

# **Liquor Market Review**

**Fiscal 2024/25 Q4**

**March 2025**



**LIQUOR  
DISTRIBUTION  
BRANCH**



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# Introduction

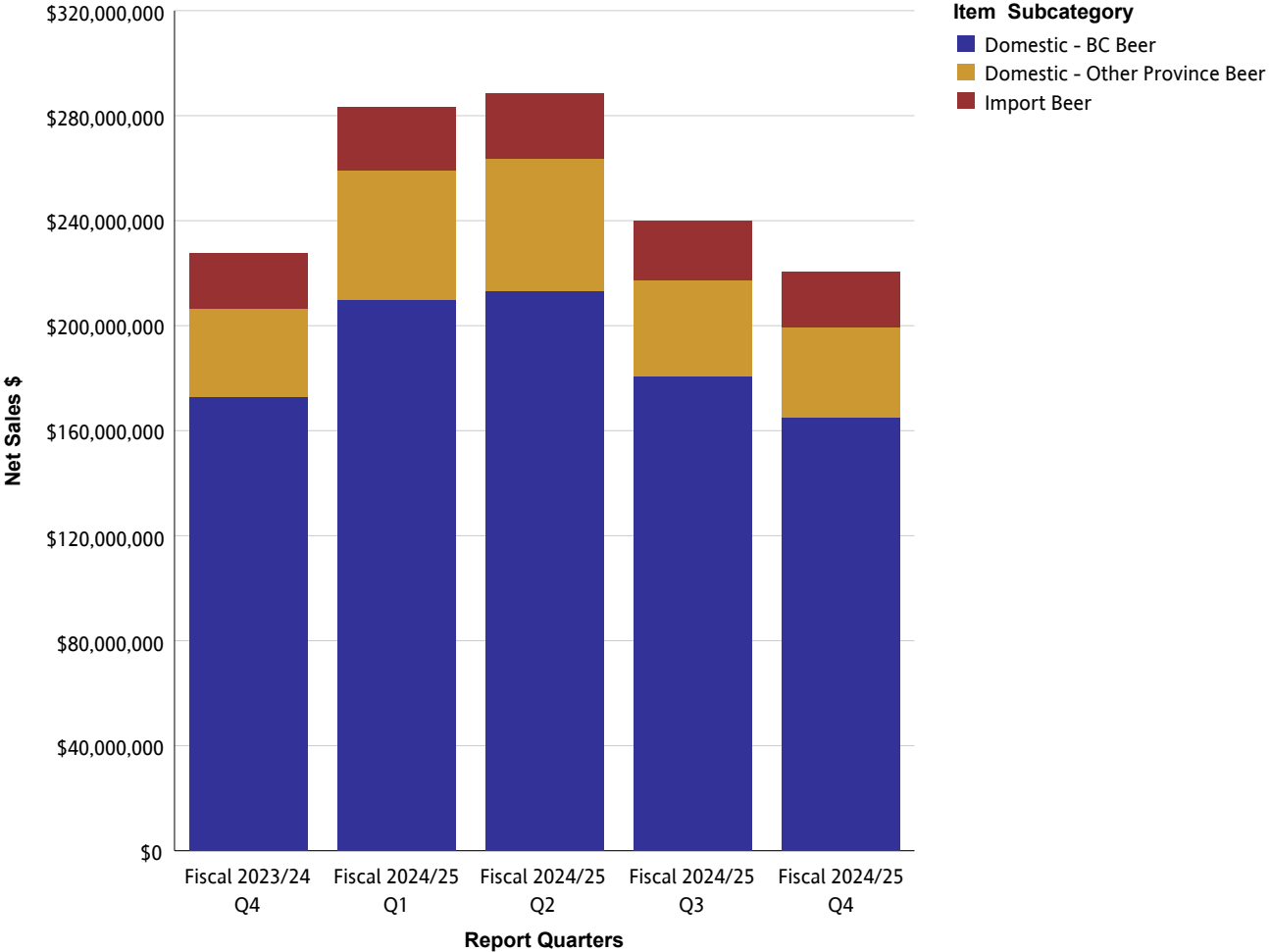
The Liquor Market Review provides provincial sales through the Wholesale channel for beer, refreshment beverages, spirits and wine. Sales are provided in net dollar value and litres. Net dollar value is based on the price paid by the customer and excludes any applicable taxes. For each reporting period, the Liquor Market Review provides summarized sales data for the current quarter and previous four quarters.

The Liquor Distribution Branch fiscal calendar begins on April 1st and ends on March 31st and is comprised of 12 periods. A period can vary in length but roughly follows a calendar month. For example, Q1 reflects Periods 1 – 3 (April, May and June).

The Liquor Distribution Branch produces the Liquor Market Review 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 Liquor Distribution Branch shall incur no liability.

**Beer Sales (Net \$)**



## Beer Sales (Net \$)

### Beer

Net Sales \$		Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4
Domestic - BC Beer	Domestic - BC Commercial Beer	\$99,773,566	\$117,589,922	\$118,276,668	\$101,449,830	\$92,930,598
	Domestic - BC Micro Brew Beer	\$30,325,740	\$37,591,846	\$40,117,682	\$30,778,399	\$28,446,270
	Domestic - BC Regional Beer	\$42,718,258	\$54,648,886	\$55,044,231	\$48,583,767	\$43,736,465
	<b>Summary</b>	<b>\$172,817,565</b>	<b>\$209,830,655</b>	<b>\$213,438,581</b>	<b>\$180,811,996</b>	<b>\$165,113,333</b>
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	\$33,210,351	\$48,808,745	\$49,459,271	\$36,125,187	\$33,577,344
	Domestic - Other Province Micro Brew Beer	\$83,605	\$102,222	\$202,178	\$197,971	\$137,447
	Domestic - Other Province Regional Beer	\$424,913	\$555,957	\$516,105	\$465,121	\$494,464
	<b>Summary</b>	<b>\$33,718,869</b>	<b>\$49,466,924</b>	<b>\$50,177,555</b>	<b>\$36,788,279</b>	<b>\$34,209,256</b>
Import Beer	Asia And South Pacific Beer	\$1,558,737	\$1,770,352	\$1,925,110	\$1,763,191	\$1,660,576
	Europe Beer	\$16,455,461	\$17,999,560	\$18,358,912	\$17,526,825	\$16,594,001
	Mexico And Caribbean Beer	\$2,087,743	\$2,945,867	\$3,310,361	\$2,230,143	\$1,968,851
	Other Country Beer	\$615,115	\$647,958	\$716,862	\$660,592	\$617,009
	USA Beer	\$448,256	\$615,480	\$525,573	\$253,749	\$179,983
	<b>Summary</b>	<b>\$21,165,312</b>	<b>\$23,979,218</b>	<b>\$24,836,819</b>	<b>\$22,434,499</b>	<b>\$21,020,419</b>
<b>Summary</b>		<b>\$227,701,746</b>	<b>\$283,276,796</b>	<b>\$288,452,954</b>	<b>\$240,034,775</b>	<b>\$220,343,008</b>