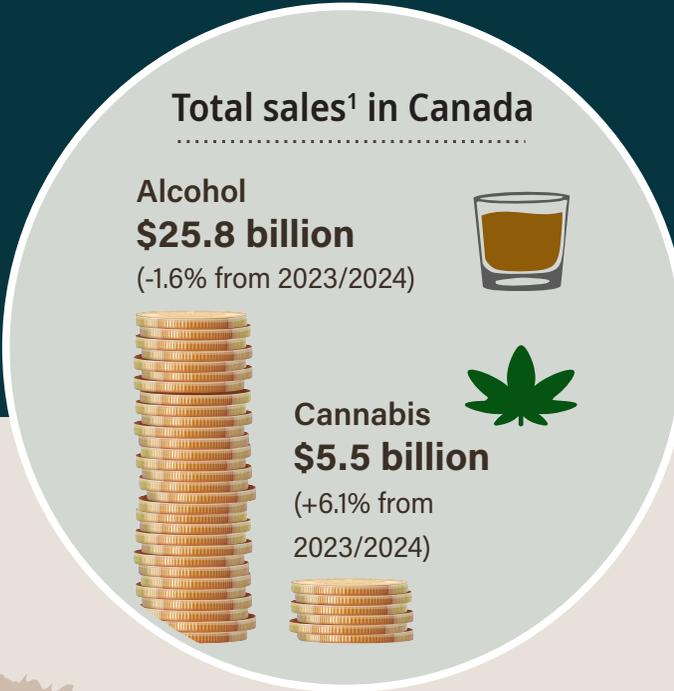
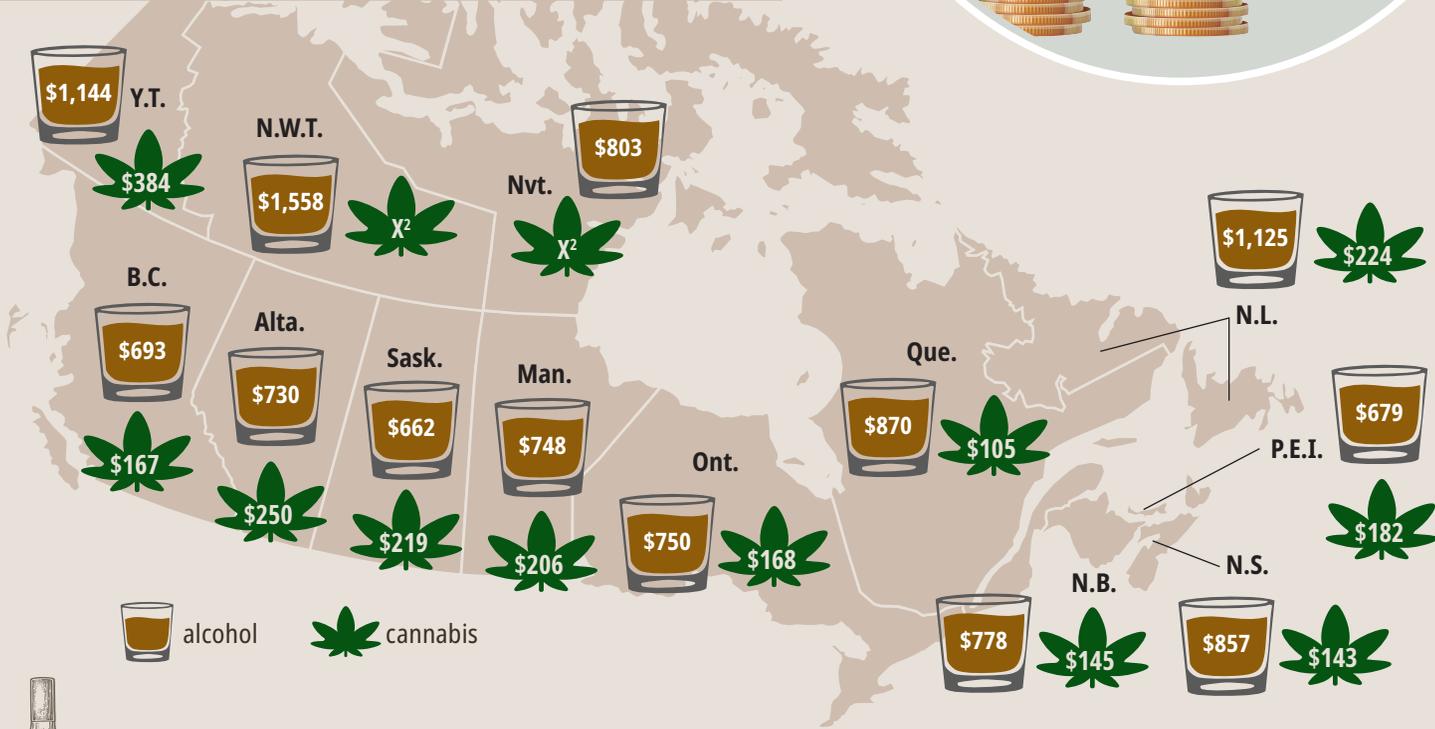


ALCOHOL AND CANNABIS SALES IN CANADA

APRIL 2024 TO MARCH 2025



Sales of alcohol versus cannabis per person of legal age, by province and territory



For every **\$1** Canadians spent on **alcohol**, governments earned **\$0.51³**

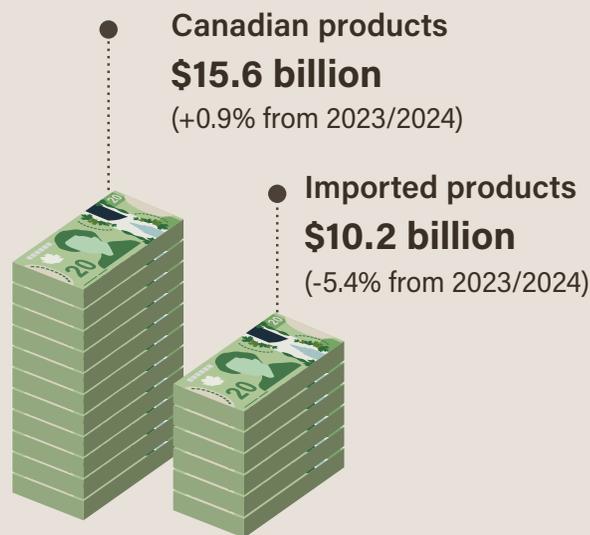


For every **\$1** Canadians spent on **cannabis**, governments earned **\$0.45³**

On average, Canadians of legal age bought the equivalent of **8.0** standard alcoholic drinks⁴ per week, down from **8.7** the previous year



Demand for Canadian alcohol products has risen in recent years



1. Includes sales of legal, non-medical products only.
 2. Suppressed to meet the confidentiality requirements of the *Statistics Act*.
 3. Includes net income of liquor and cannabis authorities and other government revenue.
 4. 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).

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