

# BDSA QUICK HITS: MEMORIAL DAY WEEKEND

**BDSA PREDICTS 2021 MEMORIAL DAY WEEKEND CANNABIS SALES TO SKYROCKET—AND SURPASS PRIOR YEARS**

Memorial Day Weekend (MDW) is the “official” kick-off to the summer, and this year it is even more pronounced with social activities, travel, and public events re-opening after a long COVID shutdown. BDSA predicts MDW 2021 to kick off a summer of unprecedented cannabis sales across legal markets.

**Thursday, Friday, and Saturday pre-Memorial Day 2021 will be blockbuster sales days**

Fridays "win" as top sales days consistently each week—and even more so before a long weekend

**Friday before MDW: highest sales day in May in prior years**

Inhalables drive sales—an appropriate form factor for outdoor, social gatherings and activities

**2021 MDW sales to SURPASS the year-over-year growth seen in 2020**

Fri and Sat of MDW 2020 YoY growth of 25% in Colorado

**50% of consumers consume for “Daytime Fun”—aligning with MDW celebrations**

The return to "normal" drives BDSA's prediction that 2021 MDW sales will be unprecented

**MDW: will it be the kick-off to the summer of cannabis beverages?**

Will more backyard or boat coolers contain a cannabis beverage option?