

**BC CANNABIS WHOLESALE**

# **BC CANNABIS WHOLESALE QUARTERLY SALES REPORT**

Q1 2022  
(April, May, and June)



**LIQUOR  
DISTRIBUTION  
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# **BC CANNABIS WHOLESale**

## 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.

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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# **BC CANNABIS WHOLESALE**

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## Report summary

APR MAY JUN

2022 Quarter I

APR MAY JUN

2021 Quarter I

### QUARTER YEAR-OVER-YEAR SUMMARY

**+29.84%**



**WHOLESALE GRAMS**



**24,931,967** Grams

**19,202,233** Grams

**+17.49%**



**WHOLESALE SALES**



**\$109,634,824**

**\$ 93,316,305**

**-9.51%**



**PRICE**



**All cannabis**

**\$4.40** Per gram

**\$4.86** Per gram

**-8.04%**



**PRICE**



**Dried flower**

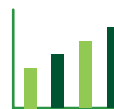
**\$3.86** Per gram

**\$4.19** Per gram

**+21.76%**



**RETAIL STORE GROWTH \***



**442** Stores

**363** Stores

\* Retail store must have active sales in both quarters for comparison.

\* Includes private and public retail stores.

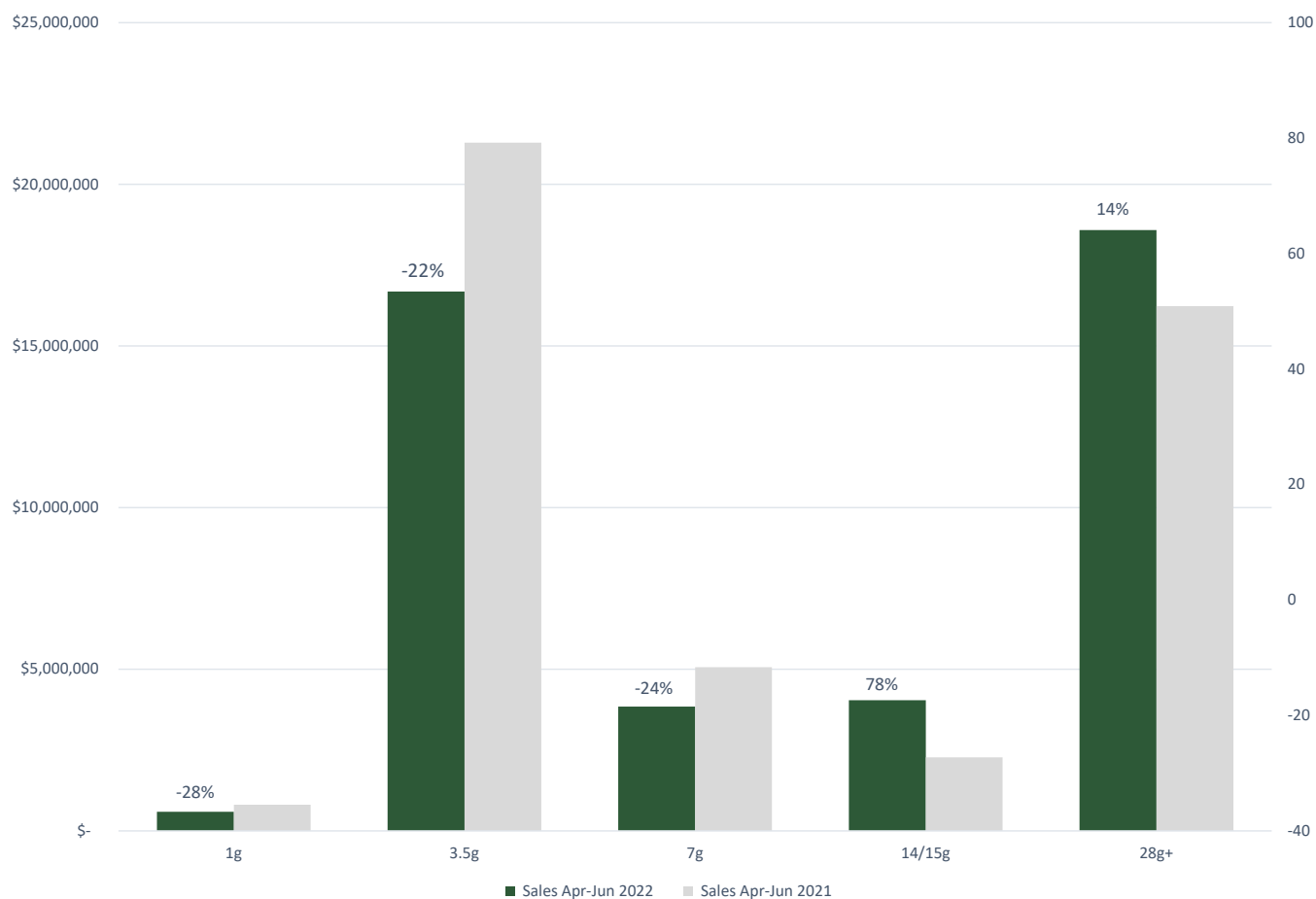


## Dried flower Price-per-gram bands

Sell unit consumer item size format	Price -per-gram band	Sales \$ Q1 2022	Sales \$ Q1 2021	Sales \$ YoY variance %	Grams Q1 2022	Grams Q1 2021	Grams YoY variance %
1 gram	\$3 - \$5	220,570	72,243	205%	46,241	15,671	195%
	>\$5	365,050	735,526	-50%	53,256	117,128	-54%
3.5 grams	\$0 - \$3	0	56,298	-100%	0	20,451	-100%
	\$3 - \$5	3,824,225	4,486,496	-15%	864,024	974,831	-11%
	>\$5	12,857,454	16,745,103	-23%	1,810,148	2,380,791	-24%
5 grams	\$3 - \$5	0	73,349	-100%	0	20,720	-100%
7 grams	\$0 - \$3	1,655	369	349%	588	161	265%
	\$3 - \$5	2,796,880	3,358,922	-17%	682,647	770,238	-11%
	>\$5	1,042,722	1,703,845	-39%	168,658	273,672	-38%
14 grams	\$0 - \$3	0	119,751	-100%	0	43,512	-100%
	\$3 - \$5	2,236,138	454,340	392%	687,372	134,862	410%
	>\$5	978,334	0		167,776	0	
15 grams	\$0 - \$3	155,138	485,211	-68%	58,815	173,325	-66%
	\$3 - \$5	553,844	967,948	-43%	165,060	283,290	-42%
	>\$5	113,298	242,003	-53%	22,140	46,035	-52%
28 grams	\$0 - \$3	9,568,217	8,903,338	7%	3,926,972	3,429,608	15%
	\$3 - \$5	8,162,902	7,331,630	11%	2,526,496	2,224,600	14%
	>\$5	845,042	-912	-92,758%	153,440	-56	-274,100%
30 grams	\$0 - \$3	7,015	0		8,970	0	



## Dried flower sales trends by format




Sell unit consumer item size format	Sales Q1 2022	Sales Q1 2021	Sales \$ YoY variance %
1 gram	\$585,619	\$807,770	-28%
3.5 grams	\$16,681,679	\$21,287,897	-22%
7 grams	\$3,841,257	\$5,063,136	-24%
14/15 grams	\$4,036,751	\$2,269,254	78%
+28 grams	\$18,583,176	\$16,234,056	14%

## Total sales by product category - year over year

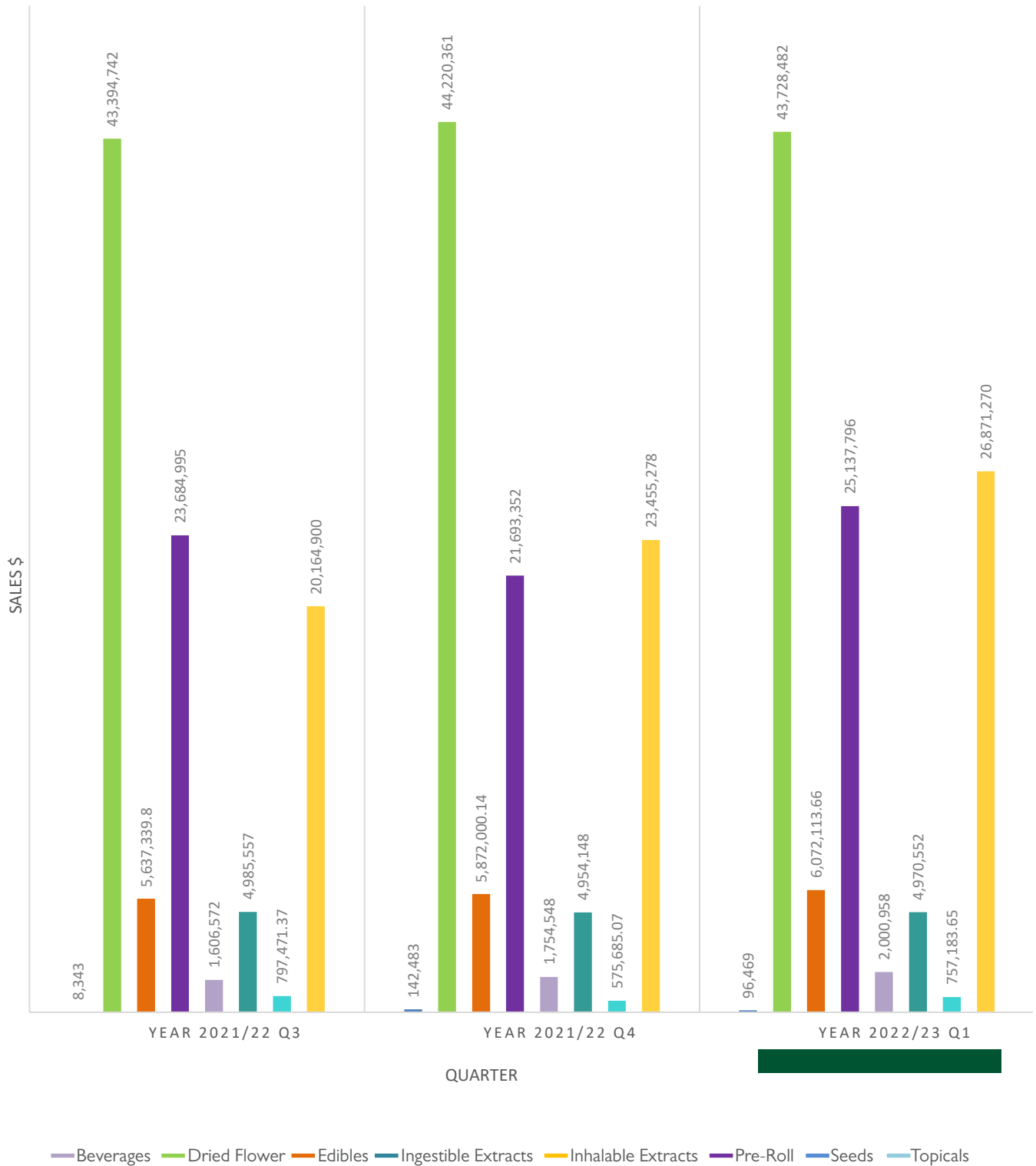
Product category	Sales \$ Q1 2022	Sales \$ Q1 2021	Sales \$ YoY variance %	Grams Q1 2022	Grams Q1 2021	Grams YoY variance %
 Beverages	2,000,958	1,813,069	10%	2,083,802	1,776,011	17%
 Dried Flower	43,728,482	45,735,557	-4%	11,342,603	10,908,817	4%
 Edibles	6,072,114	4,293,191	41%	1,603,484	857,709	87%
 Ingestible Extracts	4,970,552	5,089,177	-2%	111,087	153,680	-28%
 Inhalable Extracts	26,871,270	15,352,812	75%	4,970,307	1,889,523	163%
 Pre-roll	25,137,796	20,159,847	25%	4,619,389	3,366,971	37%
 Seeds	96,469	115,898	-17%	20,750	18,475	12%
 Topicals	757,184	756,754	0.06%	180,547	231,047	-22%



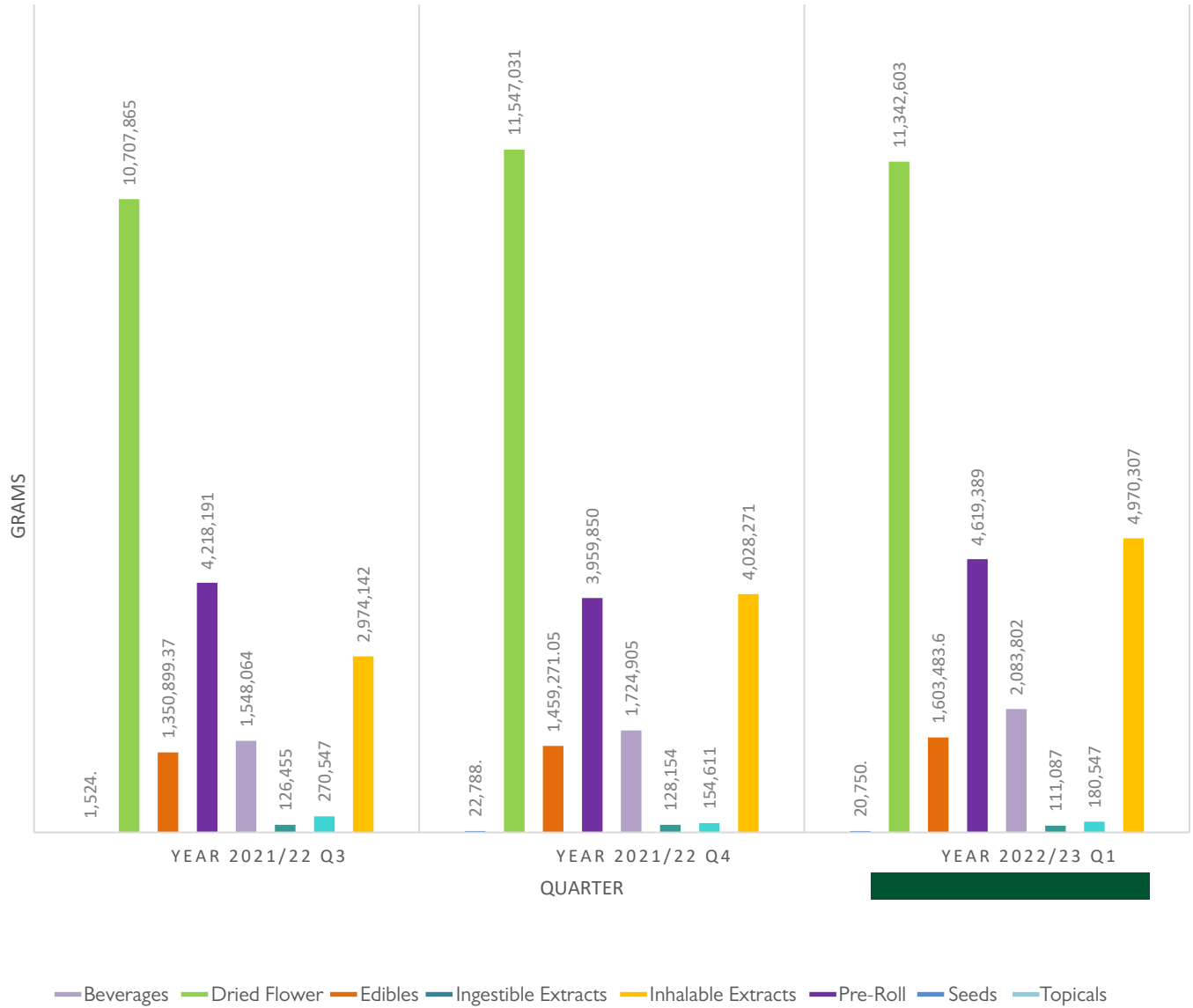
## Total sales by product category - last three quarters

Product category	Sales \$	Grams	Quarter
 Beverages	1,606,572	1,548,064	Year 2021 /22 Q3
	1,754,548	1,724,905	Year 2021 /22 Q4
	<b>2,000,958</b>	<b>2,083,802</b>	<b>Year 2022/23 Q1</b>
 Dried Flower	43,394,742	10,707,865	Year 2021 /22 Q3
	44,220,361	11,547,031	Year 2021 /22 Q4
	<b>43,728,482</b>	<b>11,342,603</b>	<b>Year 2022/23 Q1</b>
 Edibles	5,637,340	1,350,899	Year 2021 /22 Q3
	5,872,000	1,459,271	Year 2021 /22 Q4
	<b>6,072,114</b>	<b>1,603,484</b>	<b>Year 2022/23 Q1</b>
 Ingestible Extracts	4,985,557	126,455	Year 2021 /22 Q3
	4,954,148	128,154	Year 2021 /22 Q4
	<b>4,970,552</b>	<b>111,087</b>	<b>Year 2022/23 Q1</b>
 Inhalable Extracts	20,164,900	2,974,142	Year 2021 /22 Q3
	23,455,278	4,028,271	Year 2021 /22 Q4
	<b>26,871,270</b>	<b>4,970,307</b>	<b>Year 2022/23 Q1</b>
 Pre-roll	23,684,995	4,218,191	Year 2021 /22 Q3
	21,693,352	3,959,850	Year 2021 /22 Q4
	<b>25,137,796</b>	<b>4,619,389</b>	<b>Year 2022/23 Q1</b>
 Seeds	8,343	1,524	Year 2021 /22 Q3
	142,483	22,788	Year 2021 /22 Q4
	<b>96,469</b>	<b>20,750</b>	<b>Year 2022/23 Q1</b>
 Topicals	797,471	270,547	Year 2021 /22 Q3
	575,685	154,611	Year 2021 /22 Q4
	<b>757,184</b>	<b>180,547</b>	<b>Year 2022/23 Q1</b>

## Product category sales \$











## Product category grams



## Sales mix by product category

APR MAY JUN  
2022 Quarter I

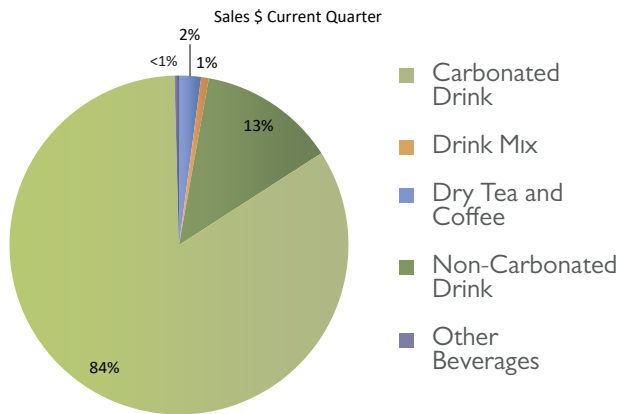
APR MAY JUN  
2021 Quarter I

Product	Sub category	Sales \$ Q1 2022	Sales \$ Q1 2021	Sales \$ YoY variance %	Grams Q1 2022	Grams Q1 2021	Grams YoY variance %
 Beverages	Carbonated Drink	<b>1,674,338</b>	1,333,346	26%	<b>1,831,432</b>	1,510,253	21%
	Drink Mix	<b>14,605</b>	79,225	-82%	<b>334</b>	9,837	-97%
	Dry Tea and Coffee	<b>41,889</b>	113,135	-63%	<b>2,312</b>	6,046	-62%
	Non-Carbonated Drink	<b>261,436</b>	287,363	-9%	<b>240,506</b>	249,875	-4%
	Other Beverages	<b>8,690</b>	0		<b>9,217</b>	0	
 Dried Flower	Blend	<b>70,148</b>	90,997	-23%	<b>20,580</b>	25,596	-20%
	Hybrid	<b>9,202,058</b>	7,815,331	18%	<b>2,108,087</b>	1,770,477	19%
	Indica	<b>22,296,363</b>	23,170,580	-4%	<b>6,027,145</b>	5,618,986	7%
	Sativa	<b>12,159,913</b>	14,658,649	-17%	<b>3,186,791</b>	3,493,759	-9%
 Edibles	Baked Goods	<b>81,897</b>	14,826	452%	<b>36,045</b>	4,766	656%
	Chews	<b>5,246,678</b>	3,479,901	51%	<b>1,358,064</b>	607,088	124%
	Chocolate	<b>639,203</b>	707,290	-10%	<b>183,143</b>	234,294	-22%
	Hard Candy	<b>5,865</b>	24,136	-76%	<b>859</b>	3,501	-75%
	Other Edibles	<b>98,470</b>	67,037	47%	<b>25,373</b>	8,060	215%
 Ingestible Extracts	Capsule and Pills	<b>1,737,061</b>	1,469,742	18%	<b>21,498</b>	66,137	-67%
	Oils and Tinctures	<b>2,685,812</b>	3,407,022	-21%	<b>46,453</b>	74,962	-38%
	Other Ingestible Extracts	<b>547,679</b>	212,412	158%	<b>43,135</b>	12,582	243%
 Inhalable Extracts	Cartridge	<b>17,233,699</b>	11,728,504	47%	<b>2,622,588</b>	1,326,528	98%
	Disposable Pens	<b>585,743</b>	267,667	119%	<b>59,023</b>	21,361	176%
	Dry Sift	<b>39,558</b>	41,032	-4%	<b>21,904</b>	14,172	54%
	Hash	<b>1,057,977</b>	725,908	46%	<b>395,696</b>	228,120	73%
	Other Inhalable Extracts	<b>5,590,631</b>	897,054	523%	<b>1,516,863</b>	102,334	1,382%
	Resin and Rosin	<b>795,636</b>	476,832	67%	<b>102,012</b>	47,966	113%
	Shatter	<b>1,385,795</b>	1,092,043	27%	<b>226,704</b>	136,680	66%
	Vape Kits	<b>58,482</b>	21,504	172%	<b>7,600</b>	1,382	450%
	Wax	<b>123,748</b>	102,268	21%	<b>17,916</b>	10,980	63%
 Pre-roll	Blend	<b>172,239</b>	74,964	130%	<b>36,765</b>	12,225	201%
	Hybrid	<b>5,792,905</b>	6,628,775	-13%	<b>984,511</b>	1,229,180	-20%
	Indica	<b>9,483,055</b>	6,638,670	43%	<b>1,777,710</b>	977,314	82%
	Sativa	<b>9,597,820</b>	6,780,075	41%	<b>1,802,691</b>	1,143,788	58%
	Variety Pack	<b>91,778</b>	37,363	146%	<b>17,712</b>	4,464	297%
 Seeds	Same Strain	<b>96,469</b>	115,898	-17%	<b>20,750</b>	18,475	12%
 Topicals	Balms	<b>23,508</b>	0		<b>2,695</b>	0	
	Bath Products	<b>248,674</b>	147,698	68%	<b>156,051</b>	203,130	-23%
	Creams and Lotions	<b>335,665</b>	473,526	-29%	<b>10,410</b>	17,479	-40%
	Massage Oils and Lubricants	<b>0</b>	23,599	-100%	<b>0</b>	428	-100%
	Other Topicals	<b>149,337</b>	111,931	33%	<b>11,391</b>	10,010	14%

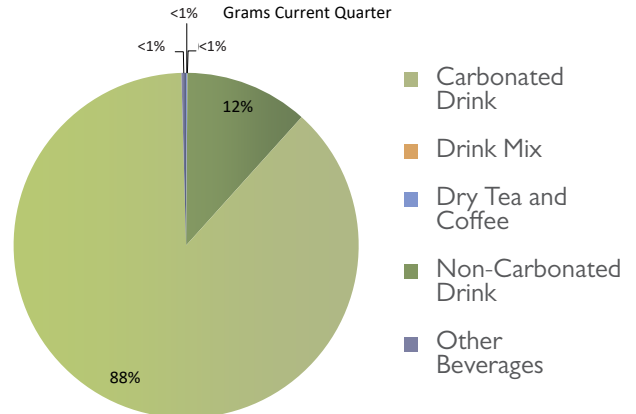
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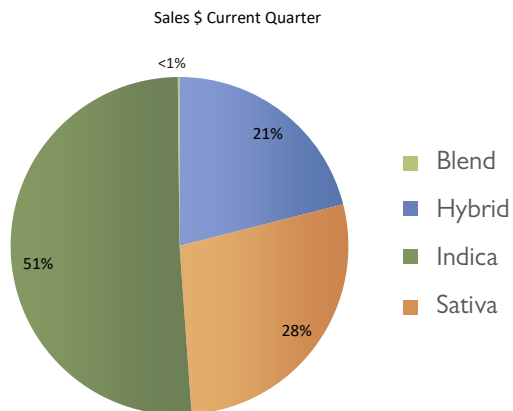
Beverages  
sales \$ mix percentage



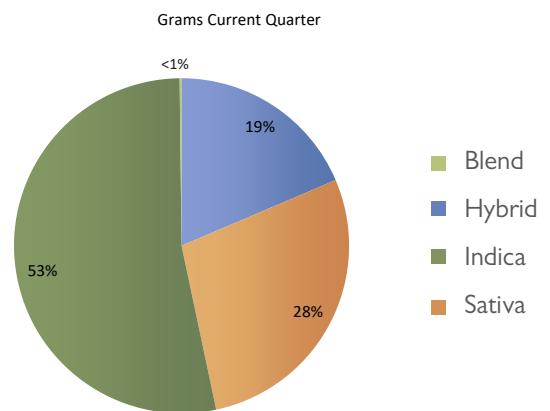
Beverages  
grams mix percentage



Dried flower  
sales \$ mix percentage



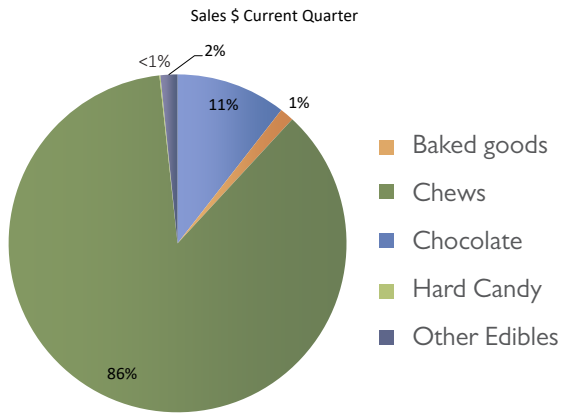
Dried flower  
grams mix percentage



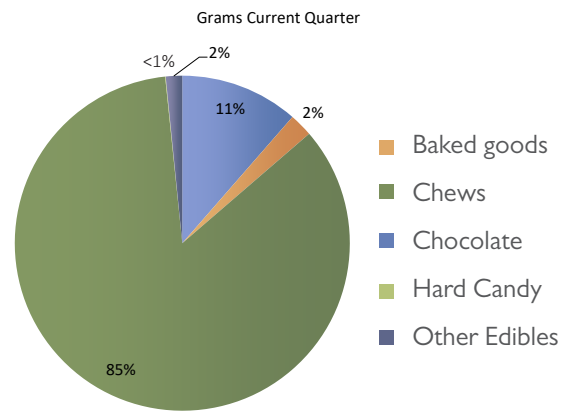
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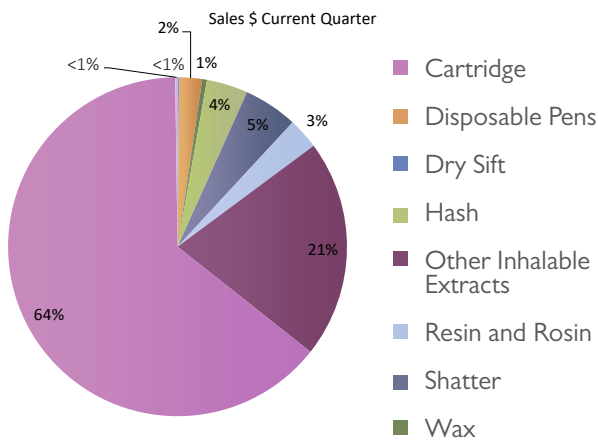
Edibles  
sales \$ mix percentage



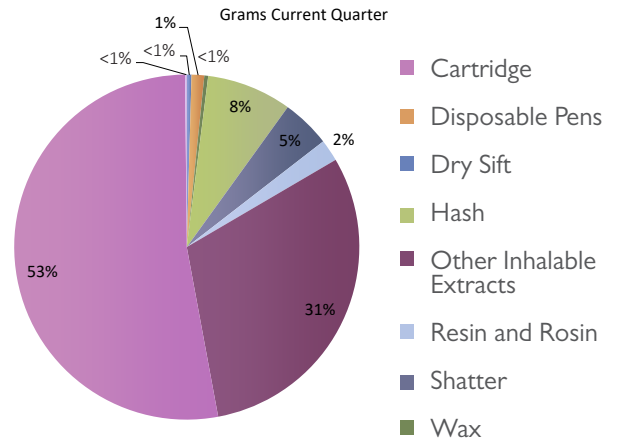
Edibles  
grams mix percentage



Inhalable extracts  
sales \$ mix percentage



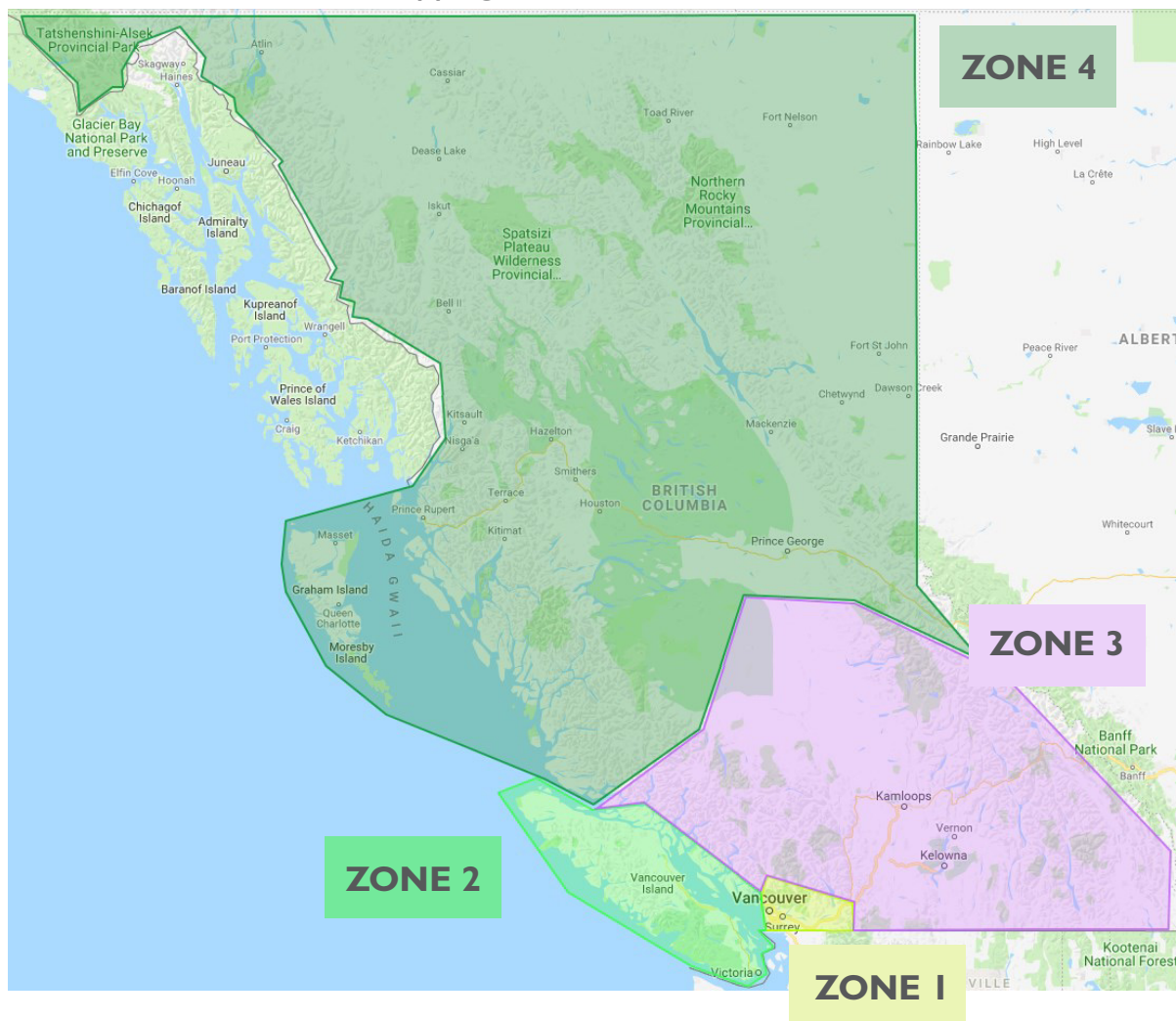
Inhalable extracts  
grams mix percentage



# BC CANNABIS WHOLESALE

## Growing access points

### BC Cannabis Wholesale shipping zones



\* Retail store must have active sales in equivalent quarter from previous year to be considered a “same store”

Shipping zone	Sales \$ Q1 2022	Sales \$ Q1 2021	Sales \$ YoY variance %	Grams Q1 2022	Grams Q1 2021	Grams YoY variance %	Store count Q1 2022	Store count Q1 2021
1	43,913,606	33,286,017	32%	9,384,585	6,431,461	46%	108	76
2	25,738,112	22,912,909	12%	5,908,816	4,741,004	25%	122	97
3	25,068,782	22,663,237	11%	5,930,470	4,813,209	23%	158	144
4	14,700,421	14,217,034	3%	3,658,798	3,169,161	15%	57	49



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