

SERVING THE CANNABIS INDUSTRY THROUGH EDUCATION, COMPLIANCE, WORKFORCE DEVELOPMENT, AND INFORMED JOURNALISM.

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COMPLIANCE ✨ BUSINESS ✨ CAREERS ✨ CULTURE ✨ TECHNOLOGY

INDUSTRY BY THE NUMBERS™

THE ONE NUMBER THAT CAN IMPROVE YOUR BUSINESS.

EDUCATIONAL SERIES

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TODAY'S NUMBER: AVERAGE TRANSACTION VALUE (ATV)

WHAT IS ATV?

Average Transaction Value (ATV) is the average amount a customer spends each time they make a purchase.

It's one of the most important indicators of retail health and growth potential.

A higher ATV increases revenue without increasing foot traffic.

THE FORMULA

Simple. Powerful. Profitable.

$$\frac{\text{TOTAL SALES (DOLLARS)}}{\text{NUMBER OF TRANSACTIONS (RECEIPTS)}} = \text{AVERAGE TRANSACTION VALUE (ATV)}$$

EXAMPLE (JUNE 2026)

$$\frac{\$6,840}{100} = \$68.40$$

Total Sales Number of Transactions Average Transaction Value



WHY IT MATTERS

ATV helps you measure customer behavior, basket size, product mix effectiveness, and the success of promotions and upsell strategies.

THIS WEEK'S ATV AT-A-GLANCE



\$68.40

Industry Average ATV
(June 2026)



+7.6%

vs. May 2026



2.43

Average Items Per Transaction



\$28.32

Average Product Price



64%

Repeat Customer Rate



31%

Flower Category Share

Source: Cannabis Industry Analytics Report – July 2026

5 WAYS TO INCREASE YOUR ATV



OFFER PREMIUM PRODUCTS

Highlight top-shelf flower, concentrates, craft edibles, and limited drops.

Higher quality often means higher spend.



UPSELL EVERY TIME

Train your team to recommend the next best product.

Ask: "Would you like to add anything else to your order?"



BUNDLE & CREATE VALUE

Use bundles, mix and match deals, and multipack offerings.

More value drives greater basket size.



EDUCATE & INSPIRE

Help customers understand new products, effects, and benefits.

Informed customers spend with confidence.



BUILD LOYALTY

Loyal customers visit more often and spend more.

Rewards, points, and personalized service make a difference.

“ Small increases in ATV create massive results over time. ”

ATV BENCHMARKS BY STORE TYPE

Industry averages – June 2026

High-Volume Dispensary	\$72.10
Mid-Volume Dispensary	\$66.80
Boutique Dispensary	\$59.40
Medical Dispensary	\$62.15
Delivery Service	\$74.85
Recreational Market (Mature)	\$71.35
Recreational Market (Emerging)	\$56.65

Source: Cannabis Industry Analytics Report – July 2026

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SCAN TO TAKE THE ATV QUIZ



Test your knowledge. Improve your results.

PUT THE NUMBER TO WORK



- ✓ Track your ATV weekly.
- ✓ Compare to last month.
- ✓ Set improvement goals.
- ✓ Train your team.
- ✓ Reward great results.

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