



Ministry of
Agriculture
and Food

Liquor and Cannabis Issues and Trends

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Public Health Considerations



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Current landscape

Increase in polarizing views between industry and health experts.



Liquor and Cannabis
Issues and Trends

Social Responsibility

Updated public education posters in establishments.

Cannabis “know before you go” outreach in advance of FIFA.



Recent Research

2025 Cannabis Use Survey

Download the survey report at cannabis.gov.bc.ca.



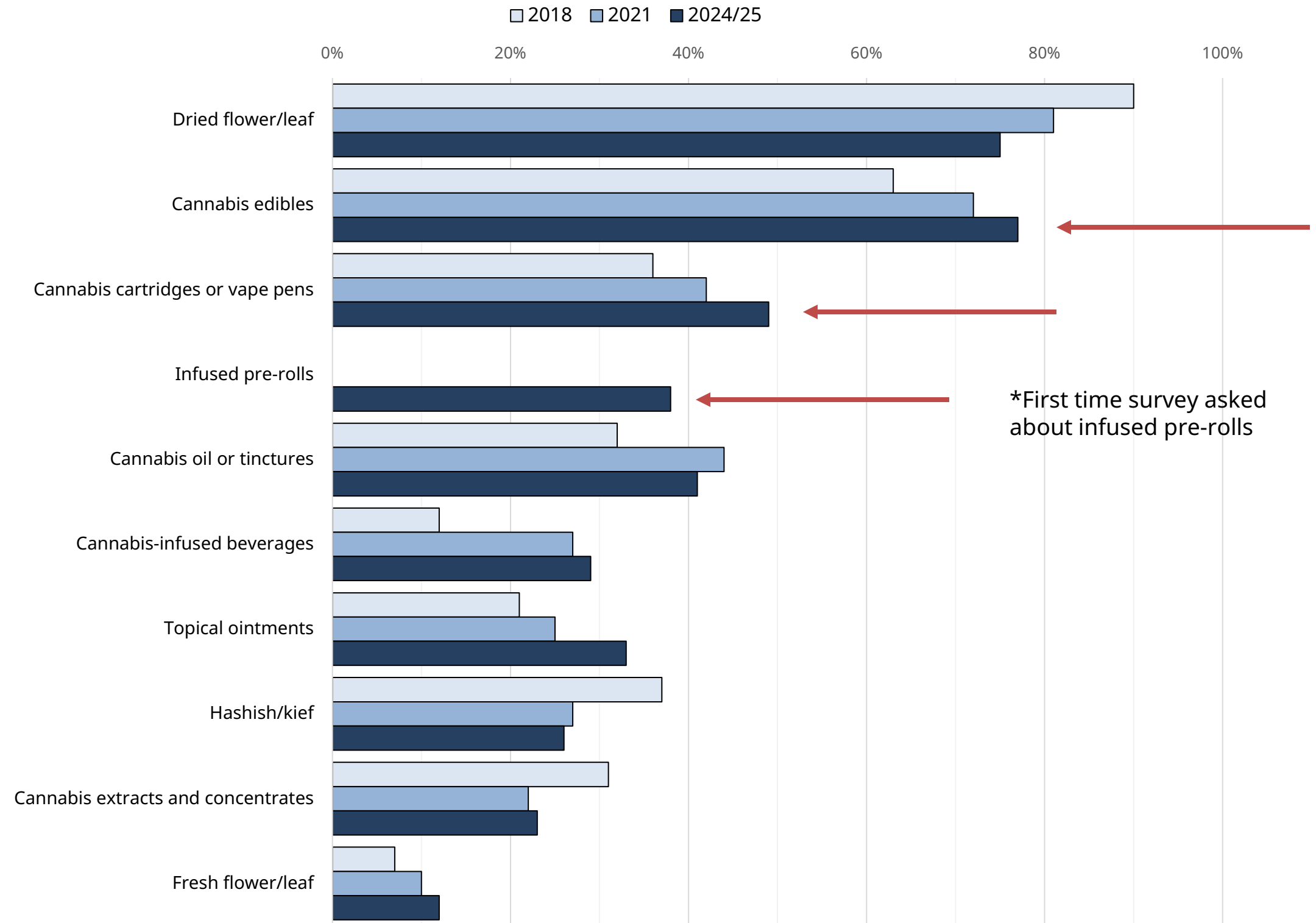
Date:
March 21, 2026



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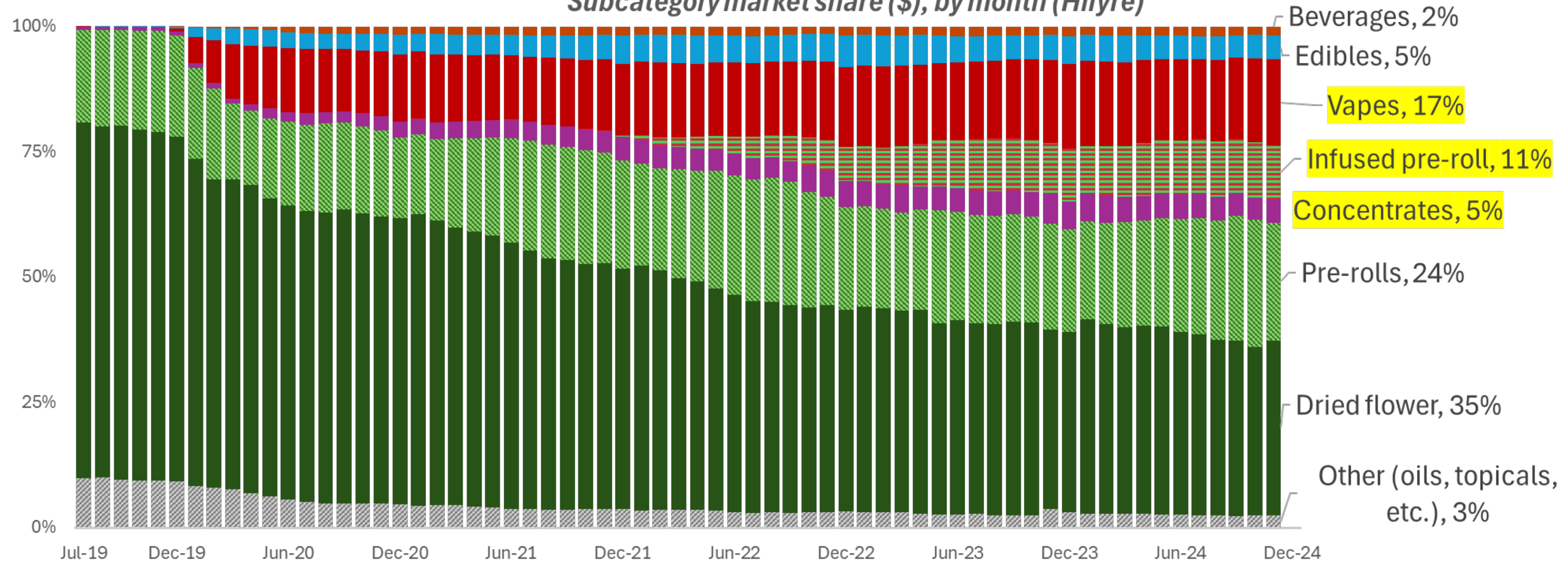
Cannabis product trend: Consumers shifting towards more processed classes of product

Types of Cannabis Products Used



Canada: Substantial growth in infused pre-rolls and vapes

Subcategory market share (\$), by month (Hifyre)



Source: Health Canada analysis of Hifyre data



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Contact Us

For any questions or
clarifications on this presentation.

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