BDS Analytics

Holiday Season
Consumer + Dispensary Shopper Trends
(AZ, CA, CO, NV and OR)

Green Wednesday:
2nd highest revenue day in November ($23.6M in sales)

Top-Selling Categories:
Pre-Rolls **Flower**

Black Friday:
highest November revenue day & 2nd highest of entire year ($26.3M in sales)

BLACK FRIDAY SALE

Top-Selling Category:
Concentrates
($9.6M in sales)

Top Last-Minute Gifts:
(December 22-24)
Topicals   **Edibles**
($1.4M in sales)   ($8.8M in sales)

December:
Highest sales for powdered drink mixtures & teas ($4.4M in sales)

Top Christmas Sales Days:
Preceding Weekend
Highest revenue Friday, Saturday & Sunday of December ($66.2M in sales)

Top-Selling Edible Flavor:
Peppermint

Top-Selling Christmas Category:
Candy & Chocolate

BDS Analytics is the premier market research firm focused on the global cannabinoid industry.

We work with brands, retailers and investors across industries to deliver unmatched insights and analytics.

To learn more about how our expertise can help your business, please visit bdsanalytics.com or email us at info@bdsanalytics.com.

Standout NYE High-Seller:
Premium / Infused Pre-Rolls
(54% higher sales volume than December daily average)