

# Labor Day Sales for Marijuana to Trend High as Summer Comes to a Close

## MJ Freeway Provides Trend Data for Industry Cannabis Sales

DENVER, Sept. 1, 2016 /PRNewswire/ -- Like the cannabis holiday on April 20<sup>th</sup> (4-20) and the Fourth of July, Labor Day marks one of the highest grossing sales days in the cannabis industry. Once again, [MJ Freeway](#) takes a look at holiday trends in the cannabis market and gives some advice for what retailers can do to prepare for higher foot traffic in the coming weekend.

Logo - <https://photos.prnewswire.com/prnh/20160901/403518LOGO>

[MJ Freeway's](#) retail data set, which accounts for 40% of the legal cannabis market and includes nearly \$5 billion in retail sales transactions, helps businesses across the industry understand everything from sales cycles to inventory management and more.

[MJ Freeway](#), which created the first seed-to-sale tracking software in the cannabis industry, continues to lead the industry in tracking capabilities and software solutions for clients in the US and abroad.

"Cannabis is a young industry and it's important to track trends early and often, which is why we've made it a priority to provide businesses with a full picture of high-volume sales days," said [Amy Poinsett](#), CEO of MJ Freeway. "The more we understand about the industry as a whole, the better we are able to provide our clients with solutions that they need for smooth and efficient business practices."

### Labor Day by the Numbers

- In 2015, total cannabis retail sales exceeded \$32M on Labor Day weekend (Sept 3-6, 2015), which represents a 43% daily increase from an average sales day. This also represents average daily retail sales growth of 23% in 2015 over average daily sales for Labor Day weekend 2014 (Sept 4-7, 2015).
- In 2016, we expect Labor Day weekend retail sales (Sept 1-4) to reach \$41M
- Sales spikes begin the Thursday before Labor Day with Friday being the highest grossing sales day.
- In 2015, individual cannabis licensed retail locations\* – dispensaries and delivery services – sold on average \$5,694 in retail sales on September 3, \$7,266 on September 4, \$5,985 on September 5, and \$5,100 on September 6 in 2015, the four days of Labor Day weekend.

\*Note: One physical cannabis retail location may operate with two individual licenses – medical and recreational.

- Same-store cannabis retail customer traffic increased by slightly more than 11% on Labor Day weekend 2015 compared to Labor Day weekend 2014. This year it's

expected to rise even more.

- Customer traffic increased on average by 20% during Sept 3-6, 2015 as compared to a non-holiday sales day.
- Individual customers spent on average \$69.14 per trip Labor Day weekend 2015, a rise of 3% compared to customers visiting retail locations on an average day.

## **MJ Freeway Consulting Services**

For more information on state-specific retail sales data or for help spotting trends and opportunities using cannabis sales data, please contact MJ Freeway Consulting Services at [sales@mjfreeway.com](mailto:sales@mjfreeway.com) or 888-932-6537 ext 2. Please join our upcoming webinar on Sept 15 on the evolving Oregon cannabis market. Register [here](#).

**About MJ Freeway:** MJ Freeway® is the industry-leading software and consulting solution for cannabis businesses, processing \$5B in cannabis sales transactions and serving 23 state and the District of Columbia, Canada, Europe, and Australia. Founded in 2010 by a team of career software and IT professionals, the product suite is designed and built from the ground-up specifically for cannabis businesses. MJ Freeway's tracking software includes patent-pending inventory control and grow management applications to streamline workflow and increase efficiency. MJ Freeway's Leaf Data systems software solution enables governments to track cannabis plants from seed-to-sale and ensure patient, public and product safety. MJ Freeway also offers SuccessMap®, a complete suite of professional services for cannabis businesses. For more information, call 888-932-6537, visit [mjfreeway.com](http://mjfreeway.com) or check us out on [Facebook](#), [Twitter](#), and [LinkedIn](#).

### **Media Contact:**

Jeannette Ward  
888.932.6537 x754  
[Email](#)

To view the original version on PR Newswire, visit <http://www.prnewswire.com/news-releases/labor-day-sales-for-marijuana-to-trend-high-as-summer-comes-to-a-close-300321496.html>

SOURCE MJ Freeway