

## Pre Holiday Data 2020-2021

### Headset

#### December Holiday Sales Lifts

The December holiday season correlates with a cannabis sales bump each year. For example, the week leading up to Christmas last year (December 21st through December 24th) had 33% greater average daily sales than the preceding four weeks. Cannabis shoppers are clearly procrastinators, as Christmas Eve itself saw a 61% increase in sales over the previous four Thursdays. Of all days in December, New Year's Eve actually takes the top spot in terms of total cannabis sales. December 31st 2020 had 26% higher total sales than Christmas Eve (the preceding Thursday) and was actually the largest single day of US cannabis sales in 2020!

### LeafLink

#### Holiday 2020 Data

- In 2020, sales through LeafLink increased **7.7%** in the month of December, compared to the average rate of -3.3% in the three months prior signalling that the holiday season positively impacted sales.
- Flower was the most popular category in the month leading up to the holidays in 2020, driving **32.7%** of sales through LeafLink - a small dip compared to **32.9%** in the previous month.
- The second most popular product category leading up to Holiday 2020 was Cartridges, which made up **26.6%** of sales (a slight increase of less than 1% over the previous month).
- The most popular product subcategory in the month leading up to Holiday 2020 was 510 Thread Cartridges at **17.2%** of sales, and the second most popular was Packaged Flower coming in second at **16.6%**.
- The most popular products in the month leading up to the holidays in 2020 were:
  - Wedding Cake 3.5g - Pacific Stone (CA)
  - Mango Mang Cartridge - PLUGplay (CA)
  - Runtz 510 Thread - Platinum Vape (MI)
  - Double Durban Kush 3.5g - Nature's Grace and Wellness (IL)
  - Sour Variety Gummies - NFuzed (CO)

## **Flowhub**

**Holiday 2021 Prediction:** With the Christmas and New Years' holidays falling near weekends this year, and their already historically big numbers, we expect to see huge days, particularly 12/24 and 12/31. And we expect to see lots of deals (with 50+% of transactions discounted on 12/24 and 12/31).

Over the past 4 years, **46% of the top 10 sales days were in November and December**, specifically between Thanksgiving and New Year's Day.

In 2020, Dec. 31st was the top sales day of the whole year, at 69% more sales than a typical day.

Dec. 24th, 2020 was the second top sales day of the year, at about 58% over a typical day.

**78% of the top 10 sales days over the past four years were on a Friday and Saturday** (the other 20% were on holidays and only 2% falling on regular weekends).

Holiday Discounts:

Between Sept 2020 and Sept. 2021, 18% of all transactions included a discount.

But in Winter (defined as Dec - Feb), 24% of transactions included a discount. The median discount amount is \$7.94.

On Green Wed and Black Friday, we saw huge discount percentages (54% and 63% of transactions, respectively). We expect to see the same for the upcoming holidays.

Start planning your holiday deals now!