

BC CANNABIS WHOLESALE

QUARTERLY

SALES

REPORT



**LIQUOR
DISTRIBUTION
BRANCH**

FY2024 Q4
JAN | FEB | MAR

ABOUT THIS PUBLICATION

The BC Liquor Distribution Branch's (LDB) BC Cannabis Wholesale Quarterly Sales Report is a resource for emerging trends, historical facts and figures, and key sales data for the non-medical cannabis industry in British Columbia.

Wholesale sales represent the cost value (wholesale price) of cannabis products shipped to all wholesale customers, which includes private stores, BC Cannabis Stores (BCCS), and the BCCS online channel, from the LDB's distribution centre.

This report includes sales from the LDB's Direct Delivery Program, which launched in August 2022. Sales of products registered under the Direct Delivery Program are reported separately to the LDB's central delivery stream, and are therefore not included in overall sales.

The BC Cannabis Wholesale Quarterly Sales Report is produced four times per year for reporting periods ending in March, June, September, and December.

While every effort has been made to ensure accuracy and completeness of figures, this is not guaranteed. It is the express condition of the use of this publication that the LDB shall incur no liability.

We hope you find this report insightful.

Report note

The LDB fiscal calendar is comprised of 12 periods.

A period can vary in length but roughly follows a calendar month:

- Q1 reflects Periods 1 – 3 (April, May, June)
- Q2 reflects Periods 4 – 6 (July, August, September)
- Q3 reflects Periods 7 – 9 (October, November, December)
- Q4 reflects Periods 10 – 12 (January, February, March)

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REPORT SUMMARY

JAN FEB MAR

FY2024 Q4

JAN FEB MAR

FY2023 Q4

QUARTER YEAR-OVER-YEAR SUMMARY

	2024 Q4	2023 Q4
+12.7% WHOLESALE GRAMS	37,994,784 GRAMS	33,726,255 GRAMS
+9% WHOLESALE SALES	\$144,006,084	\$132,084,793
-3.2% PRICE ALL CANNABIS	\$3.79 PER GRAM	\$3.92 PER GRAM
-1.8% PRICE DRIED FLOWER	\$3.15 PER GRAM	\$3.21 PER GRAM
+2.4% RETAIL STORE GROWTH*	513 STORES	501 STORES

* Includes private and public retail stores. Store must have sales to be considered for either quarter.

DRIED FLOWER PRICE PER GRAM BANDS

JAN FEB MAR
 FY2024 Q4

JAN FEB MAR
 FY2023 Q4

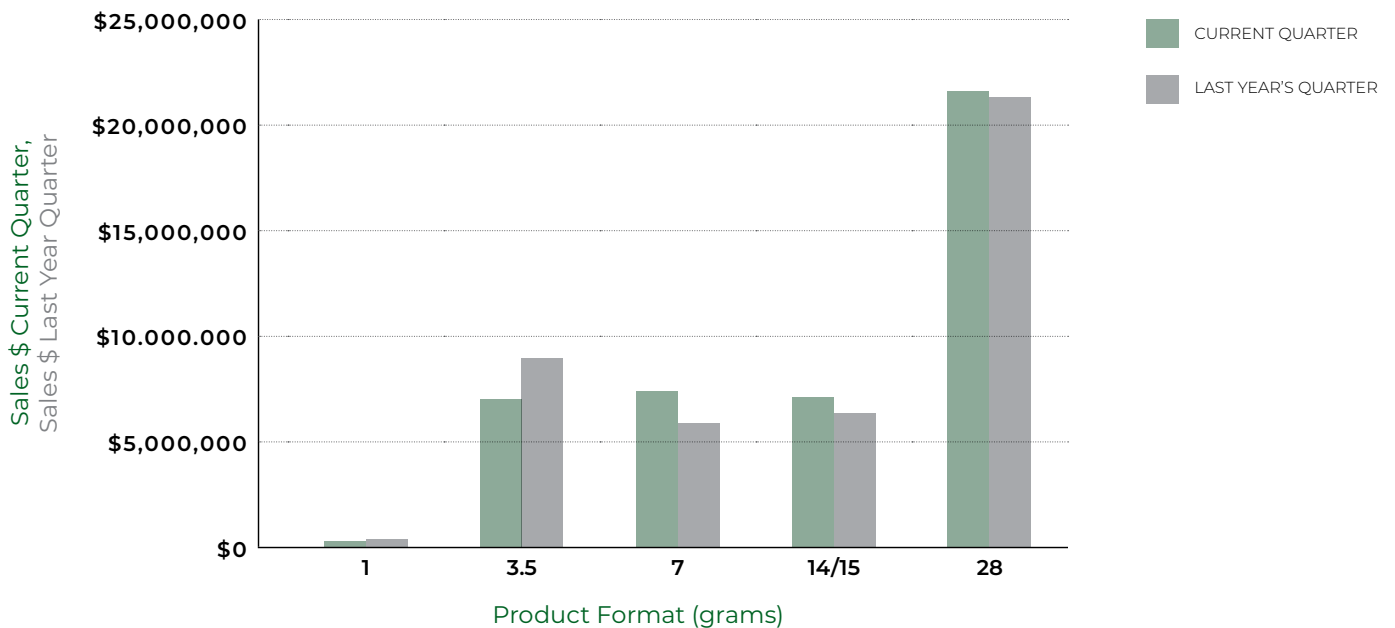
SELL UNIT CONSUMER ITEM SIZE FORMAT	PRICE PER GRAM BAND	SALES \$ CURRENT QUARTER	SALES \$ LAST YEAR'S QUARTER	SALES \$ YOY VARIANCE %	GRAMS CURRENT QUARTER	GRAMS LAST YEAR'S QUARTER	GRAMS YOY VARIANCE %
1 GRAM	\$3 - \$5	186,280	262,142	-28.9%	37,932	54,217	-30.0%
	>\$5	152,007	158,778	-4.3%	25,600	26,954	-5.0%
3.5 GRAMS	\$0 - \$3	2,415	7,913	-69.5%	1,050	3,441	-69.5%
	\$3 - \$5	4,312,537	4,872,696	-11.5%	1,037,817	1,145,823	-9.4%
	>\$5	2,735,232	4,039,784	-32.3%	416,063	598,224	-30.5%
7 GRAMS	\$0 - \$3	1,473,962	148,308	893.9%	530,936	53,004	901.7%
	\$3 - \$5	5,109,975	4,135,635	23.6%	1,208,655	1,061,893	13.8%
	>\$5	1,407,205	1,711,327	-17.8%	238,511	292,327	-18.4%
14 GRAMS	\$0 - \$3	2,846,644	1,926,492	47.8%	1,022,686	693,952	47.4%
	\$3 - \$5	3,440,242	3,925,358	-12.4%	943,110	1,008,098	-6.4%
	>\$5	835,177	539,552	54.8%	151,956	96,446	57.6%
28 GRAMS	\$0 - \$3	15,906,878	14,133,325	12.5%	6,656,748	6,123,516	8.7%
	\$3 - \$5	5,614,180	7,043,632	-20.3%	1,692,852	2,204,440	-23.2%

DRIED FLOWER SALES TREND BY FORMAT

JAN FEB MAR
 FY2024 Q4
 JAN FEB MAR
 FY2023 Q4




SELL UNIT CONSUMER ITEM SIZE FORMAT	SALES \$ CURRENT QUARTER	SALES \$ LAST YEAR'S QUARTER	SALES \$ YOY VARIANCE %	GRAMS CURRENT QUARTER	GRAMS LAST YEAR'S QUARTER	GRAMS YOY VARIANCE %
1	338,287	420,920	-19.6%	63,532	81,171	-21.7%
3.5	7,050,184	8,920,392	-21.0%	1,454,929	1,747,487	-16.7%
7	7,991,164	5,995,270	33.3%	1,978,102	1,407,224	40.6%
14/15	7,122,063	6,391,402	11.4%	2,117,752	1,798,496	17.8%
28	21,521,058	21,176,914	1.6%	8,349,600	8,327,956	0.3%

FLOWER SALE TREND BY FORMAT



TOTAL SALES BY PRODUCT CATEGORY





JAN FEB MAR
FY2024 Q4
JAN FEB MAR
FY2023 Q4

CATEGORY	SALES \$ CURRENT QUARTER	SALES \$ LAST YEAR'S QUARTER	SALES \$ YOY VARIANCE %	SELL UNITS CURRENT QUARTER	SELL UNITS LAST YEAR'S QUARTER	SELL UNITS YOY VARIANCE %
 BEVERAGES	2,970,137	2,476,704	19.9%	649,306	564,152	15.1%
 EDIBLES	8,206,184	7,135,710	15.0%	2,809,233	2,080,356	35.0%
 FLOWER	44,022,756	42,904,900	2.6%	1,211,280	1,207,376	0.3%
 INGESTIBLE EXTRACTS ¹	4,441,091	4,646,577	-4.4%	213,976	237,549	-9.9%
 INHALABLE EXTRACTS ²	53,822,423	46,222,273	16.4%	2,653,746	2,340,280	13.4%
 PRE-ROLLS	29,776,021	27,934,625	6.6%	2,622,331	2,409,098	8.9%
 SEEDS	143,487	148,277	-3.2%	6,732	7,029	-4.2%
 TOPICALS	623,985	615,727	1.3%	29,956	28,182	6.3%

¹Contains ingestible extracts, such as Jolts, Glitches, etc. Availability may be impacted by Health Canada regulations.
²Includes infused pre-rolls.

SALES MIX BY PRODUCT CATEGORY

JAN FEB MAR
 FY2024 Q4
 JAN FEB MAR
 FY2023 Q4

CATEGORY	SUB CATEGORY	SALES \$ CURRENT QUARTER	SALES \$ LAST YEAR'S QUARTER	SALES \$ YOY VARIANCE %	SELL UNITS CURRENT QUARTER	SELL UNITS LAST YEAR'S QUARTER	SELL UNITS YOY VARIANCE %
 BEVERAGES	Carbonated	2,778,467	2,198,056	26.4%	606,605	502,119	20.8%
	Drink Mix	0	6,613	-100.0%	0	1,596	-100.0%
	Dry Tea and Coffee	2,140	15,547	-86.2%	204	1,888	-89.2%
	Non Carbonated	189,531	256,488	-26.1%	42,497	58,549	-27.4%
 EDIBLES	Baked Goods	78,461	82,501	-4.9%	18,522	20,563	-9.9%
	Chews	7,558,557	6,540,605	15.6%	2,598,974	1,897,522	37.0%
	Chocolate	527,928	493,012	7.1%	162,813	157,840	3.2%
	Hard Candy	41,196	7,063	483.3%	28,912	1,620	1,684.7%
	Other Edibles	42	12,529	-99.7%	12	2,811	-99.6%
 FLOWER	Blend	0	28,864	-100.0%	0	1,271	-100.0%
	Hybrid	5,859,364	6,362,169	-7.9%	166,285	188,537	-11.8%
	Indica	24,163,983	23,536,983	2.7%	648,586	648,503	0.0%
	Sativa	13,056,489	12,440,345	5.0%	384,118	360,865	6.4%
	Variety Pack	942,920	536,538	75.7%	12,291	8,200	49.9%
 INGESTIBLE EXTRACTS	Capsules and Pills	2,559,742	2,235,071	14.5%	130,866	116,695	12.1%
	Oils and Tinctures	1,720,865	1,937,256	-11.2%	73,552	82,032	-10.3%
	Other Ingestibles ¹	160,485	474,250	-66.2%	9,558	38,822	-75.4%
 INHALABLE EXTRACTS	Cartridges	22,981,874	22,637,049	1.5%	977,769	954,521	2.4%
	Disposable Pens	6,528,503	2,405,852	171.4%	278,489	144,488	92.7%
	Dry Sift	51,566	50,543	2.0%	4,484	4,395	2.0%
	Hash	1,165,466	1,185,583	-1.7%	63,867	62,354	2.4%
	Infused Pre-rolls	19,070,130	15,687,796	21.6%	1,157,087	996,990	16.1%
	Other Inhalables ²	1,240,693	1,267,209	-2.1%	55,734	53,214	4.7%
	Resin and Rosin	1,420,629	1,414,902	0.4%	49,553	50,262	-1.4%
	Shatter	1,363,561	1,382,198	-1.3%	66,763	64,525	3.5%
	Vape Kits	0	191,141	-100.0%	0	9,531	-100.0%
 PRE-ROLLS	Blend	1,178,388	1,631,998	-27.8%	98,034	169,652	-42.2%
	Hybrid	3,040,602	3,421,294	-11.1%	273,302	309,403	-11.7%
	Indica	12,360,158	10,918,383	13.2%	1,116,450	972,414	14.8%
	Sativa	11,138,127	9,883,403	12.7%	1,046,099	864,897	21.0%
	Variety Pack	2,058,746	2,079,547	-1.0%	88,446	92,732	-4.6%
 SEEDS	Same Strain	98,856	100,038	-1.2%	4,676	4,781	-2.2%
	Variety Pack	44,631	48,239	-7.5%	2,056	2,248	-8.5%
 TOPICALS	Balms	240,815	210,855	14.2%	7,828	8,066	-3.0%
	Bath Products	152,292	146,208	4.2%	10,473	9,942	5.3%
	Creams and Lotions	219,671	246,583	-10.9%	11,019	9,528	15.6%
	Massage Oils and Lubricants	2,537	3,515	-27.8%	210	291	-27.8%
	Other Topicals ³	8,670	8,566	1.2%	426	355	20.0%

¹Includes ingestible extracts, such as Jolts, Glitches, etc. Availability may be impacted by Health Canada regulations.

²Includes diamonds, wax, crumble, etc.

³Includes face masks, other topical oils/sprays, etc.

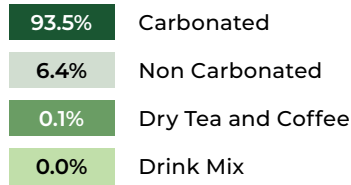
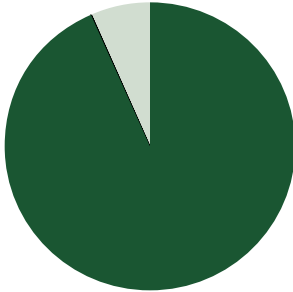
SALES MIX BY PRODUCT CATEGORY

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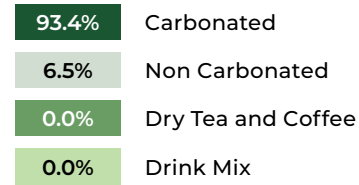
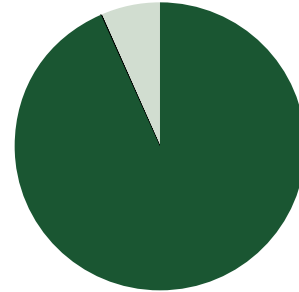


BEVERAGES

SALES \$ MIX PERCENTAGE

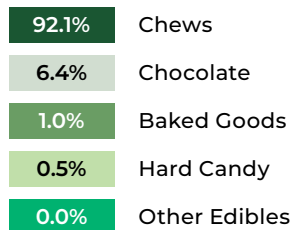
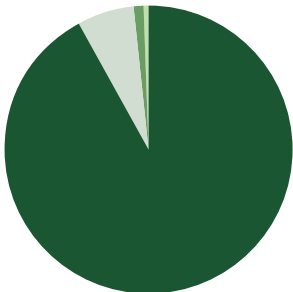


SELL UNITS MIX PERCENTAGE

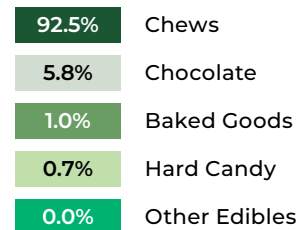
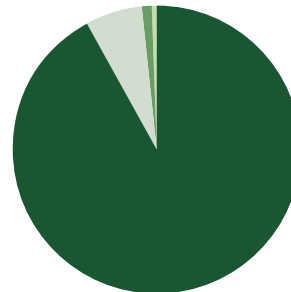


EDIBLES

SALES \$ MIX PERCENTAGE



SELL UNITS MIX PERCENTAGE



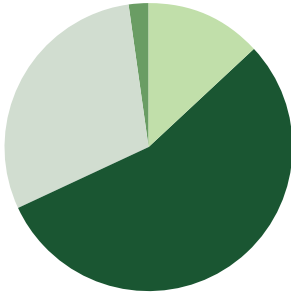
SALES MIX BY PRODUCT CATEGORY

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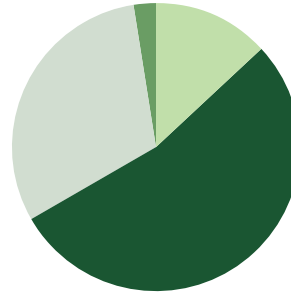
FLOWER

SALES \$ MIX PERCENTAGE



- 54.9% Indica
- 29.7% Sativa
- 13.3% Hybrid
- 2.1% Variety Pack
- 0.0% Blend

GRAMS MIX PERCENTAGE

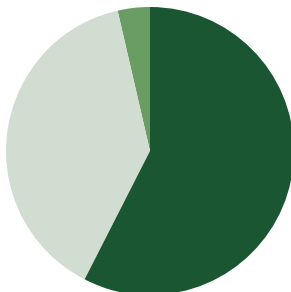


- 53.8% Indica
- 30.8% Sativa
- 13.2% Hybrid
- 2.3% Variety Pack
- 0.0% Blend



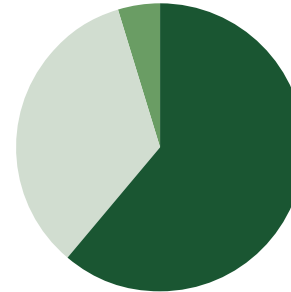
INGESTIBLE EXTRACTS

SALES \$ MIX PERCENTAGE



- 57.6% Capsules and Pills
- 38.7% Oils and Tinctures
- 3.6% Other Ingestible Extracts

SELL UNITS MIX PERCENTAGE



- 61.2% Capsules and Pills
- 34.4% Oils and Tinctures
- 4.5% Other Ingestible Extracts

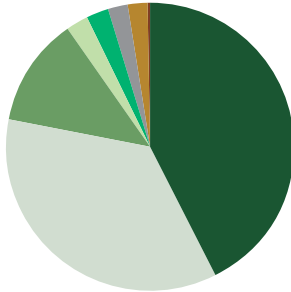
SALES MIX BY PRODUCT CATEGORY

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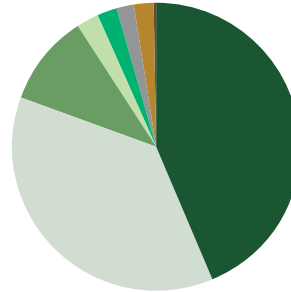
INHALABLE EXTRACTS

SALES \$ MIX PERCENTAGE



- 42.7%** Cartridges
- 35.4%** Infused Pre-rolls
- 12.1%** Disposable Pens
- 2.6%** Resin and Rosin
- 2.5%** Shatter
- 2.3%** Other Inhalable Extracts
- 2.2%** Hash
- 0.1%** Dry Sift
- 0.0%** Vape Kits

SELL UNITS MIX PERCENTAGE



- 43.6%** Infused Pre-rolls
- 36.8%** Cartridges
- 10.5%** Disposable Pens
- 2.5%** Shatter
- 2.4%** Hash
- 2.1%** Other Inhalable Extracts
- 1.9%** Resin and Rosin
- 0.2%** Dry Sift
- 0.0%** Vape Kits



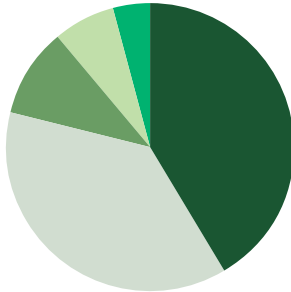
SALES MIX BY PRODUCT CATEGORY

JAN FEB MAR
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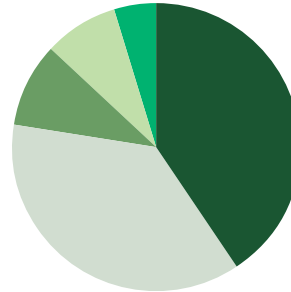
PRE-ROLLS

SALES \$ MIX PERCENTAGE



- 41.5%** Indica
- 37.4%** Sativa
- 10.2%** Hybrid
- 6.9%** Variety Pack
- 4.0%** Blend

GRAMS MIX PERCENTAGE

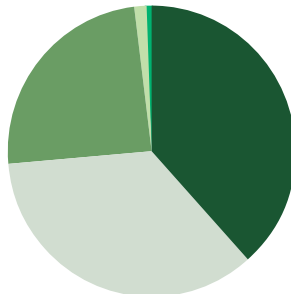


- 40.8%** Indica
- 36.9%** Sativa
- 9.3%** Hybrid
- 8.3%** Variety Pack
- 4.7%** Blend



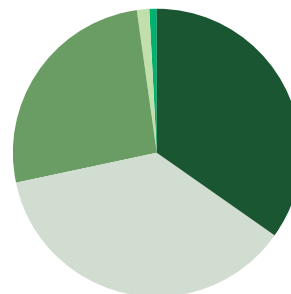
TOPICALS

SALES \$ MIX PERCENTAGE



- 38.6%** Balms
- 35.2%** Creams and Lotions
- 24.4%** Bath Products
- 1.4%** Other Topicals*
- 0.4%** Massage Oils and Lubricants

SELL UNITS MIX PERCENTAGE

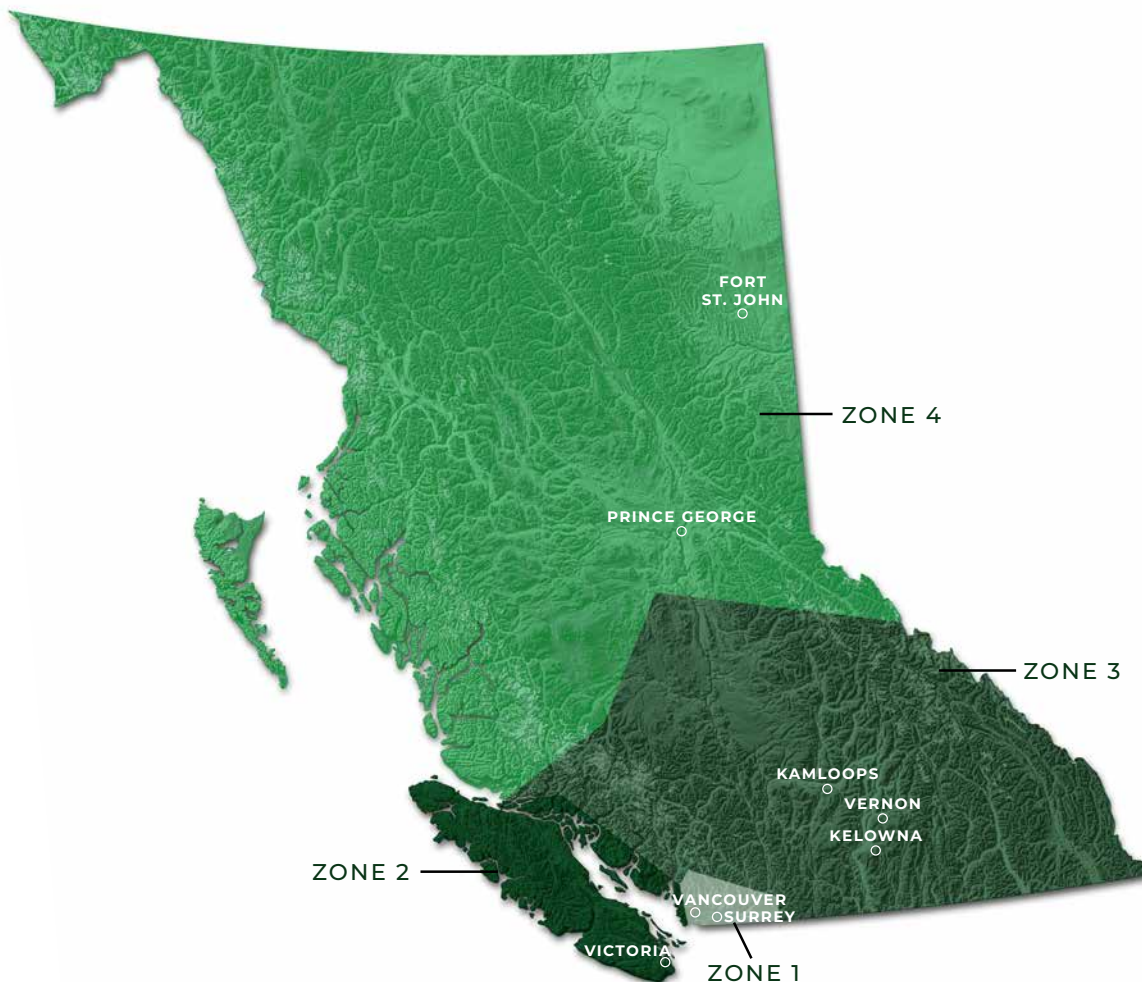


- 36.8%** Creams and Lotions
- 35.0%** Bath Products
- 26.1%** Balms
- 1.4%** Other Topicals*
- 0.7%** Massage Oils and Lubricants

*Includes face masks and other topical oils.

GROWING ACCESS POINTS

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SHIPPING ZONES	SALES \$ CURRENT QUARTER	SALES \$ LAST YEAR'S QUARTER	SALES \$ YOY VARIANCE %	SELL UNITS CURRENT QUARTER	SELL UNITS LAST YEAR'S QUARTER	SELL UNITS YOY VARIANCE %	STORE COUNT CURRENT QUARTER*	STORE COUNT LAST YEAR'S QUARTER*
1	61,374,948	55,830,419	9.9%	4,643,261	4,030,490	15.2%	153	148
2	32,835,941	30,215,473	8.7%	2,324,981	2,032,542	14.4%	134	127
3	31,375,547	28,185,726	11.3%	2,186,676	1,826,925	19.7%	164	164
4	18,418,928	17,853,175	3.2%	1,041,558	984,065	5.8%	66	66

*Includes private and public retail stores. These are counted regardless of whether product has been shipped in the quarter.

DIRECT DELIVERY SALES SUMMARY*

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QUARTER YEAR-OVER-YEAR SUMMARY

	2024 Q4	2023 Q4
-18.5% WHOLESALE GRAMS	490,587 GRAMS	602,185 GRAMS
-19.8% WHOLESALE SALES	\$2,388,142	\$2,978,775
+1.6% PRICE ALL CANNABIS	\$4.87 PER GRAM	\$4.95 PER GRAM
1.9% PRICE DRIED FLOWER	\$4.50 PER GRAM	\$4.42 PER GRAM

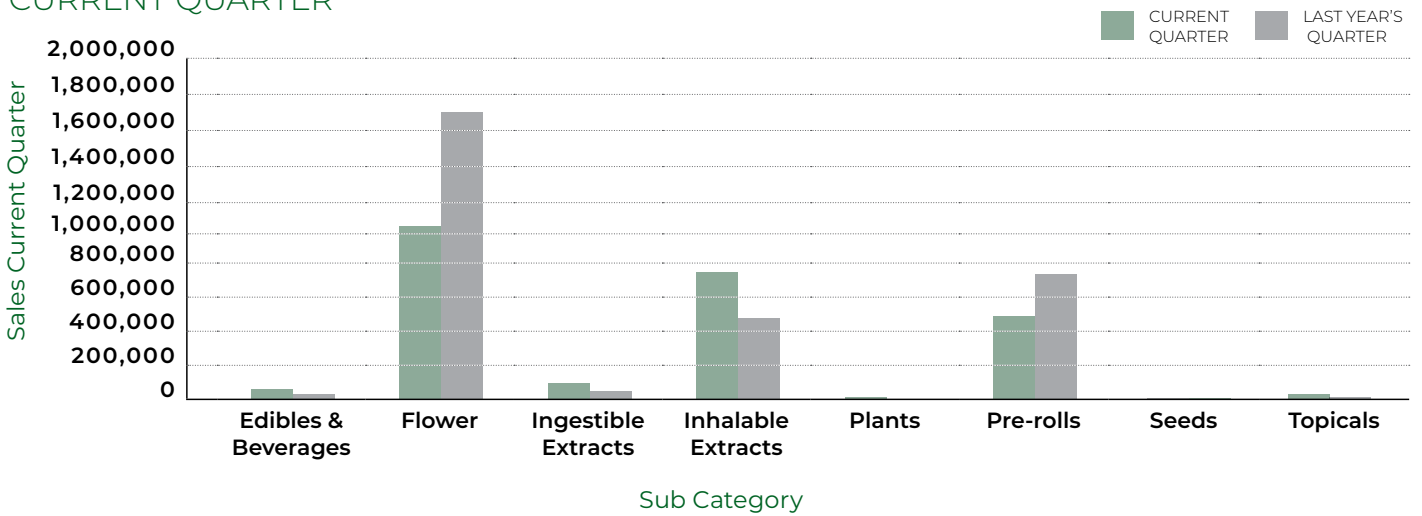
*Sales reported during the quarter as sold.

DIRECT DELIVERY SUB CATEGORY SALES*

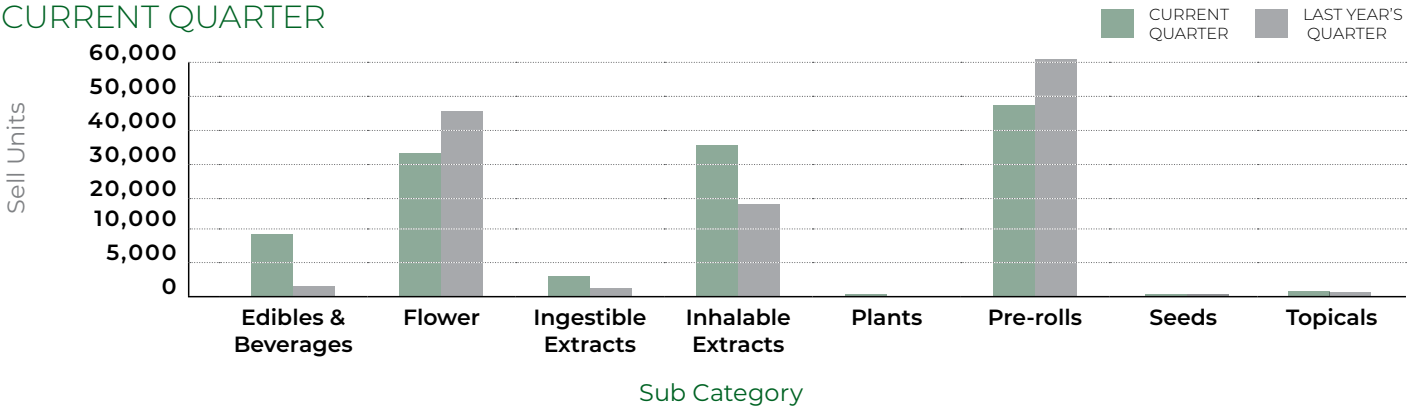
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SUB CATEGORY	SALES \$ CURRENT QUARTER	SALES \$ LAST YEAR'S QUARTER	SALES \$ YOY VARIANCE %	SELL UNITS CURRENT QUARTER	SELL UNITS LAST YEAR'S QUARTER	SELL UNITS YOY VARIANCE %
Edibles & Beverages	35,042	29,465	18.9%	9,460	2,705	249.7%
Flower	1,036,870	1,715,020	-39.5%	31,673	45,143	-29.8%
Ingestible Extracts	41,837	21,650	93.2%	1,816	1,804	0.7%
Inhalable Extracts	786,147	450,134	74.6%	34,531	19,369	78.3%
Plants	1,311	0	-	76	0	-
Pre-roll	472,883	749,115	-36.9%	42,541	61,104	-30.4%
Seeds	331	534	-38.0%	16	21	-23.8%
Topicals	13,723	12,859	6.7%	571	479	19.2%

SALES CURRENT QUARTER



SELL UNITS CURRENT QUARTER










*Sales reported during the quarter as sold.

DIRECT DELIVERY SALES MIX BY PRODUCT CATEGORY*

JAN FEB MAR
FY2024 Q4

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FY2023 Q4

CATEGORY	SUB CATEGORY	SALES \$ CURRENT QUARTER	SALES \$ LAST YEAR'S QUARTER	SALES \$ YOY VARIANCE %	SELL UNITS CURRENT QUARTER	SELL UNITS LAST YEAR'S QUARTER	SELL UNITS YOY VARIANCE %
 BEVERAGES	Carbonated	699	0	-	120	0	-
	Drink Mix	0	549	-100.00%	0	40	-100.00%
	Non Carbonated	135	204	-33.80%	48	72	-33.33%
 EDIBLES	Baked Goods	0	58	-100.00%	0	24	-100.00%
	Chews	33,452	20,390	64.06%	9,155	1,684	443.65%
	Other Edibles	756	8,264	-90.86%	137	885	-84.52%
 FLOWER	Blend	0	11,199	-100.00%	0	557	-100.00%
	Hybrid	276,333	299,259	-7.66%	8,648	8,538	1.29%
	Indica	457,943	955,158	-52.06%	14,468	24,284	-40.42%
	Sativa	203,608	441,309	-53.86%	6,697	11,677	-42.65%
	Variety Pack	98,987	8,094	1,123.00%	1,860	87	2,037.93%
 INGESTIBLE EXTRACTS	Capsules and Pills	9,020	468	1,827.25%	358	12	2,883.33%
	Oils and Tinctures	28,713	5,716	402.29%	1,182	342	245.61%
	Other Ingestibles ¹	4,105	15,466	-73.46%	276	1,450	-80.97%
 INHALABLE EXTRACTS	Cartridges	209,397	119,087	75.84%	8,959	5,516	62.42%
	Disposable Pens	149,891	159,776	-6.19%	6,140	5,736	7.04%
	Dry Sift	1,807	0	-	172	0	-
	Hash	12,084	6,746	79.14%	468	410	14.15%
	Infused Pre-rolls	130,667	52,366	149.52%	8,747	3,388	158.18%
	Other Inhalables ²	55,716	18,892	194.93%	2,715	644	321.58%
	Resin and Rosin	194,140	58,104	234.12%	5,756	1,961	193.52%
	Shatter	32,445	35,163	-7.73%	1,574	1,714	-8.17%
PLANTS	Variety Pack	1,311	0	-	76	0	-
 PRE-ROLLS	Blend	9,584	28,962	-66.91%	541	2,555	-78.83%
	Hybrid	123,094	136,913	-10.09%	14,184	10,870	30.49%
	Indica	198,406	353,769	-43.92%	16,160	28,647	-43.59%
	Sativa	131,693	212,691	-38.08%	11,236	17,780	-36.81%
	Variety Pack	10,105	16,780	-39.78%	420	1,252	-66.45%
SEEDS	Same Strain	331	534	-37.98%	16	21	-23.81%
 TOPICALS	Balms	6,232	1,450	329.77%	236	58	306.90%
	Creams and Lotions	5,150	7,372	-30.14%	221	305	-27.54%
	Massage Oils and Lubricants	1,085	3,711	-70.75%	31	106	-70.75%
	Other Topicals ³	1,256	326	285.32%	83	10	730.00%

¹Includes ingestible extracts, such as Jolts, Glitches, etc. Availability may be impacted by Health Canada regulations.

²Includes diamonds, wax, crumble, etc.

³Includes face masks, other topical oils/ sprays, etc.



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