

# Cannabis

# Canadian cannabis retail sales +10% YoY in November

**Industry Overview** 

#### Canada cannabis retail sales fall 6% MoM in November

Statistics Canada (StatCan) released cannabis retail sales for November 2023, which reported cannabis sales increased +10% YoY but dropped -6.2% MoM to C\$412.1mn, slowing from October's revised lower C\$439.3mn. On an adjusted day basis, MoM sales slipped 3.1%. TTM sales +13.7% YoY to \$5.06bn.

#### **Notable MoM softness in Ontario**

Canadian cannabis sales rose C\$37.8mn YoY, led by gains in British Columbia (+C\$12mn), Alberta (C\$7mn) and Ontario (C\$6mn). However, MoM, sales contracted C\$27.2mn, with 85% of the shortfall from Ontario. With a more than sufficient store count >3600 as of September, challenges include too many producers, price promotional activity, illicit trade, high taxation and inflationary pressures on most consumer goods.

# December CPI data implies persistent price compression

Earlier this week StatCan released December CPI data for cannabis. December MoM prices were -0.4% vs. November and led by a 14% drop in MoM prices in Manitoba. YoY, cannabis prices at retail declined 3.6%, easing from November's -4.0% drop. YoY, prices declines were most pronounced in the Northwest Territories (-24%) and British Columbia (-11%).

# Could new policy in Ontario lead to store consolidation?

On January 1 a new policy took effect in Ontario, allowing one company to operate up to 150 recreational cannabis stores vs. the previous cap of 75. We think that this policy change will likely benefit the larger retail chains and help drive consolidation, which could be positive for the category overall.

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Equity United States Cannabis

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MoM= Month over month

TTM= Trailing 12 months

YoY= Year over year

CPI= Consumer Price Index

LPs= Licensed producers

THC = Tetrahydrocannabinol

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# Canadian cannabis retail sales by province

#### Exhibit 1: Canadian cannabis retail sales (C\$mns)

November sales totaled C\$412mn, -6% MoM (and depressed by one less day in November vs. October)

	22-Nov	22-Dec	23-Jan	23-Feb	23-Mar	23-Apr	23-May	23-Jun	23-Jul	23-Aug	Sep-23	Oct-23	Nov-23
Ontario	148.8	171.2	155.0	141.8	158.8	160.1	162.5	177.5	176.1	188.4	175.5	177.7	154.5
Quebec	48.5	54.6	49.5	45.1	50.7	48.7	52.5	53.4	54.4	55.9	53.3	51.1	52.1
British Columbia	55.7	63.1	60.6	56.9	63.0	68.5	64.9	66.3	71.0	74.7	70.4	69.7	67.5
Nova Scotia	8.6	9.9	9.0	8.5	9.5	9.1	9.6	9.8	10.3	10.6	9.9	10.2	9.6
Manitoba	15.0	18.3	17.1	14.3	16.1	16.0	16.1	16.4	16.7	17.4	17.2	17.6	17.2
Alberta	66.4	73.8	69.1	65.0	72.3	72.6	74.3	75.2	78.5	78.6	76.5	76.5	73.7
Saskatchewan	15.4	73.6 17.0	19.1	17.5	72.3 18.7	19.0	14.3 19.2	7 5.2 19.5	19.8	20.5	16.3	17.2	19.1
		7.6			6.9								
New Brunswick	6.7		6.5	6.1		6.8	7.1	7.6	8.1	8.5	7.7	7.5	7.2
Prince Edward Island	1.8	2.0	1.7	1.7	1.9	1.9	1.2	2.0	2.3	2.3	2.1	2.1	2.0
Newfoundland and Labrador	5.6	6.4	6.1	5.6	6.2	6.0	6.3	7.7	7.2	7.6	7.3	7.3	7.0
Yukon	0.9	1.0	0.8	0.8	0.9	0.9	1.0	1.1	1.2	1.3	1.2	1.1	1.0
NW territories	0.9	1.1	0.8	0.9	1.1	1.1	1.2	1.1	1.2	1.2	0.9	1.2	1.2
Canada retail sales	374.3	425.9	395.4	364.3	406.4	410.6	415.7	437.7	446.7	467.0	438.0	439.3	412.1
MoM % change													
Ontario	-3.2%	15.1%	-9.5%	-8.5%	12.0%	0.8%	1.5%	9.3%	-0.8%	7.0%	-6.9%	1.3%	-13.0%
Quebec	-2.6%	12.6%	-9.3%	-9.0%	12.6%	-4.1%	7.9%	1.6%	2.0%	2.7%	-4.6%	-4.2%	1.9%
British Columbia	-4.5%	13.3%	-3.9%	-6.2%	10.9%	8.7%	-5.3%	2.2%	7.1%	5.2%	-5.8%	-1.0%	-3.1%
Nova Scotia	-6.2%	15.2%	-9.2%	-6.1%	11.8%	-3.9%	5.2%	2.4%	5.2%	2.9%	-7.2%	3.3%	-5.6%
Manitoba	-6.2%	21.7%	-6.4%	-16.3%	12.2%	-0.6%	0.3%	2.4%	1.5%	4.2%	-0.9%	2.1%	-2.0%
Alberta	-5.9%	11.1%	-6.3%	-5.9%	11.2%	0.4%	2.3%	1.2%	4.5%	0.1%	-0.5%	0.0%	-3.7%
Saskatchewan	-3.9% -4.4%	10.0%	12.6%	-3.9% -8.5%	7.0%	1.3%	1.3%	1.2%	1.5%	3.3%	-2.7% -20.7%	6.0%	-3.7% 10.6%
New Brunswick	-4.4%	14.3%	-14.8%	-5.8%	12.8%	-1.7%	4.6%	6.6%	6.3%	6.0%	-20.7% -9.4%	-2.7%	-4.3%
Prince Edward Island	-4.0%	10.0%	-14.6%	-2.3%	12.2%	-1.7%	-36.0%	65.8%	14.3%	2.2%	-9.4%	3.0%	-4.3% -6.2%
Newfoundland and Labrador	-3.0% 0.1%	13.8%	-5.2%	-2.5% -7.7%	11.4%	-2.1% -3.7%		23.7%	-7.1%	5.1%	-10.5% -4.1%	1.2%	-5.2%
							4.1%						
Yukon	-10.6%	13.4%	-12.7%	-6.5%	17.4%	0.0%	7.7%	10.3%	6.5%	7.4%	-6.4%	-4.1%	-10.2%
NW territories	-8.9% <b>-4.1%</b>	14.0% <b>13.8%</b>	-25.9% <b>-7.1%</b>	18.8% - <b>7.9%</b>	18.5% <b>11.5%</b>	0.2% <b>1.1%</b>	3.7% <b>1.2%</b>	-0.9% <b>5.3%</b>	0.7% <b>2.1%</b>	1.7% <b>4.5%</b>	-26.4% - <b>6.2%</b>	37.0% <b>0.3%</b>	3.1% <b>-6.2%</b>
Canada retail sales	-4.170	13.0%	-7.170	-7.370	11.570	1.170	1.270	3.370	2.170	4.370	-0.270	0.3%	-0.270
YoY % change													
Ontario	10.3%	34.9%	13.5%	8.5%	9.6%	6.1%	10.2%	16.2%	11.9%	22.5%	12.8%	15.6%	3.9%
Quebec	-1.0%	-1.7%	3.4%	7.5%	19.3%	-3.0%	4.0%	7.1%	8.8%	9.7%	7.3%	2.7%	7.5%
British Columbia	16.8%	20.6%	21.6%	22.8%	11.9%	29.4%	18.0%	22.6%	23.9%	26.5%	14.1%	19.5%	21.3%
Nova Scotia	16.1%	15.4%	16.4%	20.4%	11.8%	6.1%	10.1%	12.9%	13.8%	12.5%	9.3%	10.6%	11.4%
Manitoba	19.6%	30.9%	30.9%	18.6%	16.3%	2.2%	11.4%	15.4%	-3.5%	10.1%	8.6%	9.6%	14.5%
Alberta	12.5%	12.3%	12.6%	13.1%	14.5%	12.2%	10.6%	11.9%	13.3%	16.8%	11.3%	8.3%	10.9%
Saskatchewan	9.9%	19.1%	32.2%	19.1%	25.6%	25.3%	25.0%	25.4%	25.4%	27.6%	4.5%	6.8%	23.5%
New Brunswick	8.6%	8.6%	1.3%	5.6%	9.0%	6.1%	10.8%	12.1%	12.3%	19.2%	13.6%	8.1%	7.7%
Prince Edward Island			-5.2%	4.9%	8.0%	6.7%	-31.5%	9.6%	9.7%	9.9%	16.3%	15.3%	12.3%
Newfoundland and Labrador	4.5%	5.3%	7.7%	18.2%	20.8%	15.3%	22.4%	50.6%	28.3%	25.3%	28.1%	30.6%	23.7%
Yukon			4.3%	4.0%	9.6%	6.9%	15.9%	20.4%	22.0%	22.5%	16.3%	18.3%	18.8%
NW territories			-9.6%	6.7%	10.6%	7.8%	19.9%	14.5%	19.5%	15.3%	-11.6%	15.1%	30.3%
Canada retail sales	10.2%	20.2%	14.1%	12.4%	13.1%	10.0%	11.3%	15.8%	13.7%	19.8%	11.7%	12.6%	10.1%
% of total	20.70/	40.20/	20.20	20.00/	20.10/	20.00/	20.10/	10.50/	20.40/	10.10/	40.10/	10.50/	27.50/
Ontario	39.7%	40.2%	39.2%	38.9%	39.1%	39.0%	39.1%	40.6%	39.4%	40.4%	40.1%	40.5%	37.5%
Quebec	12.9%	12.8%	12.5%	12.4%	12.5%	11.9%	12.6%	12.2%	12.2%	12.0%	12.2%	11.6%	12.6%
British Columbia	14.9%	14.8%	15.3%	15.6%	15.5%	16.7%	15.6%	15.2%	15.9%	16.0%	16.1%	15.9%	16.4%
Nova Scotia	2.3%	2.3%	2.3%	2.3%	2.3%	2.2%	2.3%	2.2%	2.3%	2.3%	2.2%	2.3%	2.3%
Manitoba	4.0%	4.3%	4.3%	3.9%	4.0%	3.9%	3.9%	3.8%	3.7%	3.7%	3.9%	4.0%	4.2%
Alberta	17.7%	17.3%	17.5%	17.9%	17.8%	17.7%	17.9%	17.2%	17.6%	16.8%	17.5%	17.4%	17.9%
Saskatchewan	4.1%	4.0%	4.8%	4.8%	4.6%	4.6%	4.6%	4.5%	4.4%	4.4%	3.7%	3.9%	4.6%
New Brunswick	1.8%	1.8%	1.6%	1.7%	1.7%	1.7%	1.7%	1.7%	1.8%	1.8%	1.8%	1.7%	1.7%
Prince Edward Island	0.5%	0.5%	0.4%	0.5%	0.5%	0.5%	0.3%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Newfoundland and Labrador	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.8%	1.6%	1.6%	1.7%	1.7%	1.7%
Yukon	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%
NW territories	0.2%	0.3%	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%	0.3%	0.3%
Canada retail sales	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Source: Statistics Canada													

**Source:** Statistics Canada

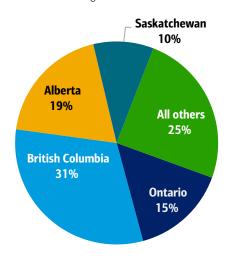
Table 20-10-0008-01 Retail trade sales by province and territory (x 1,000)

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#### Exhibit 2: What provinces drove YoY \$ growth in November?

Ontario drove just 15% of November's YoY sales gain



Source: Statistics Canada

Table 20-10-0008-01 Retail trade sales by province and territory (x 1,000)

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#### Exhibit 3: TTM sales in the Canadian legal market (C\$mns)

TTM sales to November topped C\$5bn



**Source:** Statistics Canada; Table 20-10-0008-01 Retail trade sales by province and territory (x 1,000)

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#### Exhibit 4: Cannabis CPI growth - YoY and MoM

Oversupply, producer cash constraints and other issues continue to weigh on cannabis prices



**Source:** Statistics Canada, Table 18-10-0004-10 Consumer Price Index, monthly, percentage change, not seasonally adjusted, Canada, provinces, Whitehorse and Yellowknife - Alcoholic beverages, tobacco products and recreational cannabis

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