



sweed

The 2025 Sweed Consumer Snapshot Report:

What Cannabis Shoppers Actually Want
And How Dispensaries Can Deliver

The New Era of the Cannabis Consumer

The cannabis industry has grown up. What used to be niche is now part of everyday life for more than half of U.S. adults. Today's shoppers are diverse, informed, and expect the same easy, personalized, and convenient experiences they get everywhere else.

As the market becomes more competitive, dispensaries need to keep up with these rising expectations. The 2025 Sweed Consumer Snapshot Report shows that while cannabis consumers have evolved, many retailers are still playing catch up, leaving a gap between what shoppers want and what most strive to deliver.

In short: today's cannabis shopper expects the sophistication of Apple, the personalization of Amazon, and the trust of a local boutique. All from their local dispensary.

Key Takeaways

- Personalization drives loyalty
- Digital ease shapes purchasing
- Budtenders still matter deeply
- Price and promotions still rule behavior

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





Understanding the Modern Cannabis Shopper

Today's cannabis shoppers are savvy, selective, and expect more than just good deals; they want value, connection, and convenience at every step. From pricing and loyalty to community roots and delivery, these insights highlight what truly drives customer decisions and how dispensaries can turn everyday shoppers into lifelong regulars.

The Data Behind the Decisions

85%

Say price is the top factor when choosing where to buy

78%

Prioritize dispensaries with a local presence.

77%

Are more likely to buy from dispensaries with loyalty programs

53%

Love when dispensaries help them discover new products

44%

Browse online before visiting a store

39%

Say the in-store vibe directly impacts their loyalty

36%

Shop once a week or more

33%

Want text updates about promotions or new product drops

31%

Prefer delivery when it's available



Price Leads, But Value Seals the Deal

Price still matters most. In fact, **85% of cannabis shoppers say price is the top factor when choosing where to buy.** But while discounts and deals can grab attention, dispensaries can't rely on price alone to build loyalty or long-term growth.

How to turn price pressure into profit:

- Use loyalty programs to reward frequent shoppers and build lasting value.
- Offer bundles that highlight savings while moving more products.
- Send personalized promos that feel relevant, not random.
- Focus on perceived value. Quality, service, and convenience matter as much as cost.



Authentic Wins Every Time

78% of cannabis shoppers prioritize dispensaries with a local presence. It's not about size, it's about connection. Whether you run one shop or many, customers are drawn to brands that feel close to home. Authenticity builds trust and keeps shoppers coming back, especially when your brand reflects the people and places it serves.

How to build authentic connections:

- Use a local voice in marketing: highlight your team, your town, and your story.
- Support community events and causes that align with your brand values.
- Showcase local products and partnerships on your shelves and online.
- Train staff to create personal, genuine interactions. Every visit should feel familiar.



Rewards Drive Loyalty

77% of cannabis shoppers say they're most likely to buy from dispensaries where they can earn loyalty points. Loyalty isn't just a nice-to-have, it's a proven driver of repeat business. But if joining your program feels complicated or time-consuming, customers will skip it. The easier it is to sign up and start earning, the faster you turn one-time shoppers into regulars.

How to make loyalty effortless:

- Enable sign-up right from the receipt or post-checkout screen.
- Offer retroactive points so no purchase feels wasted.
- Eliminate barriers. No long forms or extra apps.
- Promote rewards at every touchpoint: in-store, online, and through budtenders.

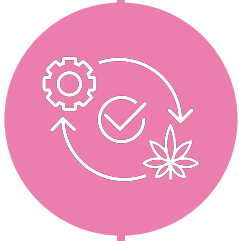


Discovery Drives Retention

More than half of shoppers (53%) say they love when dispensaries help them discover new products. Great budtenders make this happen every day, but they're not always available, and customers expect the same level of guidance online. Smart recommendations turn curiosity into loyalty by making every visit feel fresh and personalized.

How to turn discovery into repeat business:

- Use AI tools to suggest products based on past purchases and browsing behavior.
- Feature “staff picks” and rotating “try something new” sections in-store and online.
- Pair recommendations with loyalty points or small incentives to encourage exploration.
- Track what shoppers respond to and fine-tune suggestions over time.

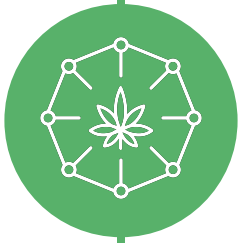


Shopping Starts Before Customers Show Up

44% of cannabis shoppers browse online before visiting a store, meaning your first impression happens long before they walk through the door. A strong digital presence isn't about shouting louder; it's about being genuinely useful. When customers can easily find what's in stock, see current deals, and explore trending products, they arrive ready to buy.

How to make your digital first impression count:

- Keep your online menu accurate, clear, and easy to navigate.
- Highlight real-time inventory, promotions, and best-sellers.
- Use SMS and email to share timely, relevant updates, not spam.
- Make sure your website feels like your store: approachable, informed, and on-brand.

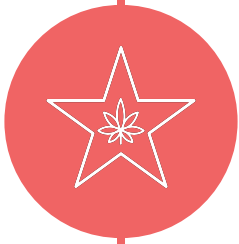


Vibes Matter

Nearly 4 in 10 shoppers (39%) say the in-store experience directly impacts their loyalty. A clean layout, friendly staff, and good music aren't just nice-to-haves, they're part of what makes customers feel comfortable and confident. A great vibe turns casual shoppers into regulars, especially for those who may be new to cannabis.

How to create a winning vibe:

- Keep your store layout clean, simple, and easy to navigate.
- Play music that sets a welcoming tone and matches your brand personality.
- Train staff to greet every customer warmly and offer help without pressure.
- Make first-timers feel at ease with clear signage and approachable education.



Turn Regulars Into Your MVPs

Over a third of cannabis consumers (36%) shop once a week or more. These regulars are your most valuable customers, driving consistent sales and word-of-mouth growth. The key is keeping them engaged with experiences that feel rewarding, fresh, and relevant every time they visit.

How to keep weekly shoppers coming back:

- Use loyalty rewards to recognize and motivate your most frequent buyers.
- Plan timed product drops or exclusive releases to create excitement.
- Send personalized offers or reminders based on shopping habits.
- Make reordering effortless with saved carts, one-click checkout, or express pickup.



Don't Sleep on Texts

One in three shoppers (33%) want text updates about promotions or new product drops, proof that SMS is still one of the most powerful ways to reach customers. Texting feels more personal and direct than email or social media, especially when messages sound like they're coming from a trusted budtender, not a brand megaphone.

How to make texting work for your dispensary:

- Send short, conversational texts that sound human, not corporate.
- Use texts to announce drops, flash deals, or loyalty rewards.
- Segment your audience so messages stay relevant to each shopper.
- Include clear calls to action (like "Shop Now" or "Claim Your Reward") to drive instant engagement.



Delivery is the New Standard

Nearly one in three shoppers (31%) prefer delivery when it's available. While regulations still limit delivery in some states, in markets where it's allowed, consumers now see it as an expectation, not a bonus. As on-demand shopping becomes the norm, dispensaries that offer smooth, reliable delivery can win loyalty and repeat business, while those in markets where it's not available legal should be preparing for the moment it is.

How to meet delivery expectations:

- Where permitted, make delivery seamless with clear menus, accurate ETAs, and real-time updates.
- Integrate delivery with your loyalty and marketing systems to encourage repeat orders.
- Promote delivery options clearly online and in-store to boost awareness.
- If your market doesn't allow it yet, start building a plan and partnership now so you're ready when regulations change.

Your Edge Isn't Just Weed. It's How You Show Up.

Today's cannabis shopper expects more than a good product. They want a brand that feels personal, convenient, and consistent across every channel. These habits don't just point to trends; they outline a playbook for dispensaries that want to win. The good news? Every one of these expectations aligns with what Sweed helps retailers deliver, seamlessly and without chaos.

This isn't about doing more. It's about doing the right things, smarter. Each insight connects to a step in your Cannabis Revenue Optimization Flywheel, showing how modern dispensaries can grow, adapt, and thrive by aligning strategy with shopper behavior.



Grow Your Reach

Be where your customers already are.



Elevate the Experience

Turn shopping into something worth returning to.



Speed Up Sales

Make every step of the buying journey simple.



Fulfill with Confidence

Reliability builds trust.



Maximize Customer Value

Reward loyalty and make it personal.



Drive Repeat Business

Stay connected between visits.

The Bottom Line

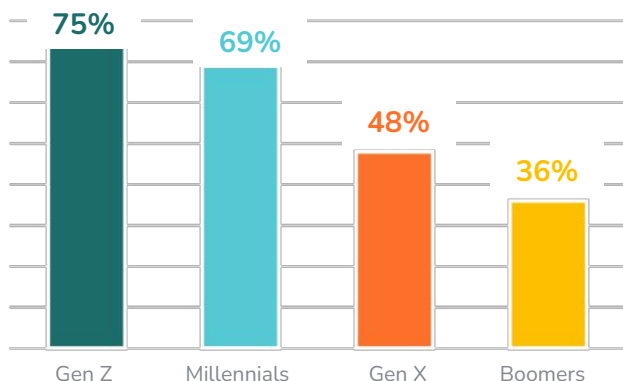
Winning dispensaries aren't just selling products, they're delivering experiences. With Sweed's all-in-one platform powering every step of your Flywheel, retailers can meet modern shopper expectations in real time and turn every interaction into lasting loyalty.

Appendix

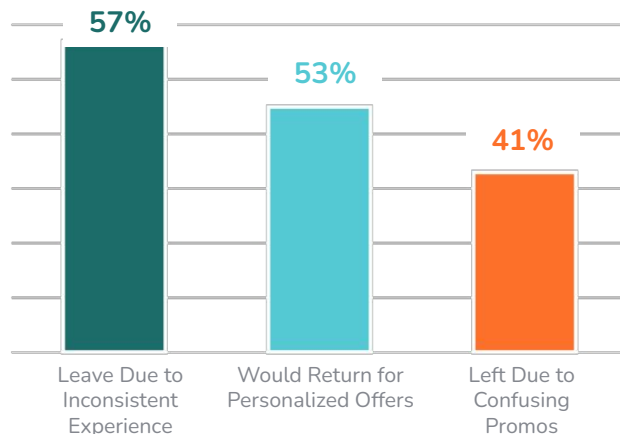


Full Data Highlights

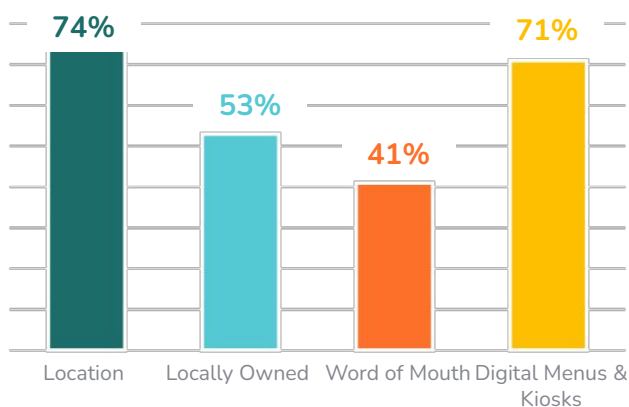
Cannabis Use By Generation



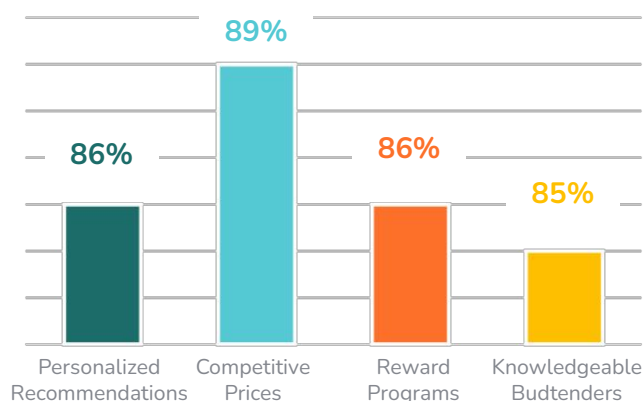
Why Shoppers Churn or Return



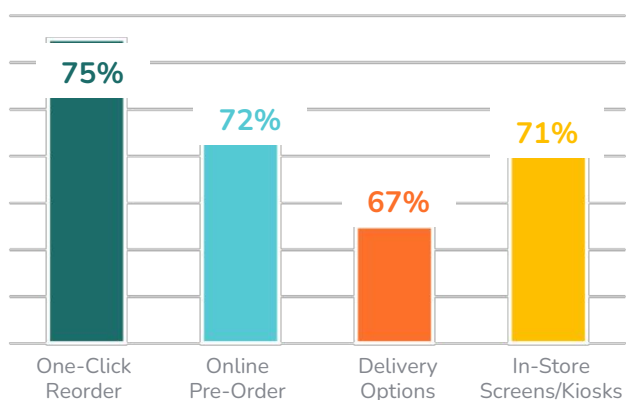
What Drives Choice



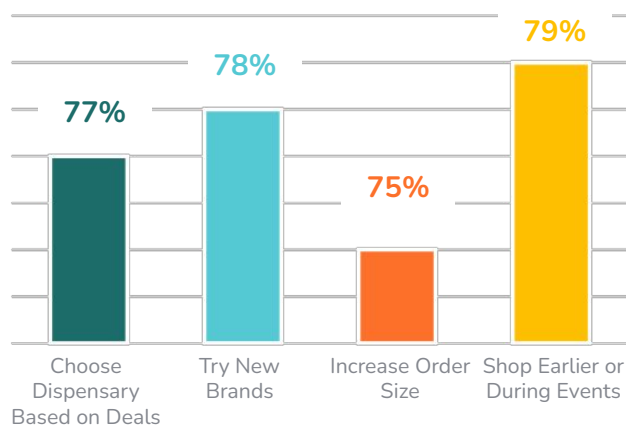
Top Loyalty Drivers



Most-Valued Digital Features



Impact of Promotions





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**Schedule a
demo today.**

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