

# The Season of Cannabis and Chill

## 5 Key Cannabis Sales Trends for Q1 2022

### 1 Super Bowl Weekend Has a Different Kind of Pregame.

**+33%**

Higher sales than daily February sales on the **Friday** of Super Bowl Weekend

**+22%**

Higher sales than daily February sales on the **Saturday** of Super Bowl Weekend

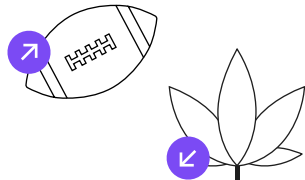


### 2 Cannabis Fumbles on Super Bowl Sunday.

Super Bowl Sunday is the worst Sunday in all of February and March:

**-28%**

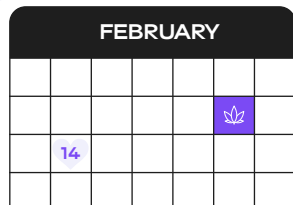
Lower than average daily sales on Super Bowl Sunday



### 3 Roses are Red, Romance is Green.

**+37%**

Higher than average daily February sales on **Friday** of Valentine's Day Weekend



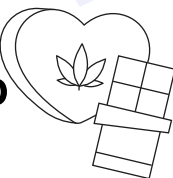
### 4 THC Chocolate: The Language of Love.

**+67%**

Higher daily chocolate edible sales on **Friday**

**+55%**

Higher daily chocolate edible sales on **Saturday**



\*Sales based on aggregate transaction numbers of top chocolate edible brands.

### 5 Pot of Gold.

**St. Patrick's Day** is the most popular day for cannabis sales in Q1 by far:

**+23%**

Higher sales than Valentine's Day Weekend

**+27%**

Higher sales than Super Bowl Weekend

**+70%**

Higher than average February daily sales

**+54%**

Higher than average March daily sales

## How to Win the Season of Cannabis and Chill:

- 1 Create seasonal ad creative to stand out and drive more engagement.
- 2 Build audience segments around couples, sports fans, tourists, and city residents to capture interest during major events.
- 3 Personalize ad creative based on product category trends during the season.
- 4 Increase your marketing spend leading up to key holidays and on peak sales days.

Reach your best customers with Surfside.  
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#### METHODOLOGY

Surfside processes millions of ecommerce and dispensary transactions every day across the cannabis industry. The data analyzed here ranges from January 2021 to March 2021 and is sourced from our proprietary cannabis consumer dataset, which powers targeting, advertising, and measurement for cannabis businesses.

