

BC CANNABIS WHOLESALE

QUARTERLY

SALES

REPORT



**LIQUOR
DISTRIBUTION
BRANCH**

FY2025 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)

CONTENTS

- 1 REPORT SUMMARY**
- 2 DRIED FLOWER**
 - 2 Price per gram bands
 - 3 Sales trend by format
- 4 TOTAL SALES BY PRODUCT CATEGORY**
- 5 SALES MIX BY PRODUCT CATEGORY**
 - 6 Beverages - Sales \$ versus sell units mix percentage
 - 6 Edibles - Sales \$ versus sell units mix percentage
 - 7 Dried flower - Sales \$ versus grams mix percentage
 - 7 Ingestible extracts - Sales \$ versus sell units mix percentage
 - 8 Inhalable extracts - Sales \$ versus sell units mix percentage
 - 9 Pre-rolls - Sales \$ versus grams mix percentage
 - 9 Topicals - Sales \$ versus sell units mix percentage
- 10 GROWING ACCESS POINTS & SHIPPING ZONES**
- 11 DIRECT DELIVERY SALES SUMMARY**
- 12 DIRECT DELIVERY SUB CATEGORY SALES**
- 13 DIRECT DELIVERY SALES MIX BY PRODUCT CATEGORY**



REPORT SUMMARY

JAN FEB MAR
FY2025 Q4
JAN FEB MAR
FY2024 Q4

QUARTER YEAR-OVER-YEAR SUMMARY

	2025 Q4	2024 Q4
-0.1% WHOLESALE GRAMS	37,966,980 GRAMS	37,995,483 GRAMS
-0.8% WHOLESALE SALES	\$142,853,711	\$ 144,006,084
-0.7% PRICE ALL CANNABIS	\$3.76 PER GRAM	\$3.79 PER GRAM
-0.3% PRICE DRIED FLOWER	\$3.14 PER GRAM	\$3.15 PER GRAM
+2.9% RETAIL STORE GROWTH*	528 STORES	513 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
FY2025 Q4

JAN FEB MAR
FY2024 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	89,286	186,280	-52.1%	18,683	37,932	-50.7%
	>\$5	149,586	152,007	-1.6%	27,633	25,600	7.9%
3.5 GRAMS	\$0 - \$3	11,707	2,415	384.8%	3,906	1,050	272.0%
	\$3 - \$5	3,952,293	4,312,537	-8.4%	946,827	1,037,817	-8.8%
	>\$5	1,741,029	2,735,232	-36.3%	270,925	416,063	-34.9%
7 GRAMS	\$0 - \$3	1,323,126	1,473,962	-10.2%	462,574	530,936	-12.9%
	\$3 - \$5	4,896,560	5,109,975	-4.2%	1,172,990	1,208,655	-3.0%
	>\$5	751,847	1,407,205	-46.6%	127,834	238,511	-46.4%
14 GRAMS	\$0 - \$3	1,956,871	2,846,644	-31.3%	686,070	1,022,686	-32.9%
	\$3 - \$5	4,112,473	3,440,242	19.5%	1,104,838	943,110	17.1%
	>\$5	575,921	835,177	-31.0%	103,348	151,956	-32.0%
28 GRAMS	\$0 - \$3	16,373,417	15,906,878	2.9%	6,606,404	6,656,748	-0.8%
	\$3 - \$5	4,099,110	5,614,180	-27.0%	1,203,300	1,692,852	-28.9%

DRIED FLOWER

SALES TREND

BY FORMAT

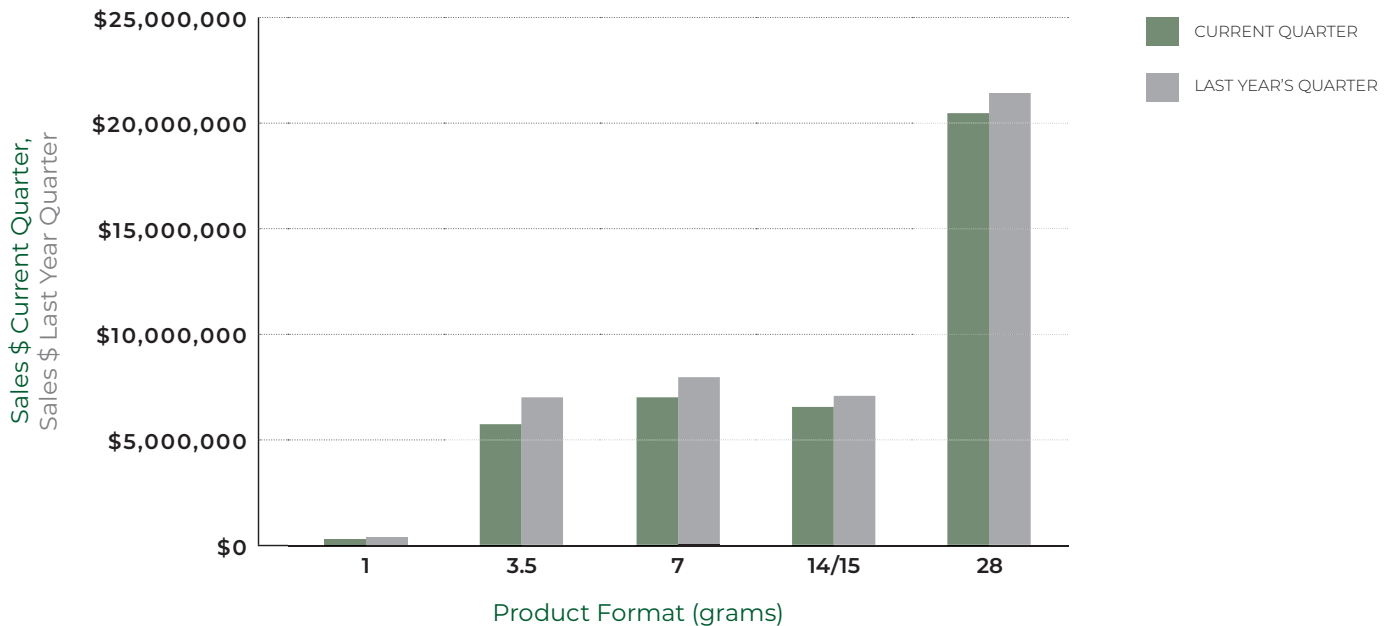
JAN FEB MAR
 FY2025 Q4

JAN FEB MAR
 FY2024 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	238,872	338,287	-29.4%	46,316	63,532	-27.1%
3.5	5,705,029	7,050,184	-19.1%	1,221,658	1,454,929	-16.0%
7	6,971,532	7,991,164	-12.8%	1,763,398	1,978,102	-10.9%
14/15	6,645,265	7,122,063	-6.7%	1,894,256	2,117,752	-10.6%
28	20,472,526	21,521,058	-4.9%	7,809,704	8,349,600	-6.5%

FLOWER

SALE TREND BY FORMAT



TOTAL SALES BY PRODUCT CATEGORY

JAN FEB MAR
 FY2025 Q4
 JAN FEB MAR
 FY2024 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	2,895,036	2,970,137	-2.5%	596,993	649,306	-8.1%
 EDIBLES	9,257,047	8,206,184	12.8%	1,706,206	2,809,233	-39.3%
 FLOWER	40,033,224	44,022,756	-9.1%	1,061,497	1,211,280	-12.4%
 INGESTIBLE EXTRACTS	3,883,175	4,441,091	-12.6%	177,699	213,976	-17.0%
 INHALABLE EXTRACTS ¹	54,762,503	53,822,423	1.7%	2,655,180	2,653,746	0.1%
 PRE-ROLLS	31,216,368	29,776,021	4.8%	2,767,322	2,622,331	5.5%
 SEEDS	115,360	143,487	-19.6%	5,683	6,732	-15.6%
 TOPICALS	690,998	623,985	10.7%	29,616	29,956	-1.1%

¹Includes infused pre-rolls.

SALES MIX BY PRODUCT CATEGORY

JAN FEB MAR
FY2025 Q4
JAN FEB MAR
FY2024 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	2,649,753	2,778,467	-4.6%	544,435	606,605	-10.2%
	Dry Tea and Coffee	0	2,140	-100.0%	0	204	-100.0%
	Non Carbonated	245,283	189,531	29.4%	52,558	42,497	23.7%
 EDIBLES	Baked Goods	50,607	78,461	-35.5%	10,649	18,522	-42.5%
	Chews	8,802,948	7,558,557	16.5%	1,582,002	2,598,974	-39.1%
	Chocolate	385,954	527,928	-26.9%	107,723	162,813	-33.8%
	Hard Candy	5,085	41,196	-87.7%	3,852	28,912	-86.7%
	Other Edibles	12,454	42	29,723.3%	1,980	12	16,400.0%
 FLOWER	Hybrid	5,286,334	5,883,500	-10.1%	140,727	167,665	-16.1%
	Indica	22,448,992	24,163,983	-7.1%	577,400	648,586	-11.0%
	Sativa	12,028,129	13,032,353	-7.7%	338,678	382,738	-11.5%
	Variety Pack	269,769	942,920	-71.4%	4,692	12,291	-61.8%
 INGESTIBLE EXTRACTS	Capsules and Pills	2,272,922	2,559,742	-11.2%	107,359	130,866	-18.0%
	Oils and Tinctures	1,390,016	1,720,865	-19.2%	60,310	73,552	-18.0%
	Other Ingestibles	220,237	160,485	37.2%	10,030	9,558	4.9%
 INHALABLE EXTRACTS	Cartridges	20,778,098	22,981,874	-9.6%	900,637	977,769	-7.9%
	Disposable Pens	9,730,093	6,528,503	49.0%	404,532	278,489	45.3%
	Hash	1,159,921	1,217,032	-4.7%	64,209	68,351	-6.1%
	Infused Pre-rolls	19,149,502	19,070,130	0.4%	1,106,931	1,157,087	-4.3%
	Other Inhalables ¹	1,186,203	1,164,841	1.8%	54,323	52,638	3.2%
	Resin	745,969	785,908	-5.1%	34,948	31,464	11.1%
	Rosin	890,774	710,573	25.4%	24,532	21,185	15.8%
	Shatter	1,121,943	1,363,561	-17.7%	65,068	66,763	-2.5%
 PRE-ROLLS	Blend	747,870	1,178,388	-36.5%	58,183	98,034	-40.7%
	Hybrid	4,034,535	3,101,817	30.1%	325,200	276,972	17.4%
	Indica	12,892,659	12,360,158	4.3%	1,156,132	1,116,450	3.6%
	Sativa	11,774,613	11,076,911	6.3%	1,143,084	1,042,429	9.7%
	Variety Pack	1,766,692	2,058,746	-14.2%	84,723	88,446	-4.2%
 SEEDS	Same Strain	89,318	98,856	-9.6%	4,518	4,676	-3.4%
	Variety Pack	26,041	44,631	-41.7%	1,165	2,056	-43.3%
 TOPICALS	Balms	266,515	240,815	10.7%	7,604	7,828	-2.9%
	Bath Products	176,217	152,292	15.7%	11,969	10,473	14.3%
	Creams and Lotions	241,019	219,671	9.7%	9,683	11,019	-12.1%
	Massage Oils and Lubricants	0	2,537	-100.0%	0	210	-100.0%
	Other Topicals ²	7,247	8,670	-16.4%	360	426	-15.5%

¹Includes diamonds, wax, crumble, etc.

²Includes face masks, other topical oils/sprays, etc.

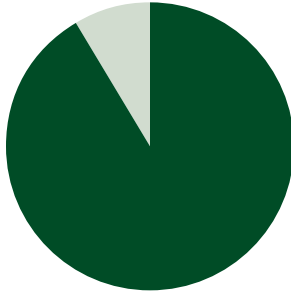
SALES MIX BY PRODUCT CATEGORY

JAN FEB MAR
FY2025 Q4
JAN FEB MAR
FY2024 Q4



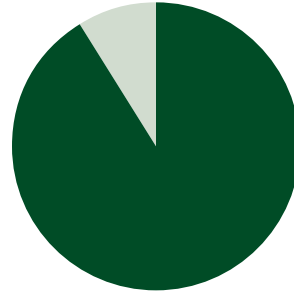
BEVERAGES

SALES \$ MIX PERCENTAGE



91.5%	Carbonated
8.5%	Non Carbonated
0.0%	Dry Tea and Coffee

SELL UNITS MIX PERCENTAGE

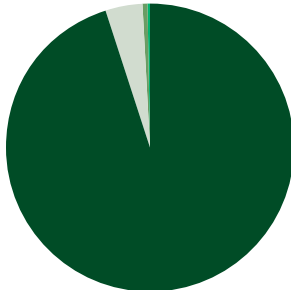


91.2%	Carbonated
8.8%	Non Carbonated
0.0%	Dry Tea and Coffee



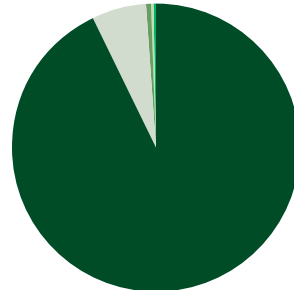
EDIBLES

SALES \$ MIX PERCENTAGE



95.1%	Chews
4.2%	Chocolate
0.5%	Baked Goods
0.1%	Other Edibles
0.1%	Hard Candy

SELL UNITS MIX PERCENTAGE



92.7%	Chews
6.3%	Chocolate
0.6%	Baked Goods
0.2%	Hard Candy
0.1%	Other Edibles

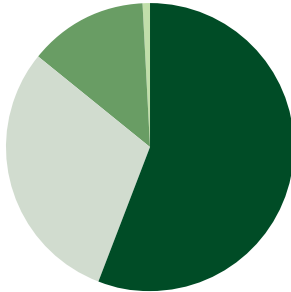
SALES MIX BY PRODUCT CATEGORY

JAN FEB MAR
 FY2025 Q4
 JAN FEB MAR
 FY2024 Q4



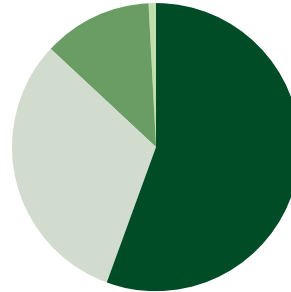
FLOWER

SALES \$ MIX PERCENTAGE



- 56.1%** Indica
- 30.0%** Sativa
- 13.2%** Hybrid
- 0.7%** Variety Pack

GRAMS MIX PERCENTAGE

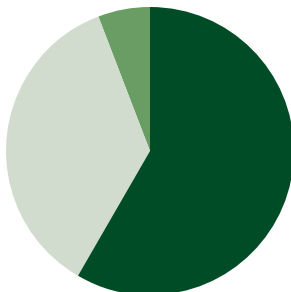


- 55.8%** Indica
- 31.4%** Sativa
- 12.0%** Hybrid
- 0.8%** Variety Pack



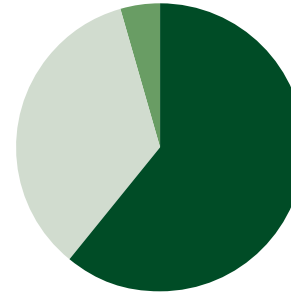
INGESTIBLE EXTRACTS

SALES \$ MIX PERCENTAGE



- 58.5%** Capsules and Pills
- 35.8%** Oils and Tinctures
- 5.7%** Other Ingestible Extracts

SELL UNITS MIX PERCENTAGE



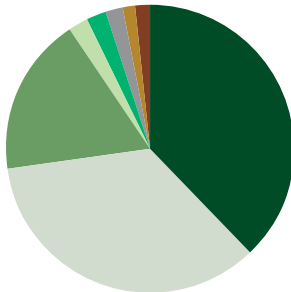
- 60.4%** Capsules and Pills
- 33.9%** Oils and Tinctures
- 5.6%** Other Ingestible Extracts

SALES MIX BY PRODUCT CATEGORY

JAN FEB MAR
 FY2025 Q4
 JAN FEB MAR
 FY2024 Q4

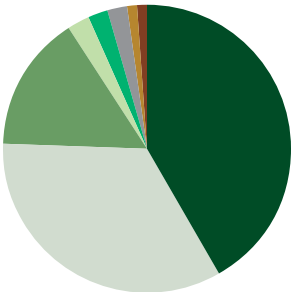
INHALABLE EXTRACTS

SALES \$ MIX PERCENTAGE



- 37.9%** Cartridges
- 35.0%** Infused Pre-rolls
- 17.8%** Disposable Pens
- 2.2%** Other Inhalable Extracts
- 2.1%** Hash
- 2.0%** Shatter
- 1.6%** Rosin
- 1.4%** Resin

SELL UNITS MIX PERCENTAGE



- 41.7%** Infused Pre-rolls
- 33.9%** Cartridges
- 15.2%** Disposable Pens
- 2.5%** Shatter
- 2.4%** Hash
- 2.0%** Other Inhalable Extracts
- 1.3%** Rosin
- 0.9%** Resin



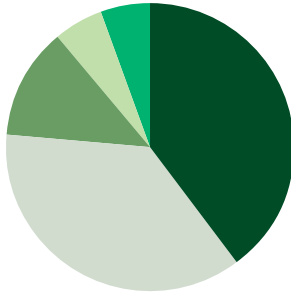
SALES MIX BY PRODUCT CATEGORY

JAN FEB MAR
 FY2025 Q4
 JAN FEB MAR
 FY2024 Q4



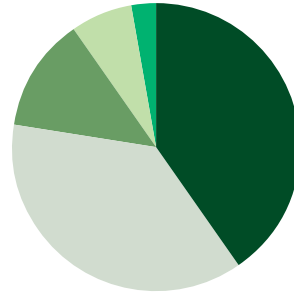
PRE-ROLLS

SALES \$ MIX PERCENTAGE



- 41.3%** Indica
- 37.7%** Sativa
- 12.9%** Hybrid
- 5.7%** Variety Pack
- 5.7%** Blend

GRAMS MIX PERCENTAGE

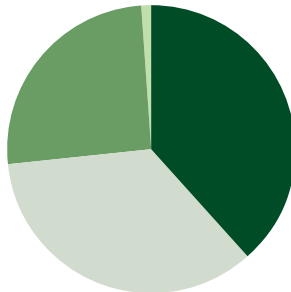


- 40.3%** Indica
- 37.3%** Sativa
- 12.9%** Hybrid
- 6.8%** Variety Pack
- 2.7%** Blend



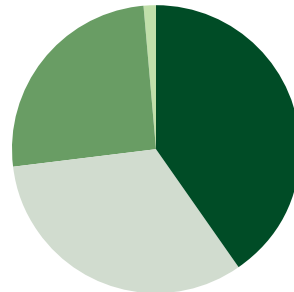
TOPICALS

SALES \$ MIX PERCENTAGE



- 38.6%** Balms
- 34.9%** Creams and Lotions
- 25.5%** Bath Products
- 1.0%** Other Topicals
- 0.0%** Massage Oils and Lubricants

SELL UNITS MIX PERCENTAGE



- 40.4%** Bath Products
- 32.7%** Creams and Lotions
- 25.7%** Balms
- 1.2%** Other Topicals
- 0.0%** Massage Oils and Lubricants

GROWING ACCESS POINTS

JAN FEB MAR
 FY2025 Q4
 JAN FEB MAR
 FY2024 Q4



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	62,554,283	61,861,974	1.1%	4,239,067	4,677,516	-9.4%	169	156
2	32,166,175	32,153,463	0.0%	2,017,294	2,273,224	-11.3%	129	130
3	29,518,355	31,570,999	-6.5%	1,803,003	2,204,178	-18.2%	165	165
4	18,614,300	18,418,928	1.1%	940,810	1,041,558	-9.7%	69	66

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

DIRECT DELIVERY SALES SUMMARY*

JAN FEB MAR
FY2025 Q4
JAN FEB MAR
FY2024 Q4

QUARTER YEAR-OVER-YEAR SUMMARY

	2025 Q4	2024 Q4
+677.4% WHOLESALE GRAMS	3,835,653 GRAMS	493,395 GRAMS
+643.3% WHOLESALE SALES	\$17,751,975	\$2,388,142
-4.4% PRICE ALL CANNABIS	\$4.63 PER GRAM	\$4.84 PER GRAM
-6.8% PRICE DRIED FLOWER	\$4.19 PER GRAM	\$4.50 PER GRAM

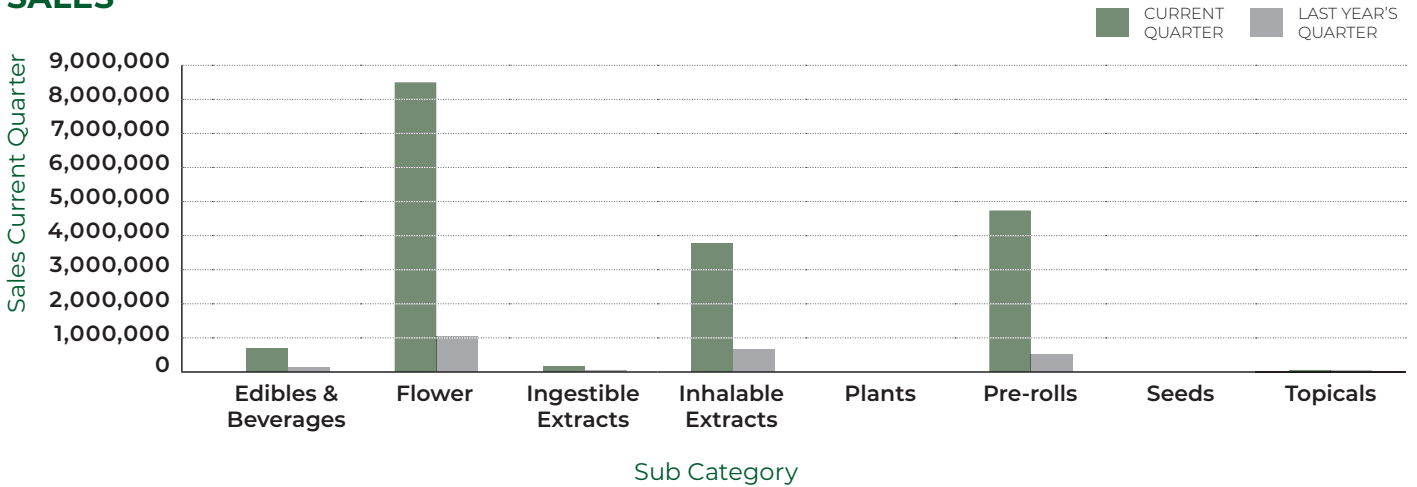
*Direct delivery wholesale sales appear higher this quarter due to the receipt of late reported transactions related to prior quarter activity.

DIRECT DELIVERY SUB CATEGORY SALES*

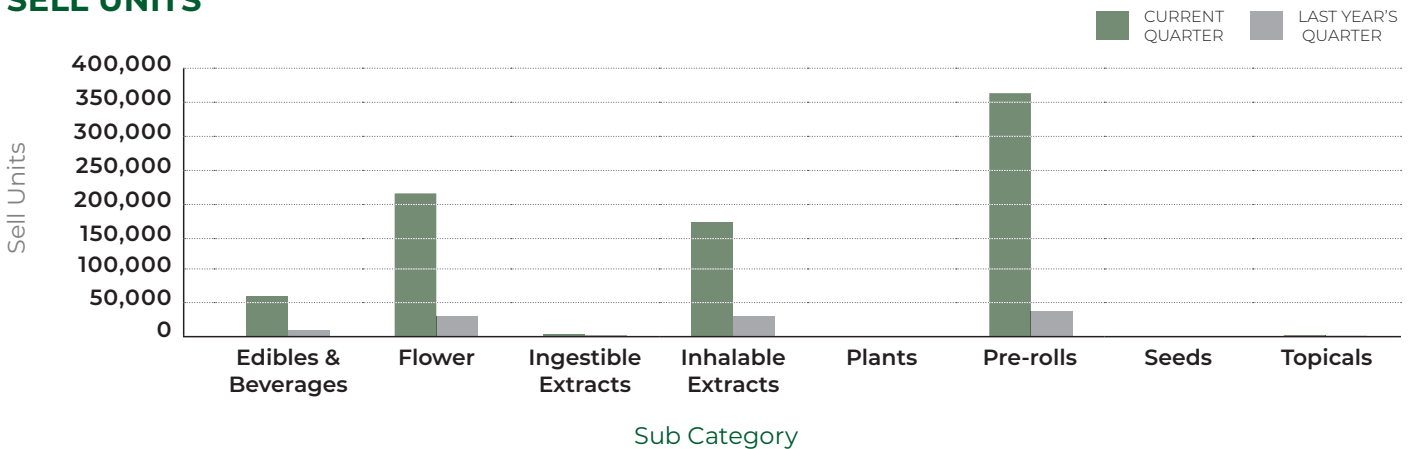
JAN FEB MAR
 FY2025 Q4
 JAN FEB MAR
 FY2024 Q4

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	663,999	35,042	1,794.9%	61,896	9,460	554.3%
Flower	8,503,334	1,036,870	720.1%	216,637	31,673	584.0%
Ingestible Extracts	101,844	41,837	143.4%	5,305	1,816	192.1%
Inhalable Extracts	3,796,024	786,147	382.9%	171,890	34,531	397.8%
Plants	0	1,311	-100.0%	0	76	-100.0%
Pre-roll	4,646,776	472,883	882.6%	366,235	42,541	760.9%
Seeds	232	331	-29.8%	14	16	-12.5%
Topicals	39,765	13,723	189.8%	2,056	571	260.1%

SALES



SELL UNITS




*Sales reported during the quarter as sold.

DIRECT DELIVERY SALES MIX BY PRODUCT CATEGORY*

JAN FEB MAR
FY2025 Q4

JAN FEB MAR
FY2024 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	174,053	699	24,787.53%	28,275	120	23,462.50%
	Non Carbonated	0	135	-100.00%	0	48	-100.00%
 EDIBLES	Baked Goods	22,096	0	-	4,428	0	-
	Chews	467,850	33,452	1,298.59%	29,193	9,155	218.87%
	Other Edibles	0	756	-100.00%	0	137	-100.00%
 FLOWER	Hybrid	3,009,053	276,333	988.92%	69,855	8,648	707.76%
	Indica	4,128,523	457,943	801.54%	103,863	14,468	617.88%
	Sativa	1,321,823	203,608	549.20%	42,128	6,697	529.06%
	Variety Pack	43,934	98,987	-55.62%	791	1,860	-57.47%
 INGESTIBLE EXTRACTS	Capsules and Pills	31,019	9,020	243.91%	2,234	358	524.02%
	Oils and Tinctures	50,771	28,713	76.83%	2,207	1,182	86.72%
	Other Ingestibles	20,054	4,105	388.55%	864	276	213.04%
 INHALABLE EXTRACTS	Cartridges	1,627,090	209,397	677.04%	63,628	8,959	610.21%
	Disposable Pens	450,842	149,891	200.78%	19,040	6,140	210.10%
	Hash	54,416	13,891	291.73%	2,940	640	359.38%
	Infused Pre-rolls	1,024,102	130,667	683.75%	64,687	8,747	639.53%
	Other Inhalables ¹	80,666	55,716	44.78%	4,095	2,715	50.83%
	Resin	69,657	28,195	147.05%	2,924	1,147	154.93%
	Rosin	370,834	165,944	123.47%	8,960	4,609	94.40%
	Shatter	118,418	32,445	264.99%	5,616	1,574	256.80%
 PLANTS	Plants Variety Pack	0	1,311	-100.00%	0	76	-100.00%
 PRE-ROLLS	Blend	8,219	9,584	-14.24%	402	541	-25.69%
	Hybrid	1,231,260	114,867	971.90%	97,892	13,783	610.24%
	Indica	2,415,456	198,894	1,114.45%	189,732	16,184	1,072.34%
	Sativa	721,410	139,433	417.39%	58,194	11,613	401.11%
	Variety Pack	270,432	10,105	2,576.14%	20,015	420	4,665.48%
 SEEDS	Same Strain	111	331	-66.32%	8	16	-50.00%
	Variety Pack	121	0	-	6	0	-
 TOPICALS	Balms	3,978	6,232	-36.16%	173	236	-26.69%
	Bath Products	11,556	0	-	1,034	0	-
	Creams and Lotions	14,665	5,150	184.76%	498	221	125.34%
	Massage Oils and Lubricants	777	1,085	-28.45%	43	31	38.71%
	Other Topicals ²	8,790	1,256	600.03%	308	83	271.08%

¹Includes diamonds, wax, crumble, etc.

²Includes face masks, other topical oils/sprays, etc.



**LIQUOR
DISTRIBUTION
BRANCH**

FY2025 Q4
JAN | FEB | MAR