

**BC CANNABIS WHOLESAL**

**QUARTERLY**

**SALES**

**REPORT**



**LIQUOR  
DISTRIBUTION  
BRANCH**

Q1 2023

APR | MAY | JUN

# 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

APR MAY JUN  
2023 Q1  
APR MAY JUN  
2022 Q1

## QUARTER YEAR-OVER-YEAR SUMMARY

	2023 Q1	2022 Q1
<b>+32.6%</b> WHOLESALE GRAMS	<b>30,655,160</b> GRAMS	<b>23,112,138</b> GRAMS
<b>+15.9%</b> WHOLESALE SALES	<b>\$127,052,701</b>	<b>\$109,634,824</b>
<b>-12.6%</b> PRICE ALL CANNABIS	<b>\$4.14</b> PER GRAM	<b>\$4.74</b> PER GRAM
<b>-11.8%</b> PRICE DRIED FLOWER	<b>\$3.40</b> PER GRAM	<b>\$3.86</b> PER GRAM
<b>+10.2%</b> RETAIL STORE GROWTH*	<b>487</b> STORES	<b>442</b> STORES

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

# DRIED FLOWER PRICE PER GRAM BANDS

APR | MAY | JUN  
 2023 Q1

APR | MAY | JUN  
 2022 Q1

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	221,410	220,570	0.4%	46,100	46,241	-0.3%
	>\$5	197,728	365,050	-45.8%	30,702	53,256	-42.4%
3.5 GRAMS	\$3 - \$5	4,386,847	3,824,225	14.7%	1,014,993	864,024	17.5%
	>\$5	7,779,567	12,857,454	-39.5%	1,141,221	1,810,148	-37.0%
7 GRAMS	\$0 - \$3	286,787	1,655	17,230.6%	97,447	588	16,472.6%
	\$3 - \$5	3,205,637	2,796,880	14.6%	808,143	682,647	18.4%
	>\$5	557,195	1,042,722	-46.6%	93,961	168,658	-44.3%
14 GRAMS	\$0 - \$3	1,307,381	0	100%	497,882	0	100%
	\$3 - \$5	2,667,271	2,236,138	19.3%	718,172	687,372	4.5%
	>\$5	841,340	978,334	-14.0%	139,636	167,776	-16.8%
15 GRAMS	\$0 - \$3	105,973	155,138	-31.7%	35,490	58,815	-39.7%
	\$3 - \$5	127,477	553,844	-77.0%	37,050	165,060	-77.6%
	>\$5	0	113,298	-100.0%	0	22,140	-100.0%
28 GRAMS	\$0 - \$3	13,559,226	9,568,217	41.7%	5,681,844	3,926,972	44.7%
	\$3 - \$5	6,165,279	8,162,902	-24.5%	1,815,856	2,526,496	-28.1%
	>\$5	200,524	845,042	-76.3%	36,036	153,440	-76.5%
30 GRAMS	\$0 - \$3	177,959	7,015	2,437.0%	91,890	8,970	924.4%



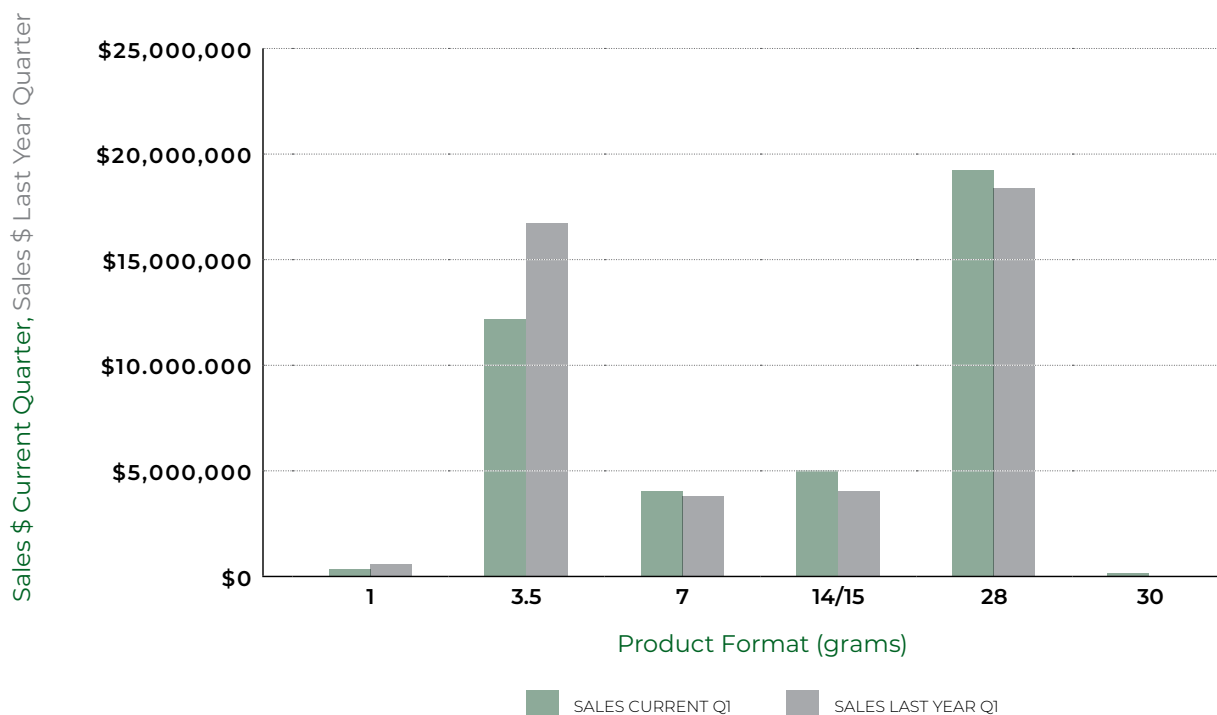
# DRIED FLOWER SALES TREND BY FORMAT

APR MAY JUN  
 2023 Q1

APR MAY JUN  
 2022 Q1

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	419,138	585,619	-28.4%	76,802	99,497	-22.8%
3.5	12,166,414	16,681,679	-27.1%	2,156,252	2,674,172	-19.4%
7	4,049,619	3,841,257	5.4%	999,551	851,893	17.3%
14/15	5,049,443	4,036,751	25.1%	1,428,230	1,101,163	29.7%
28	19,925,029	18,576,161	7.3%	7,533,736	6,606,908	14.0%
30	177,959	7,015	2,437.0%	91,890	8,970	924.4%




## FLOWER SALE TREND BY FORMAT



# TOTAL SALE BY PRODUCT CATEGORY

APR MAY JUN  
2023 Q1








APR MAY JUN  
2022 Q1

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	2,414,124	2,000,958	20.6%	551,331	459,656	19.9%
 EDIBLES	6,088,600	6,072,114	0.3%	1,484,847	1,373,651	8.1%
 FLOWER	41,787,601	43,728,482	-4.4%	1,209,463	1,298,988	-6.9%
 INGESTIBLE EXTRACTS*	5,247,802	4,970,552	5.6%	328,795	256,363	28.3%
 INHALABLE EXTRACTS	42,054,402	26,871,270	56.5%	2,148,577	1,218,332	76.4%
 PRE-ROLL	28,697,672	25,137,796	14.2%	2,398,626	2,135,490	12.3%
 SEEDS	89,578	96,469	-7.1%	3,998	4,150	-3.7%
 TOPICALS	672,923	757,184	-11.1%	31,509	44,397	-29.0%

\*Contains ingestible extracts (such as a Jolts and Glitches) which were discontinued at the end of the quarter due to a change in Health Canada regulation.

# SALES MIX BY PRODUCT CATEGORY

APR	MAY	JUN
2023 Q1		
APR	MAY	JUN
2022 Q1		

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 Drink	2,044,812	1,674,338	22.1%	473,674	391,469	21.0%
	Drink Mix	6,427	14,605	-56.0%	1,691	4,116	-58.9%
	Dry Tea and Coffee	43,758	41,889	4.5%	5,817	4,433	31.2%
	Non Carbonated Drink	319,126	261,436	22.1%	70,149	57,820	21.3%
	Other Beverages	0	8,690	-100.0%	0	1,818	-100.0%
 EDIBLES	Baked Goods	126,475	81,897	54.4%	37,101	21,202	75.0%
	Chews	5,503,653	5,246,678	4.9%	1,295,145	1,105,150	17.2%
	Chocolate	458,472	639,203	-28.3%	152,601	225,540	-32.3%
	Hard Candy	0	5,865	-100.0%	0	1,622	-100.0%
	Other Edibles	0	98,470	-100.0%	0	20,137	-100.0%
 FLOWER	Blend	93,040	70,148	32.6%	4,140	2,940	40.8%
	Hybrid	8,561,482	9,344,256	-8.4%	280,960	281,749	-0.3%
	Indica	20,524,764	22,236,395	-7.7%	566,352	620,922	-8.8%
	Sativa	12,608,316	12,077,683	4.4%	358,011	393,377	-9.0%
 INGESTIBLE EXTRACTS	Capsule and Pills	1,820,027	1,737,061	4.8%	103,240	101,455	1.8%
	Oils and Tinctures	2,164,551	2,685,812	-19.4%	94,311	112,464	-16.1%
	Other Ingestibles <sup>1</sup>	1,263,224	547,679	130.7%	131,244	42,444	209.2%
 INHALABLE EXTRACTS	Cartridge	20,691,011	17,233,699	20.1%	856,602	706,512	21.2%
	Disposable Pens	1,486,394	585,743	153.8%	103,747	47,128	120.1%
	Dry Sift	36,553	39,558	-7.6%	3,178	3,304	-3.8%
	Hash	1,194,081	1,057,977	12.9%	59,815	53,049	12.8%
	Other Inhalables <sup>2</sup>	16,099,556	5,590,631	188.0%	1,015,098	317,422	219.8%
	Resin and Rosin	933,483	795,636	17.3%	31,600	25,294	24.9%
	Shatter	1,290,183	1,385,795	-6.9%	59,757	57,344	4.2%
	Vape Kits	234,451	58,482	300.9%	15,234	3,800	300.9%
	Wax	88,691	123,748	-28.3%	3,546	4,479	-20.8%
 PRE-ROLL	Blend	878,996	843,526	4.2%	59,096	28,993	103.8%
	Hybrid	4,103,924	4,650,339	-11.8%	377,466	468,455	-19.4%
	Indica	10,929,075	9,640,409	13.4%	916,880	820,239	11.8%
	Sativa	11,643,907	9,597,820	21.3%	999,346	796,934	25.4%
	Variety Pack	1,141,769	405,702	181.4%	45,838	20,869	119.6%
 SEEDS	Same Strain	89,578	96,469	-7.1%	3,998	4,150	-3.7%
 TOPICALS	Balms	154,548	159,231	-2.9%	6,955	7,131	-2.5%
	Bath Products	116,508	248,674	-53.1%	9,454	25,479	-62.9%
	Creams and Lotions	387,740	319,450	21.4%	14,331	10,532	36.1%
	Massage Oils and Lubricants	6,917	0	100%	468	0	100%
	Other Topicals <sup>3</sup>	7,209	29,829	-75.8%	301	1,255	-76.0%

<sup>1</sup>Contains ingestible extracts (such as a Jolts and Glitches) which were discontinued at the end of the quarter due to a change in Health Canada regulation.

<sup>2</sup>Includes infused pre-rolls.

<sup>3</sup>Includes face masks and other topical oils.

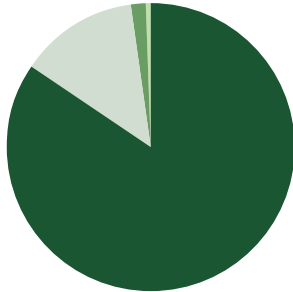


# SALES MIX BY PRODUCT CATEGORY



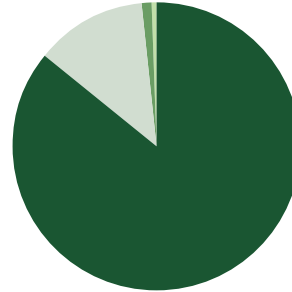
## BEVERAGES

SALES \$ MIX PERCENTAGE



84.7%	Carbonated Drink
13.2%	Non Carbonated Drink
1.8%	Dry Tea and Coffee
0.3%	Drink Mix

SELL UNITS MIX PERCENTAGE

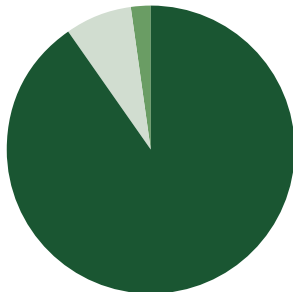


85.9%	Carbonated Drink
12.7%	Non Carbonated Drink
1.1%	Dry Tea and Coffee
0.3%	Drink Mix



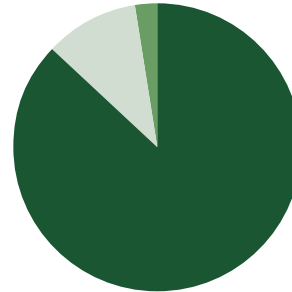
## EDIBLES

SALES \$ MIX PERCENTAGE



90.4%	Chews
7.5%	Chocolate
2.1%	Baked Goods

SELL UNITS MIX PERCENTAGE



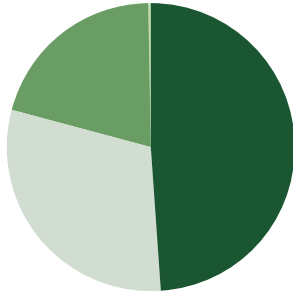
87.2%	Chews
10.3%	Chocolate
2.5%	Baked Goods

# SALES MIX BY PRODUCT CATEGORY



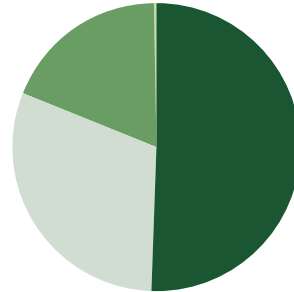
## FLOWER

SALES \$ MIX PERCENTAGE



49.1%	Indica
30.2%	Sativa
20.5%	Hybrid
0.2%	Blend

GRAMS MIX PERCENTAGE

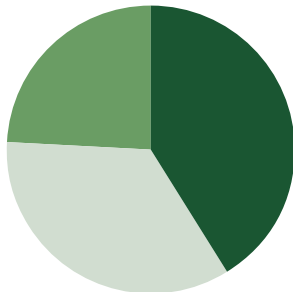


50.6%	Indica
30.6%	Sativa
18.6%	Hybrid
0.2%	Blend



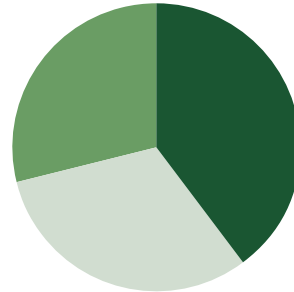
## INGESTIBLE EXTRACTS

SALES \$ MIX PERCENTAGE



41.2%	Oils and Tinctures
34.7%	Capsule and Pills
24.1%	Other Ingestible Extracts

SELL UNITS MIX PERCENTAGE



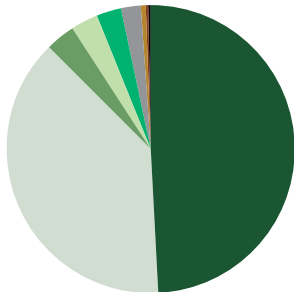
39.9%	Other Ingestible Extracts
31.4%	Capsule and Pills
28.7%	Oils and Tinctures

# SALES MIX BY PRODUCT CATEGORY



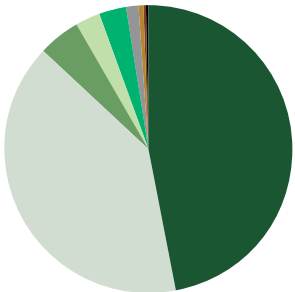
## INHALABLE EXTRACTS

SALES \$ MIX PERCENTAGE



49.2%	Cartridge
38.3%	Other Inhalable Extracts*
3.5%	Disposable Pens
3.1%	Shatter
2.8%	Hash
2.2%	Resin and Rosin
0.6%	Vape Kits
0.2%	Wax
0.1%	Dry Sift

SELL UNITS MIX PERCENTAGE



47.2%	Other Inhalable Extracts*
39.9%	Cartridge
4.8%	Disposable Pens
2.8%	Shatter
2.8%	Hash
1.5%	Resin and Rosin
0.7%	Vape Kits
0.2%	Wax
0.1%	Dry Sift



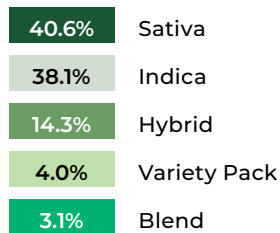
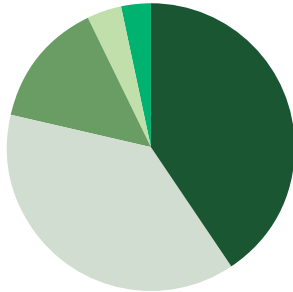
\*Includes infused pre-rolls.

# SALES MIX BY PRODUCT CATEGORY

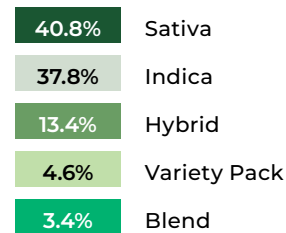
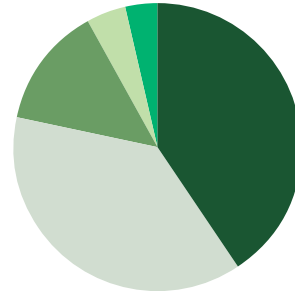


## PRE-ROLL

SALES \$ MIX PERCENTAGE

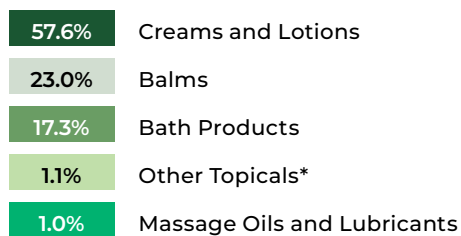
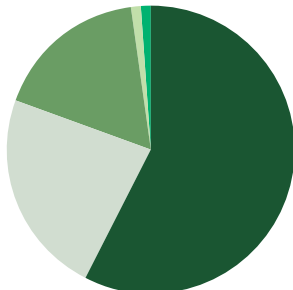


GRAMS MIX PERCENTAGE

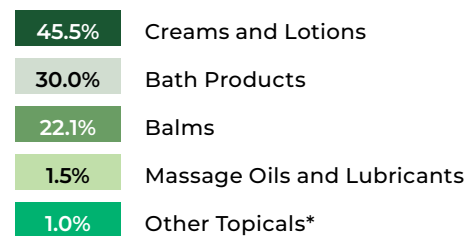
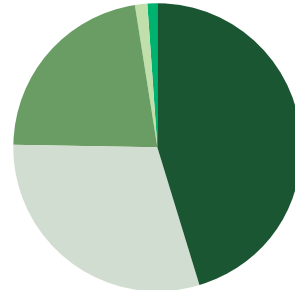


## TOPICALS

SALES \$ MIX PERCENTAGE



SELL UNITS MIX PERCENTAGE

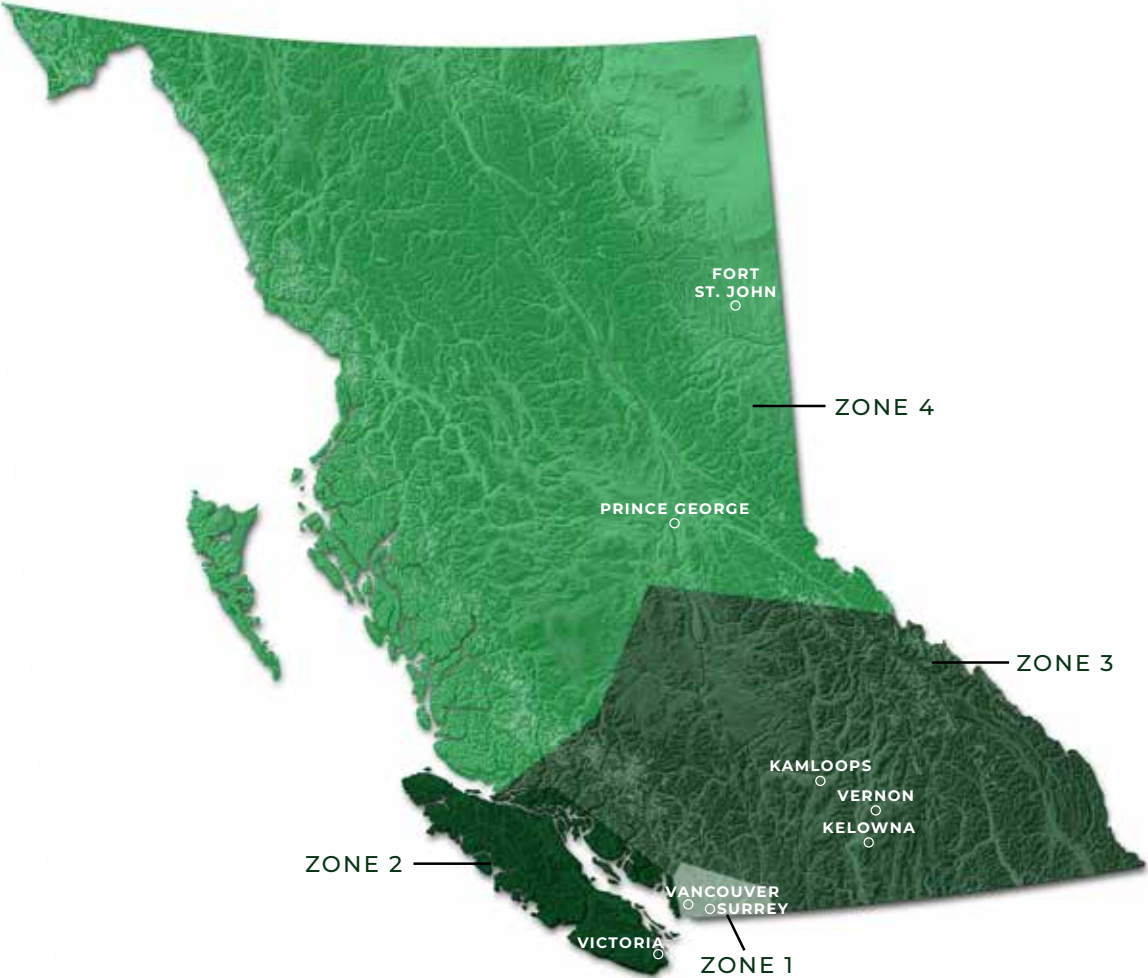


\*Includes face masks and other topical oils.

# GROWING ACCESS POINTS

APR MAY JUN  
 2023 Q1

APR MAY JUN  
 2022 Q1



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	53,123,666	43,913,606	21.0%	3,643,991	2,893,870	25.9%	137	107
2	28,383,469	25,738,112	10.3%	1,822,165	1,603,837	13.6%	123	121
3	28,091,173	25,068,782	12.1%	1,760,616	1,514,619	16.2%	165	157
4	17,287,223	14,700,421	17.6%	917,985	763,397	20.3%	61	56

# DIRECT DELIVERY SALES SUMMARY\*

## CURRENT QUARTER

TOTAL GRAMS  
& SALES

**779,775**  
GRAMS

**\$3,665,299**  
SALES

ALL CANNABIS

**\$4.70**  
AVERAGE PRICE  
PER GRAM

FLOWER ONLY

**\$4.02**  
AVERAGE PRICE  
PER GRAM



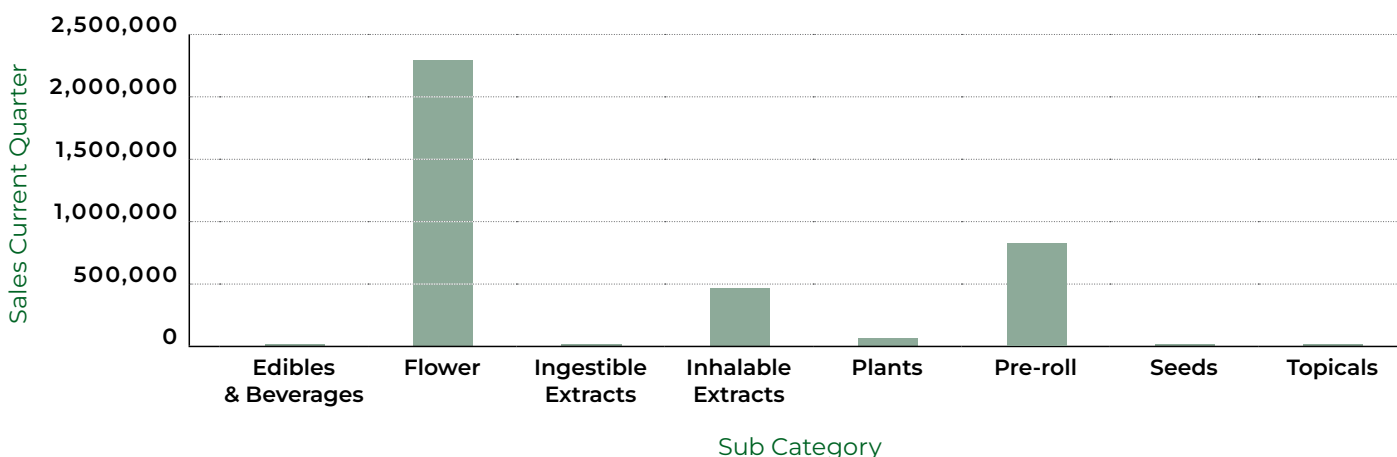
\*Sales reported during the quarter as sold.



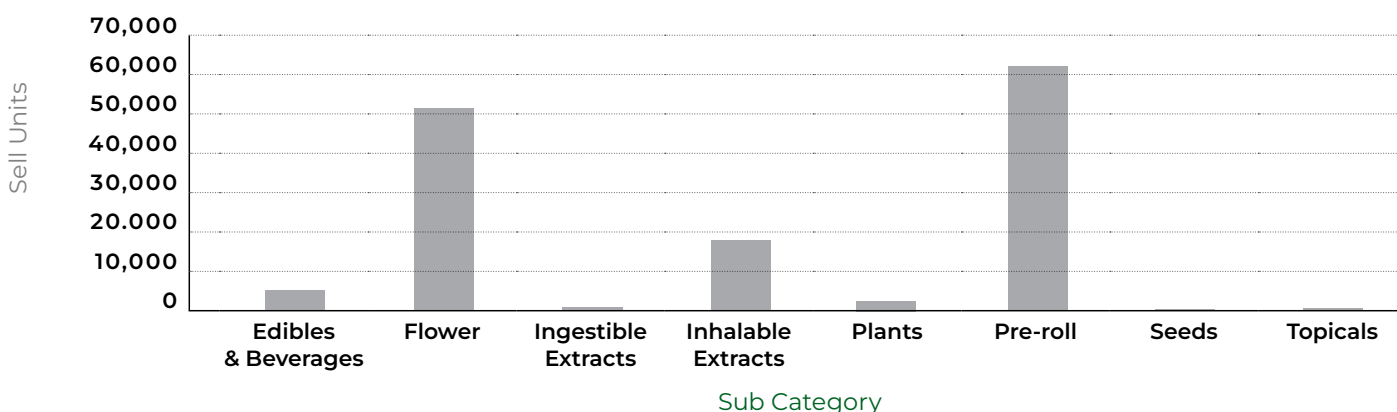
# DIRECT DELIVERY SUB CATEGORY SALES\*

SUB CATEGORY	SALES \$ CURRENT QUARTER	SELL UNITS CURRENT QUARTER
Edibles & Beverages	19,265	5,209
Flower	2,305,836	51,554
Ingestible Extracts	12,774	757
Inhalable Extracts	477,604	17,768
Plants	58,597	2,342
Pre-roll	784,104	61,977
Seeds	1,554	54
Topicals	5,566	249

## SALES CURRENT QUARTER



## SELL UNITS CURRENT QUARTER



\*Sales reported during the quarter as sold.

# DIRECT DELIVERY SALES MIX BY PRODUCT CATEGORY\*

CATEGORY	SUB CATEGORY	SALES \$ CURRENT QUARTER	SELL UNITS CURRENT QUARTER
 BEVERAGES	Drink Mix	4,694	1,114
	Non Carbonated Drink	135	48
 EDIBLES	Baked Goods	457	228
	Chews	1,535	552
	Chocolate	6,514	2,108
	Hard Candy	1,452	528
	Other Edibles	4,478	631
 FLOWER	Hybrid	361,916	9,466
	Indica	1,165,413	26,188
	Sativa	763,190	14,640
	Variety pack	5,939	132
 INGESTIBLE EXTRACTS	Oils and Tinctures	9,484	588
	Other Ingestibles	3,290	169
 INHALABLE EXTRACTS	Cartridge	104,119	3,479
	Disposable Pens	101,995	4,408
	Hash	34,380	1,978
	Other Inhalables <sup>1</sup>	44,075	2,498
	Resin and Rosin	161,771	4,013
	Shatter	31,263	1,392
 PLANTS	Same Strain	58,597	2,342
 PRE-ROLL	Blend	8,975	579
	Hybrid	71,087	6,360
	Indica	489,151	36,270
	Sativa	213,543	19,260
	Variety Pack	10,727	636
 SEEDS	Same Strain	1,554	54
 TOPICALS	Balms	1,793	60
	Bath Products	75	6
	Creams and Lotions	3,698	183

\*Sales reported during the quarter as sold.

<sup>1</sup>Includes infused pre-rolls.



**LIQUOR  
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Q1 2023  
APR | MAY | JUN