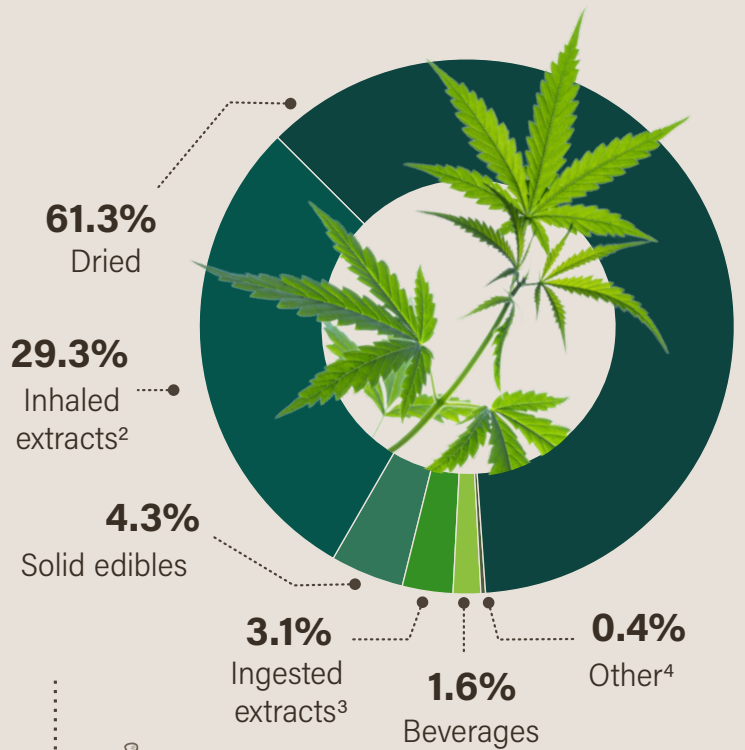
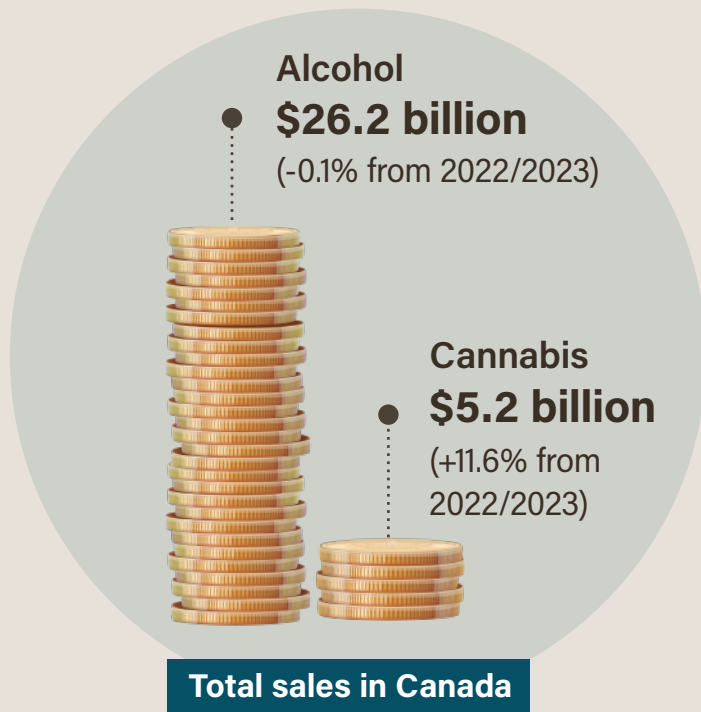
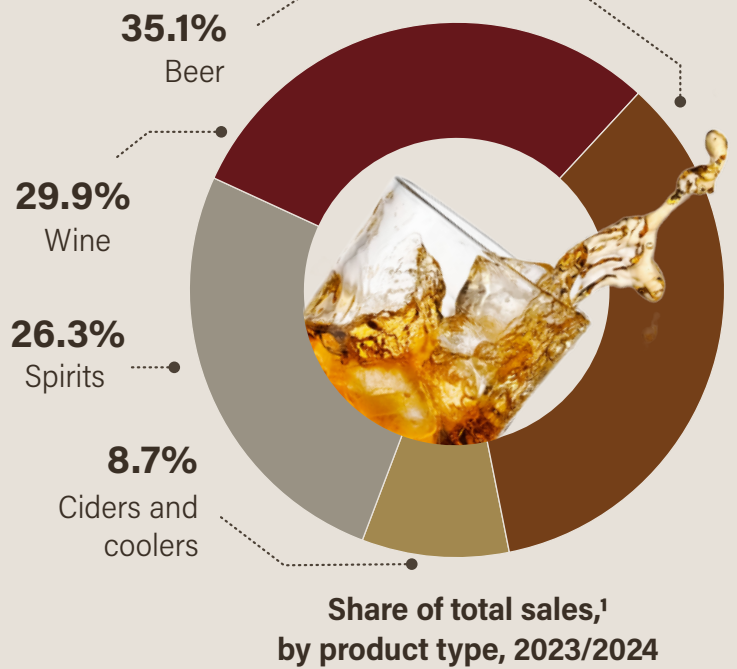
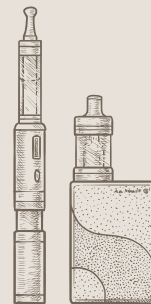


ALCOHOL AND CANNABIS SALES IN CANADA

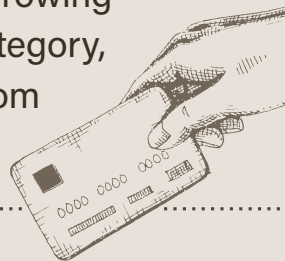
APRIL 2023 TO MARCH 2024



On average, Canadians of legal age bought the equivalent of **8.7** standard alcoholic drinks⁵ per week, down from 9.2 the previous year.



Inhaled extracts were the fastest growing cannabis category, up **31.4%** from 2022/2023.



Governments earned⁶ **\$418** from the sale of alcoholic beverages and **\$68** from the sale of cannabis products per person of legal age.

Share of sales - Canadian vs. imported products



1. Includes sales of legal, non-medical products only.
2. Includes products intended for inhalation, such as vape pens, hash, wax and rosin.
3. Includes products intended for ingestion, such as tinctures, capsules, softgels and sprays.

4. Includes topicals, seeds and other cannabis products not classified elsewhere.
5. According to Health Canada guidelines, a standard drink is defined as follows: a bottle of beer, cooler or cider (341 mL / 12 oz. with 5% alcohol), a glass of wine (142 mL / 5 oz. with 12% alcohol), or a glass of spirits (43 mL / 1.5 oz. with 40% alcohol).
6. Includes net income of liquor and cannabis authorities and other government revenue.

Source: Statistics Canada, Control and sale of alcoholic beverages and cannabis, April 1, 2023 to March 31, 2024.

Catalogue number: 11-627-M

ISBN: 978-0-660-75238-9

© His Majesty the King in Right of Canada, as represented by the Minister of Industry, 2025