own good

ACB could be primed for a big year because it is currently trading at such a low price.

It isn't difficult to imagine that this company currently valued at about \$2.5 billion could be worth \$5 billion or more in the next year. If the company can even out some of the balance sheet and liquidity concerns that have made more risk-averse investors a little bit cautious, the stock could see a big jump in 2020.

Foolish takeaway

While 2019 was a terrible year for ACB, 2020 could be a turnaround point for the marijuana industry. If these three reasons mentioned above become true, Aurora's stock could double in 2020.

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Author

adamothman

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