

Dutchie Dispensaries Experience Boost in Sales on Green Wednesday

Dutchie Sees Record Green Wednesday Sales, Driven by Pay by Bank Usage and Dutchie 2.0

Dutchie, a leading cannabis commerce platform, saw a record number of transactions processed through its platform on **November 27, 2024**, also known as **Green Wednesday**, one of the cannabis industry's busiest shopping days of the year. Historically, Green Wednesday ranks as the second-largest sales day, just behind **4/20**, for dispensaries. On this day, Dutchie helped facilitate seamless cannabis purchases for over **6,500 legal cannabis dispensaries** across the United States, making it a banner day for the cannabis retail sector.

The surge in sales comes as cannabis consumers, both for recreational and medical use, stocked up for the "high holiday" or picked up cannabis gifts to complement their Thanksgiving celebrations.

Green Wednesday Sales Surge

Dutchie reported that the **average dispensary sales** on Green Wednesday surged by an impressive **91%** compared to an ordinary Wednesday. Additionally, the **average basket size** increased by **9%**, reaching **\$70.80**. This boost was particularly notable in states like **New York**, where dispensaries saw higher average basket values—\$83.37 for adult-use and \$106.41 for medical cannabis.

This record sales growth was fueled in part by the **increased use of Pay by Bank**, a Dutchie payment product powered by Plaid. The payment method, which allows for fast, secure transactions directly from consumers' bank accounts, played a pivotal role in increasing the **average basket size by 32%** on Green Wednesday compared to cash transactions.

"Pay by Bank is clearly resonating with consumers," said **Spencer Scott**, Chief Revenue Officer at Dutchie. "As more people embrace digital payments, we're seeing a noticeable shift in the purchasing power and convenience of transactions."

A Strong Green Wednesday, but 4/20 Still Leads the Pack

While Green Wednesday saw significant gains in sales, it was still not quite enough to overtake **4/20**, the cannabis industry's biggest day of the year. In fact, Dutchie's data shows that **4/20** sales this year exceeded Green Wednesday by **17%**, reinforcing that the annual cannabis celebration remains the peak of cannabis retail.

Still, Green Wednesday is carving out a prominent place on the cannabis calendar. As more people embrace cannabis as an alternative to alcohol, especially around Thanksgiving, the popularity of Green Wednesday is expected to continue growing in the years to come.

Dutchie 2.0 Powers Increased Sales and Dispensary Success

This year's record-breaking Green Wednesday sales were supported by **Dutchie 2.0**, an updated version of the platform released earlier in 2024. Designed to better serve dispensaries and provide tools for success in a highly competitive market, Dutchie 2.0 introduced enhanced features aimed at optimizing sales and improving the overall customer experience.

“Our goal is to help dispensaries thrive in an increasingly crowded market,” said Scott. “Dutchie 2.0 provides our customers with the tools and technology needed to scale, improve their operations, and serve consumers more effectively.”

Dutchie 2.0 is part of the company's broader strategy to improve the infrastructure of the legal cannabis marketplace and position itself as a critical player in the industry's growth.

Looking Ahead: Growing Popularity of Green Wednesday

With **Green Wednesday** continuing to gain momentum, the cannabis industry is setting its sights on the future, as more Americans turn to cannabis in place of traditional alcohol consumption. Dutchie is optimistic about the growing importance of this annual cannabis shopping day and its role in the broader retail cannabis landscape.

“Green Wednesday is quickly becoming a premier cannabis holiday and a vital day of business for cannabis dispensaries,” said Scott. “And as more Americans swap alcohol for cannabis, the popularity of Green Wednesday will just increase.”

As cannabis becomes more mainstream and social acceptance continues to grow, **Green Wednesday** is poised to become a staple in the cannabis shopping calendar, with even greater sales expected in the coming years.

Dutchie's success on Green Wednesday reflects the ever-expanding popularity of legal cannabis and the increasing shift in consumer preferences toward digital payment solutions like **Pay by Bank**. With **Dutchie 2.0** leading the way, dispensaries are better equipped than ever to capitalize on this rapidly growing market, with **Green Wednesday** now firmly positioned as one of the most significant cannabis retail days of the year.

As the industry continues to mature, Dutchie remains committed to supporting dispensaries and driving success through innovative technology and seamless shopping experiences.

Email: info@cannabisriskmanager.com | Phone: +855-507-2622

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