

# Green Wednesday Data 2021

## Headset

- **Total Sales Growth and Discounting**
  - On Green Wednesday 2020 [Headset](#) saw (November 25th, 2020) the third largest single day of cannabis sales last year. Total retail cannabis sales on Green Wednesday across US markets tracked by Headset reached **\$61.9M, up 55% over the average daily sales during the previous four Wednesdays**. The average discount on cannabis products **increased by 27%, rising from 10.5% on the previous four Wednesdays to 13.4% on Green Wednesday**.
- **Category Performance**
  - While all product categories saw sales growth on Green Wednesday, certain categories attracted relatively more customers than others. The top-performing categories by relative sales growth were: **Beverages (+89%), Edibles (+81%), and Tincture & Sublingual (+70%)**. The three categories that grew less than the overall market were Capsules **(+54%), Concentrates (+50%), and Topicals (+44%)**.

## Jane Technologies, Inc.

- In 2020, [Jane Technologies, Inc.](#), a leading online cannabis marketplace and retail software provider, saw an average **increase of 241% in online sales** on Green Wednesday, compared to 2019. Online sales on Black Friday increased by an average of 271% compared to 2019.

## Lantern

- In 2020, [Lantern](#), a cannabis e-commerce marketplace and on-demand delivery service, cited a **343% increase in sales** and a **87% increase in basket size**, compared to the Wednesday prior.

## Springbig

- In 2020, [Springbig](#), a provider of cannabis loyalty marketing and communications technology, cited **\$17.4 million in sales** this Green Wednesday across 1,500 retailers, **up 79.43% from 2019**.

## Glass House Brands

- In 2020, [Glass House Brands](#), one of the fastest-growing, privately-held, vertically integrated cannabis and hemp companies in the US, saw a **10% increase in traffic** from last year. Flower took the lead with **35% of the basket**, pre-rolls followed with **24% of the basket** and edibles, also taking **24% of the basket**.

## TILT

- Commonwealth Alternative Care Taunton, one of [TILT](#) Holdings' MA-based medical dispensaries, reported an **increase in net sales by 225%+ in the years 2019-2020 during Thanksgiving week**. The top sales categories for the year 2020 during this week were flower, concentrates, edibles, and prerolls. **Flower sales increased by 210% YoY and accounted for 56% of total sales in 2020**. Transactions increased 74%, customers increased 73% and the average cart increased 8.5% YoY.

## LeafLink

- In 2020, [LeafLink](#) saw that **Flower** was the most popular product category at **32.85%** of GMV during the month prior to Green Wednesday 2020, followed by **Cartridges at 25.89%**. **Packaged Flower products** were the most popular subcategory, making up **18.07%** of all GMV for the time period.
- The **most popular products overall** in the month leading up to Green Wednesday in 2020 were:
  - Wedding Cake Packaged Flower - Pacific Stone (CA)
  - Mango Mang Cartridge - PLUGplay (CA)
  - Pure Green Cartridge - MUV (FL)
  - Alien Lights Cartridge - Platinum Vape (MI)
  - Uplift Sour Watermelon Gummies - PLUS (CA)
- The **most popular Packaged Flower** products in the month leading up to Green Wednesday in 2020 are:
  - Wedding Cake - Pacific Stone (CA)
  - Orangeade - MUV (FL)
  - Double Durban Kush - Nature's Grace and Wellness (IL)
  - Triangle Royale - District Cannabis (MD)
  - Vovo - Seven Leaves (CA)

## Flowhub

- **Discounts on Green Wed 2020:**
  - [Flowhub](#) saw that **50% of transactions included a discount; compared to 18% as the annual discount rate**
  - The average discount per transaction on Green Wed 2020 was \$8.94
  - The average cart size on Green Wed 2020 was an impressive \$66
- **Green Wed 2020 compared to an average Wednesday:**
  - Green Wed last year was the second largest Wednesday of 2020 for both total sales and items sold; but it was the largest Wednesday of 2020 for number of transactions.
    - For total sales and items sold, the top Wed for 2020 was 12-23-2021 ... kicking off the Christmas holiday weekend.

- **When looking at the same cohort of stores across 3 years:**
  - *Green Wed 2020 was 18% larger (in terms of pre-tax sales) than 2019 for any given dispensary*
    - Put differently, Flowhub dispensaries saw 18% YoY growth on Green Wed
- **2021 Green Wed Prediction and Advice:**
  - Buckle up! We expect Green Wed to be another huge day this year, probably on par with recent years' 18% YOY growth.
  - To be successful, make sure you're staffed to accommodate a big Wednesday, be ready to upsell to keep those cart sizes high, and start building and promoting your deals or promotions now. Keep in mind that nearly \$9 savings amount so you don't over-discount.

### **Jushi Holdings, Inc. (BEYOND / HELLO™)**

- In 2020, [Jushi Holdings](#), a publicly-traded, vertically integrated multi-state cannabis operator, saw an *average increase of 242% in sales* on Green Wednesday, compared to 2019.