

## Sales of Alcoholic Beverages

Fiscal year ending March 31, 2024

Released by Statistics Canada – March 7, 2025

During the fiscal year ending March 31, 2024, Yukon Liquor Corporation stores and other licensed retail outlets sold \$44.3 million worth of alcoholic beverages. This was an increase of \$1.8 million, or 4.2%, from the previous fiscal year (\$42.6 million).

Of the \$44.3 million worth of alcoholic beverages sold in Yukon in 2023/24, the total value of beer sales was the highest, accounting for 37.4% (\$16.6 million) of total sales. Compared to the previous fiscal year, beer sales increased by 2.6%. The total value of spirits sales was the second highest category in 2023/24 at 29.4% (\$13.1 million) of total sales, and increased by 4.5% year-over-year.

Nationally, total sales of alcoholic beverages decreased by 0.1% in the fiscal year ending March 31, 2024, compared to the fiscal year ending March 31, 2023.

### Total value and volume of total sales of alcoholic beverages, 2022/23 and 2023/24

Fiscal year ending March 31

	Value of total sales			Absolute volume of total sales		
	2022/23	2023/24	2022/23 to 2023/24	2022/23	2023/24	2022/23 to 2023/24
	\$ millions		% change	Litres		% change
<b>Canada</b>	<b>26,272.3</b>	<b>26,238.7</b>	<b>-0.1</b>	<b>257,716</b>	<b>247,848</b>	<b>-3.8</b>
Newfoundland and Labrador	504.5	507.9	0.7	3,995	3,907	-2.2
Prince Edward Island	98.2	97.7	-0.5	1,163	1,127	-3.1
Nova Scotia	749.5	753.4	0.5	6,837	6,542	-4.3
New Brunswick	522.8	532.2	1.8	5,022	4,914	-2.2
Quebec	6,501.8	6,462.8	-0.6	60,706	58,349	-3.9
Ontario	10,049.0	10,129.5	0.8	93,296	89,890	-3.7
Manitoba	873.3	863.2	-1.1	8,618	8,390	-2.6
Saskatchewan	663.1	617.2	-6.9	7,573	6,496	-14.2
Alberta	2,808.6	2,800.3	-0.3	30,431	30,129	-1.0
British Columbia	3,383.7	3,358.5	-0.7	39,082	37,140	-5.0
<b>Yukon</b>	<b>42.6</b>	<b>44.3</b>	<b>4.2</b>	<b>438</b>	<b>441</b>	<b>0.7</b>
Northwest Territories	54.4	50.7	-6.8	424	391	-7.8
Nunavut	20.9	20.9	0.0	131	132	0.8

Note: Data may not add up to totals due to rounding.

## Department of Finance Yukon Bureau of Statistics

In 2023/24, Yukon's per capita<sup>1</sup> alcohol sales were \$1,159, the second highest in Canada, following the Northwest Territories (\$1,403). Yukon's per capita<sup>1</sup> alcohol sales in 2023/24 (\$1,159) decreased by \$4.80, or 0.4%, from per capita<sup>1</sup> alcohol sales in 2022/23 (\$1,164).

Yukon's per capita<sup>1</sup> sales of alcoholic beverages by absolute volume<sup>2</sup> (based on alcohol content) were 11.5 litres in 2023/24, the highest in Canada. Yukon's per capita<sup>1</sup> sales of alcoholic beverages by absolute volume<sup>2</sup> in 2023/24 (11.5 litres) decreased by 0.5 litres, or 4.2%, from per capita<sup>1</sup> sales of alcoholic beverages by absolute volume<sup>2</sup> in 2022/23 (12.0 litres).

### Per capita<sup>1</sup> alcohol value and absolute volume<sup>2</sup> of total sales of alcoholic beverages, 2022/23 and 2023/24

Fiscal year ending March 31

	Value of total per capita sales			Absolute volume of total per capita sales		
	2022/23	2023/24	2022/23 to 2023/24	2022/23	2023/24	2022/23 to 2023/24
	\$ Dollars		% change	Litres		% change
<b>Canada</b>	<b>800</b>	<b>774</b>	<b>-3.2</b>	<b>7.8</b>	<b>7.3</b>	<b>-6.4</b>
Newfoundland and Labrador	1,103	1,080	-2.1	8.7	8.3	-4.6
Prince Edward Island	674	656	-2.6	8.0	7.6	-5.0
Nova Scotia	851	826	-3.0	7.8	7.2	-7.7
New Brunswick	749	745	-0.6	7.2	6.9	-4.2
Quebec	886	866	-2.3	8.3	7.8	-6.0
Ontario	784	762	-2.8	7.3	6.8	-6.8
Manitoba	761	726	-4.7	7.5	7.1	-5.3
Saskatchewan	688	631	-8.4	7.9	6.6	-16.5
Alberta	756	730	-3.5	8.2	7.8	-4.9
British Columbia	738	702	-4.8	8.5	7.8	-8.2
<b>Yukon</b>	<b>1,164</b>	<b>1,159</b>	<b>-0.4</b>	<b>12.0</b>	<b>11.5</b>	<b>-4.2</b>
Northwest Territories	1,477	1,403	-5.0	11.5	10.8	-6.1
Nunavut	745	746	0.1	4.6	4.7	2.2

<sup>1</sup> Per capita sales by value and volume are based on the population of inhabitants of 15 years of age and over.

<sup>2</sup> A standard drink is defined as a 341 mL (12 oz.) beer, cooler or cider with 5% alcohol content; a 142 mL (5 oz.) glass of wine with 12% alcohol content; or a 43 mL (1.5 oz.) spirit drink with 40% alcohol.

**Note:** Data may not add up to totals due to rounding.

#### Comparability and limitations of the data

Statistics on sales of alcoholic beverages by volume should not be equated with data on consumption. Sales volumes include only sales as reported by the liquor authorities and their agencies, including sales by wineries, breweries and other outlets that operate under licence from the liquor authorities.

Statistics on sales of alcoholic beverages by dollar value should not be equated with consumer expenditures on alcoholic beverages. The sales data refer to the revenues received by liquor authorities and their agents, and a portion of these revenues include sales to licensed establishments such as bars and restaurants.

The value of sales of alcoholic beverages excludes all sales taxes, the value of returnable containers, and deposits. Absolute volume of sales of alcoholic beverages is calculated by multiplying the sales volume by the percentage of alcohol content for each product category.