



**sweed**

# **The 2025 Green Wednesday Report**

**Powered by Sweed**

# The Green Wednesday Opportunity

Green Wednesday marks one of the biggest cannabis shopping days of the year, and this year, the stakes are higher than ever. According to Sweed's 2025 Cannabis Consumer Survey, **nearly half (45%) of cannabis users – about 50 million adults – plan to make a special trip to stock up for Green Wednesday.**

This isn't just a sales event. It's a loyalty moment. Shoppers are ready to engage, explore new products, and reward the dispensaries that make their experience fast, personal, and rewarding. The data shows exactly what that means.

As Green Wednesday approaches, dispensaries have a rare chance to turn high-intent holiday shoppers into long-term loyalists. ***Those that connect data, marketing, and customer experience seamlessly will not only win the day, but the season.***

The path forward is clear, and it's built on four key imperatives that will define success this Green Wednesday:

- **Be Easy to Find:** Shoppers start local and stay loyal, so use local-first marketing, referrals, and geo-targeted tools to show up where they're already looking.
- **Make Shopping Simple, Relevant, and Fast:** Streamline online menus, pickup, and delivery to make shopping effortless and build instant trust.
- **Connect Loyalty and Personalization:** Use loyalty data, and AI-driven marketing to deliver offers and recommendations that turn first-time buyers into regulars.
- **Learn from Behavior, Then Act On It:** Turn customer insights into action by automating outreach and giving every Green Wednesday shopper a reason to return.

## The Bottom Line

Green Wednesday is no longer just about discounts, it's about differentiation. The modern cannabis shopper expects relevance, convenience, and connection. Sweed gives dispensaries the tools, intelligence, and automation to deliver all three, turning a single-day sales event into a long-term growth strategy.







POWERED BY WIRED RESEARCH

# Respondents, Demographics & Methodology

The *Sweed Cannabis Retail Survey* was conducted by [Wired Research](#) in partnership with [Oak PR](#). The online study surveyed 955 U.S. adults (nationally representative, aged 21+) between October 6–10, 2025, with a margin of error of  $\pm 3.2\%$ . Results were weighted to reflect the U.S. adult population.

The data represents more than **128 million U.S. cannabis users**, spanning all age groups, family types, and usage patterns. Gen Z and Millennials lead adoption – 75% and 69% respectively – while parents are 43% more likely to use cannabis than non-parents, underscoring cannabis' deep integration into modern lifestyles.

The findings are clear: **Winning dispensaries must combine budtender expertise with AI-powered personalization, seamless digital tools, and consistent value.**

Yet, many dispensaries still rely on outdated systems, fragmented data, and disconnected experiences. The result: missed opportunities, eroded loyalty, and shoppers who churn despite positive interactions.

**The cannabis consumer has changed. This report is designed to help dispensaries change with them, and win.**

# Local Loyalty Starts With Visibility

Cannabis shoppers are loyal to what feels close, familiar and authentic, but they can't visit what they can't find. According to Sweed's 2025 Cannabis Consumer Survey, **74% of shoppers say location is the top factor when choosing a dispensary**, and **53% prefer to shop at a locally owned store**. This local-first mindset becomes even more powerful during major shopping events like **Green Wednesday**, when prices are competitive across all local dispensaries.

For retailers, that means reach isn't just about advertising, it's about *showing up at the exact moment of intent*, whether that's on Google, in a text, or through a friend's referral. The most successful operators position themselves as community hubs: locally rooted, digitally discoverable, and always in the right place at the right time.

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## How Sweed Makes It Happen

Sweed gives dispensaries the marketing and automation tools to expand local reach and stay top of mind where it matters most:

- **Geo-Targeted Campaigns:** Reach nearby shoppers with automated ads and texts triggered by proximity, time, or behavior.
- **Referral Programs + QR Receipts:** Empower loyal customers to share rewards and bring friends in with trackable incentives.
- **Local-First Marketing:** Sync loyalty, promotions, and digital menus across channels so your brand shows up consistently, online and in-store.
- **AI-Optimized Discovery:** Use intent-based data to surface the right promotions, at the right moment, to the right audience.

## Key Consumer Insights

**74%**

of shoppers choose dispensaries based on location

**53%**

favor local ownership and community authenticity

**41%**

discover new dispensaries through word of mouth or referrals

**77%**

say promotions influence where they shop during holidays like Green Wednesday

# When Shopping Feels Effortless, Loyalty Follows

When it comes to winning Green Wednesday, *ease of use is everything*. Shoppers don't just want great deals, they want a smooth, modern experience that mirrors the best of mainstream retail. According to Sweed's 2025 Consumer Survey, **43% of shoppers say speed and ease are top priorities**, and **68% say a simple, clear online menu directly impacts where they shop**. On Green Wednesday, when demand surges and patience runs thin, every second saved builds trust, and every friction point risks losing a sale.

Overall, Green Wednesday shoppers reward speed, clarity, and relevance, which means the dispensaries that win this holiday will make every part of the journey – from browsing to checkout – fast, relevant, and reliable.

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## How Sweed Makes It Happen

Sweed was built to remove retail friction from every touchpoint, so dispensaries can turn convenience into conversion:

- **Real-Time Inventory Sync:** Shoppers see exactly what's in stock online and in-store, reducing friction and abandoned carts.
- **AI-Powered Menus:** Dynamic product carousels and personalized filters show each shopper the most relevant deals and products first.
- **Express Pickup and Delivery Management:** Integrated workflows ensure orders move quickly from cart to counter to customer.
- **Integrated Loyalty at Checkout:** Customers can earn and redeem points automatically, no separate logins or lookups required.
- **Unified POS + eCommerce:** Every sale flows seamlessly through eCommerce and POS, simplifying management and allowing staff to focus on service not systems.

## Key Consumer Insights

75%

want the ability to  
reorder with one-click

72%

want to pre-order  
online

67%

say delivery options  
are essential

71%

value digital tools like  
online menus, kiosks,  
and in-store screens  
to guide their  
experience



# Turn One-Time Buyers Into Repeat Customers

Green Wednesday brings an influx of first-time and infrequent shoppers, but the real opportunity is what happens next. Loyalty in cannabis retail isn't built on punch cards or discounts alone; it's built on *personal relevance*. When offers feel timely, product suggestions make sense, and experiences stay consistent, shoppers are far more likely to return.

Yet, according to the 2025 Sweed Cannabis Consumer Survey, **only 29% of shoppers report receiving relevant promotions today**. That gap is a massive opportunity, especially during Green Wednesday, when new customer acquisition peaks. Connecting your loyalty program to personalized, AI-powered marketing ensures that every shopper gets an experience that feels designed for them.

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## How Sweed Makes It Happen

Sweed was built to make personalization effortless. With AI-powered loyalty and marketing tools, operators can deliver the kind of tailored experiences that turn a busy Green Wednesday into long-term customer growth.

- **AI Product Recommendations:** Sweed's POS and eCommerce automatically suggest products based on purchase history, demographics, and similar shopper patterns.
- **Dynamic Loyalty Integration:** Every transaction feeds into a unified customer profile, enabling personalized rewards and cross-channel recognition.
- **Automated Outreach:** Behavior-based campaigns automatically target customers with timely, relevant messages, no manual segmentation required.
- **Omnichannel Personalization:** From in-store kiosks to digital menus and email, every experience reflects the same customer insights for a consistent, data-driven experience.

## Key Consumer Insights

**86%**

of cannabis shoppers say they'd return to a dispensary that offers personalized recommendations

**86%**

say loyalty or rewards programs would motivate repeat visits

**29%**

of shoppers report receiving relevant promotions today

# Transform Customer Insights Into Growth

Green Wednesday isn't just a sales event, it's a data event. Every click, order, and loyalty scan reveals how customers think, buy, and return. According to Sweed's 2025 Cannabis Consumer Survey, **86% of shoppers say they'd return to a dispensary that offers personalized recommendations**, and nearly **8 in 10 (79%) say promotions and timing influence when they shop**. The message is clear: dispensaries that capture and act on behavioral insights in real time don't just sell more, they keep more customers.

The best operators don't just collect data, they use it to drive meaningful action. When customer behavior is captured, analyzed, and acted on quickly, it creates a cycle of retention and revenue. This is how Green Wednesday momentum turns into ongoing loyalty.

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## How Sweed Makes It Happen

By connecting sales, loyalty, and marketing data across every channel, Sweed turns customer activity into actionable intelligence, helping dispensaries stay one step ahead of shopper expectations.

- **Unified Customer Data Platform (CDP):** Connects transactions, marketing, engagement, and loyalty points into one real-time view of every shopper.
- **AI-Driven Dynamic Segmentation:** Automatically builds target lists ("show me everyone who bought edibles this week but hasn't reordered") – no manual data pulls required.
- **Behavior-Based Automations:** Send personalized texts or emails triggered by specific actions, like browsing a product, abandoning a cart, or hitting a loyalty milestone.
- **Insight Dashboards:** Visualize sales and engagement patterns across locations to refine promotions and timing for future events.

## Key Consumer Insights

**79%**

say promotions shape *when they shop*, underscoring the power of timely, data-informed outreach

**77%**

report that deals and discounts influence which dispensary they choose

**75%**

of shoppers want one-click reordering

**72%**

want pre-ordering, showing convenience fuels retention



# How Sweed Powers Your Cannabis Revenue Flywheel at Every Stage of the Shopper Journey

The opportunity for operators isn't just in the traffic spike, it's in turning that traffic into lasting momentum. That's where your **Cannabis Revenue Optimization Flywheel** comes in. It connects every part of the retail journey, from discovery to repeat purchase, into one continuous growth loop. **Sweed powers that loop, acting as your growth engine.** Each stage builds on the last, driven by data and automation working in sync.



Green Wednesday is the ultimate test of operational readiness and customer understanding. Dispensaries that activate the Flywheel – connecting reach, experience, speed, fulfillment, and loyalty – won't just win one big day. They'll create a self-sustaining cycle of growth powered by real-time data, personalized marketing, and seamless customer experiences.



# Winning the Modern Cannabis Shopper

This Green Wednesday, success isn't just about driving foot traffic, it's about capitalizing on every customer interaction to empower continuous business and growth. The data from Sweed's 2025 Cannabis Consumer Survey shows that shoppers are **local-first, digital-native, and loyalty-driven**, expecting dispensaries to deliver ease, relevance, and personalization across every touchpoint.

When dispensaries show up where shoppers are looking, make shopping seamless, personalize every offer, and act fast on behavioral data, they don't just win the holiday, they build the kind of customer relationships that last all year long.

The findings are clear: the cannabis consumer has evolved, but many dispensaries haven't caught up. *Green Wednesday magnifies those gaps, as consumers seek speed, relevance, and value all at once.* Here are some important things to keep in mind:

- **Personalization drives loyalty:** 86% of shoppers would return to a dispensary offering tailored recommendations.
- **Digital ease shapes purchasing:** 75% want one-click reordering, 72% want to pre-order online, and 67% say delivery options are essential.
- **Budtenders still matter deeply:** 88% buy through dispensaries, and 76% say budtender expertise directly influences what they purchase.
- **Price and promotions still rule behavior:** 89% are more likely to be repeat customers if pricing is competitive, and 77% say promotions determine where they shop.

The bottom line is that Green Wednesday is more than a one-day sales event, it's a snapshot of where cannabis retail is headed. Shoppers now expect the **efficiency of mainstream retail** and the **authenticity of local connection**, rewarding dispensaries that deliver both.

The operators who win this holiday, and the months that follow, are those who treat it not as a single campaign, but as a part of a continuous cycle of growth. When dispensaries focus on visibility, ease, personalization, and action, they build the kind of loyalty that lasts well beyond the holiday rush.

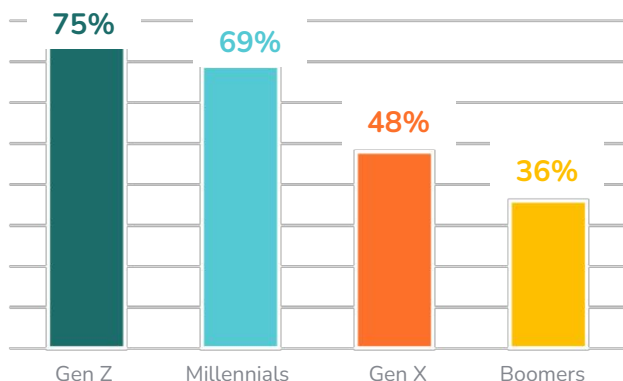
Green Wednesday proves that when data and experience align, every shopper interaction can become the start of a long-term relationship.

# Appendix

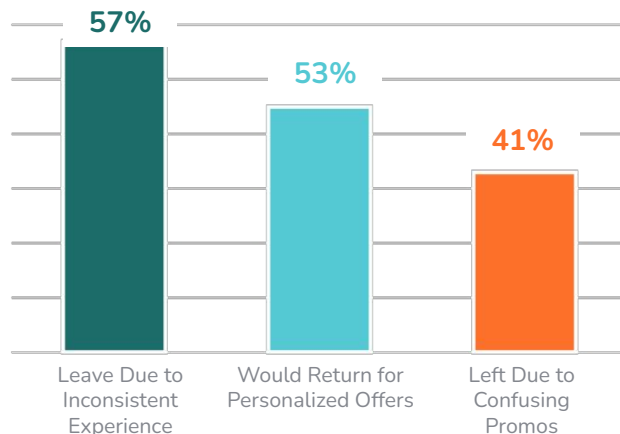


# Full Data Highlights

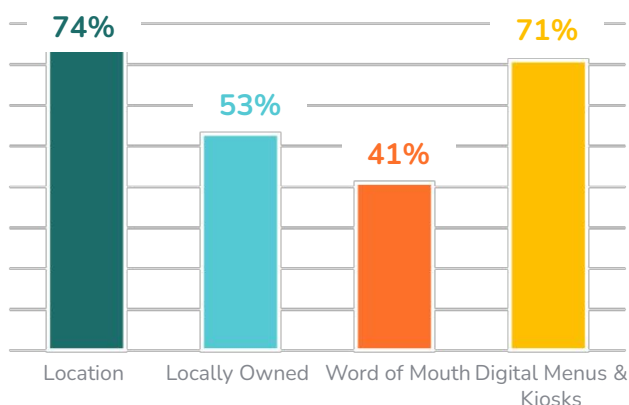
## Cannabis Use By Generation



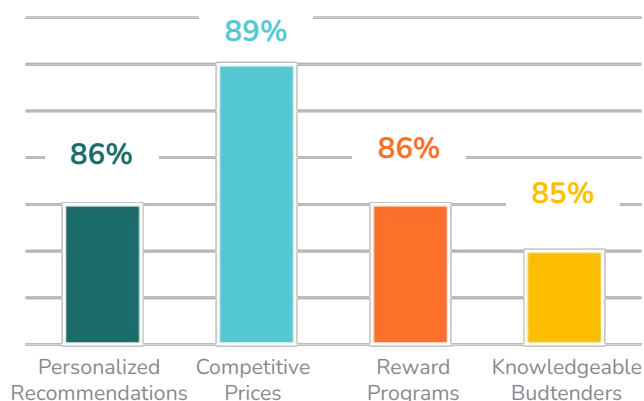
## Why Shoppers Churn or Return



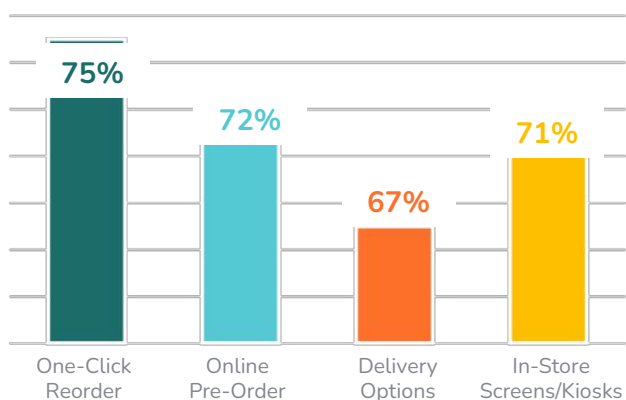
## What Drives Choice



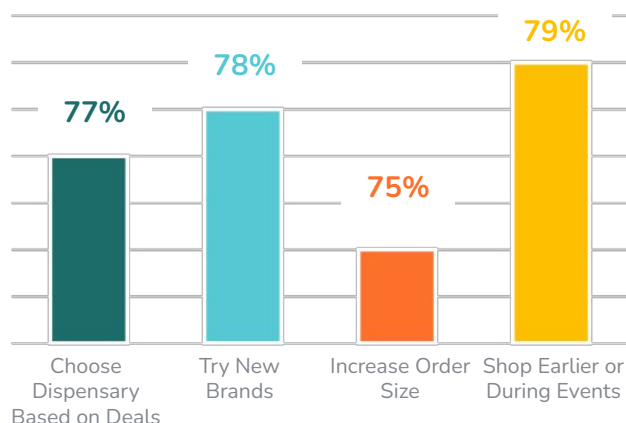
## Top Loyalty Drivers



## Most-Valued Digital Features



## Impact of Promotions





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**Schedule a  
demo today.**

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