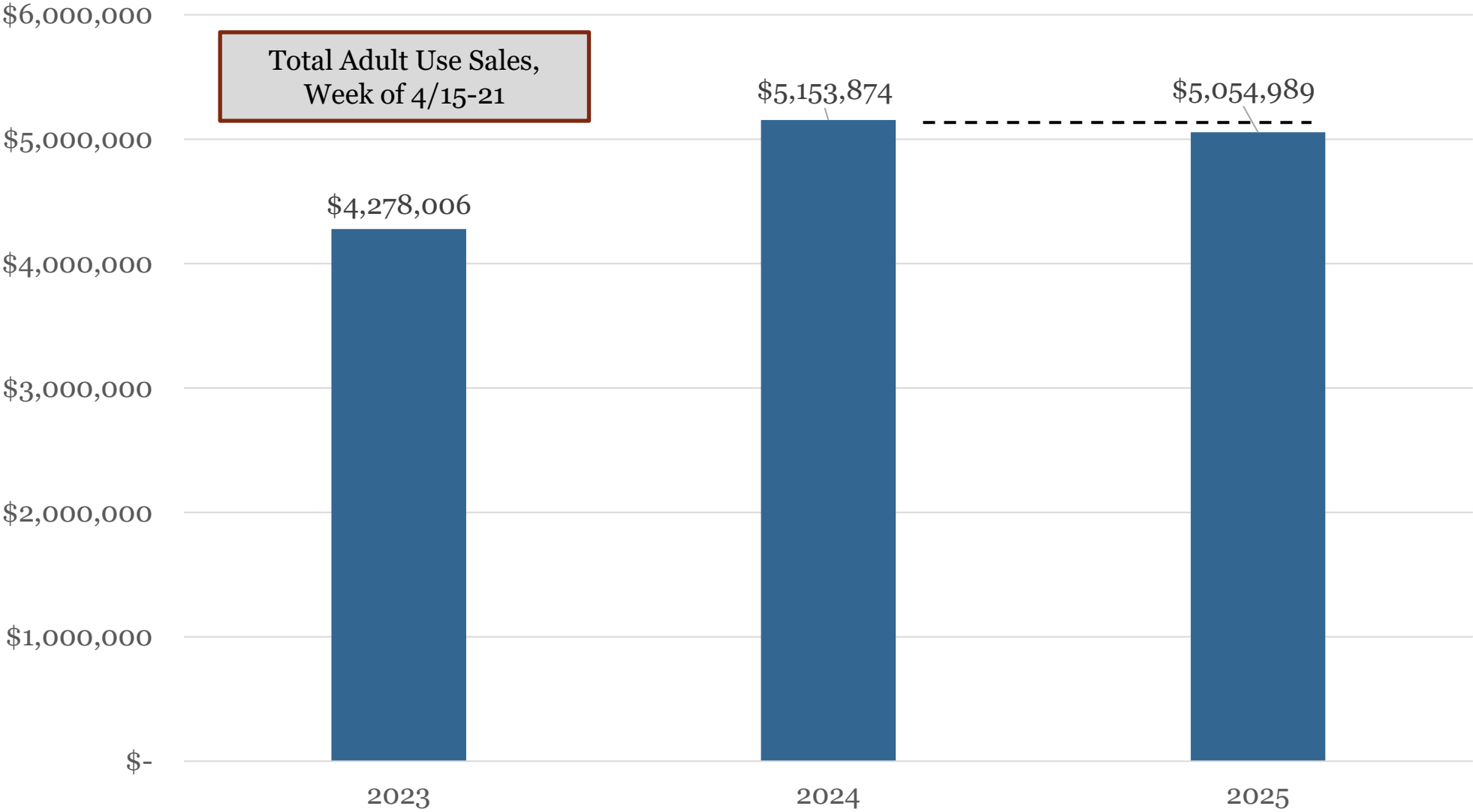


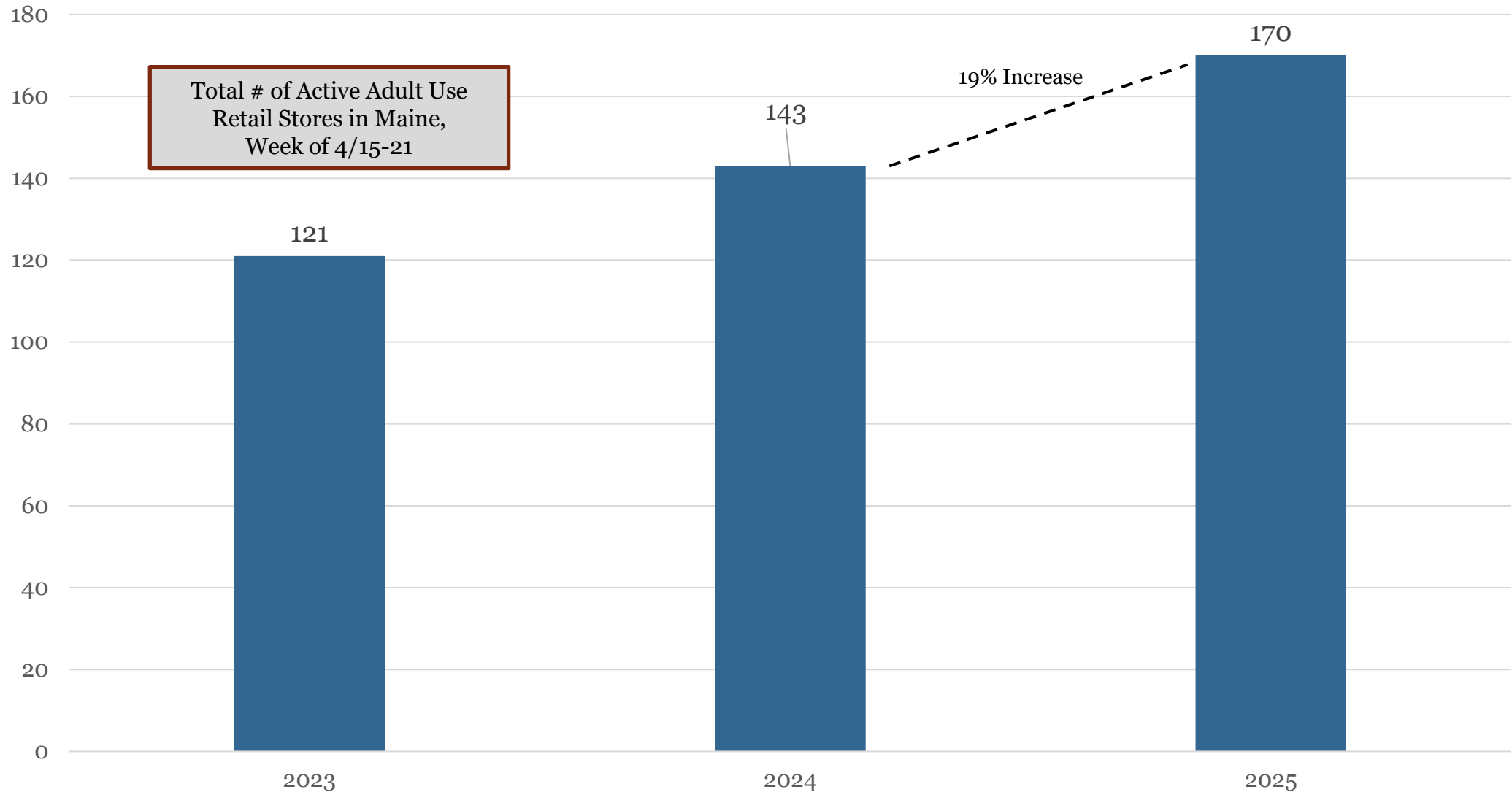
Maine Adult Use Cannabis 4/20 Sales Data

2023 – 2025

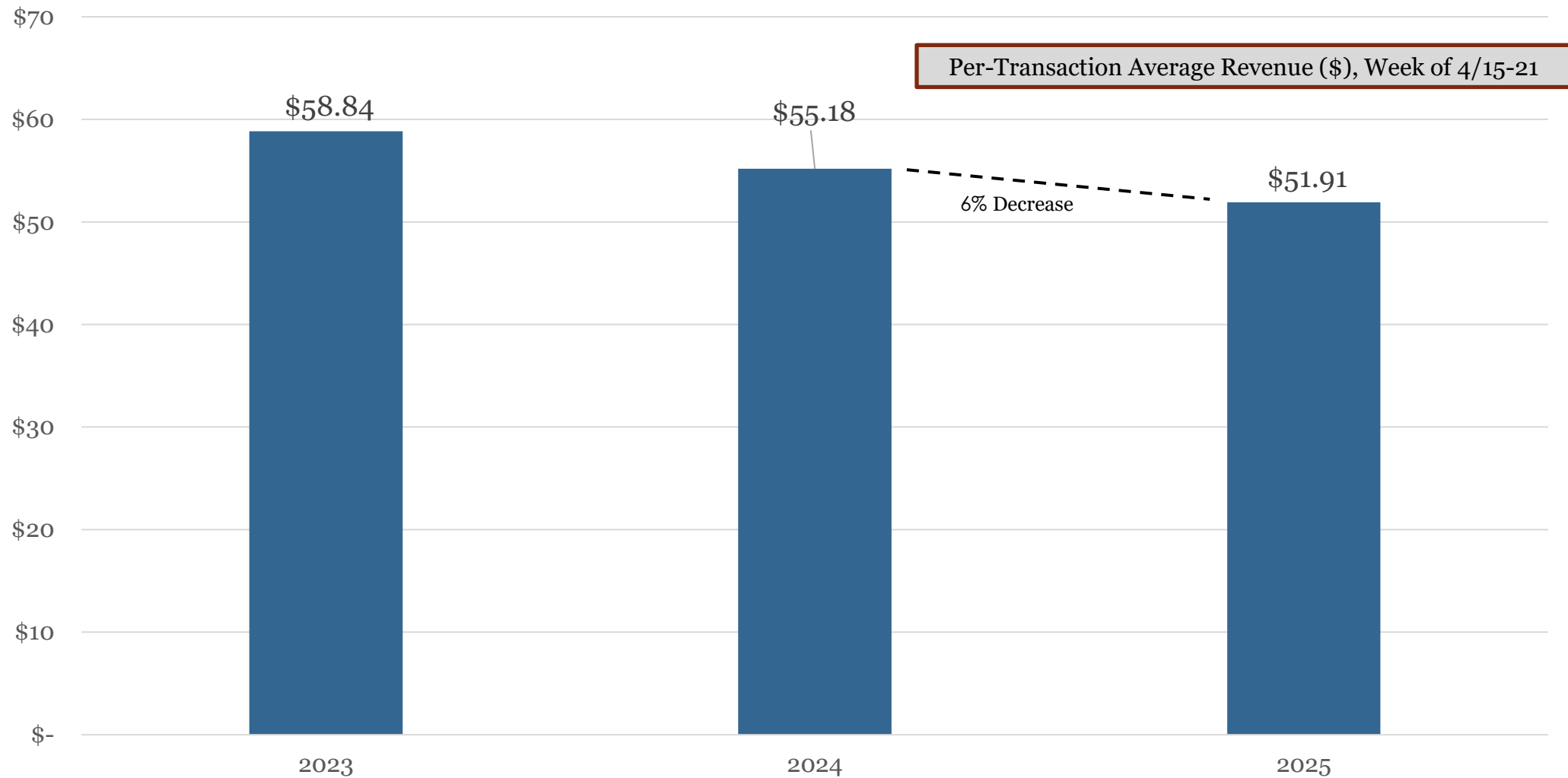
Week of 4/20 sales have remained **stable** over the last year.



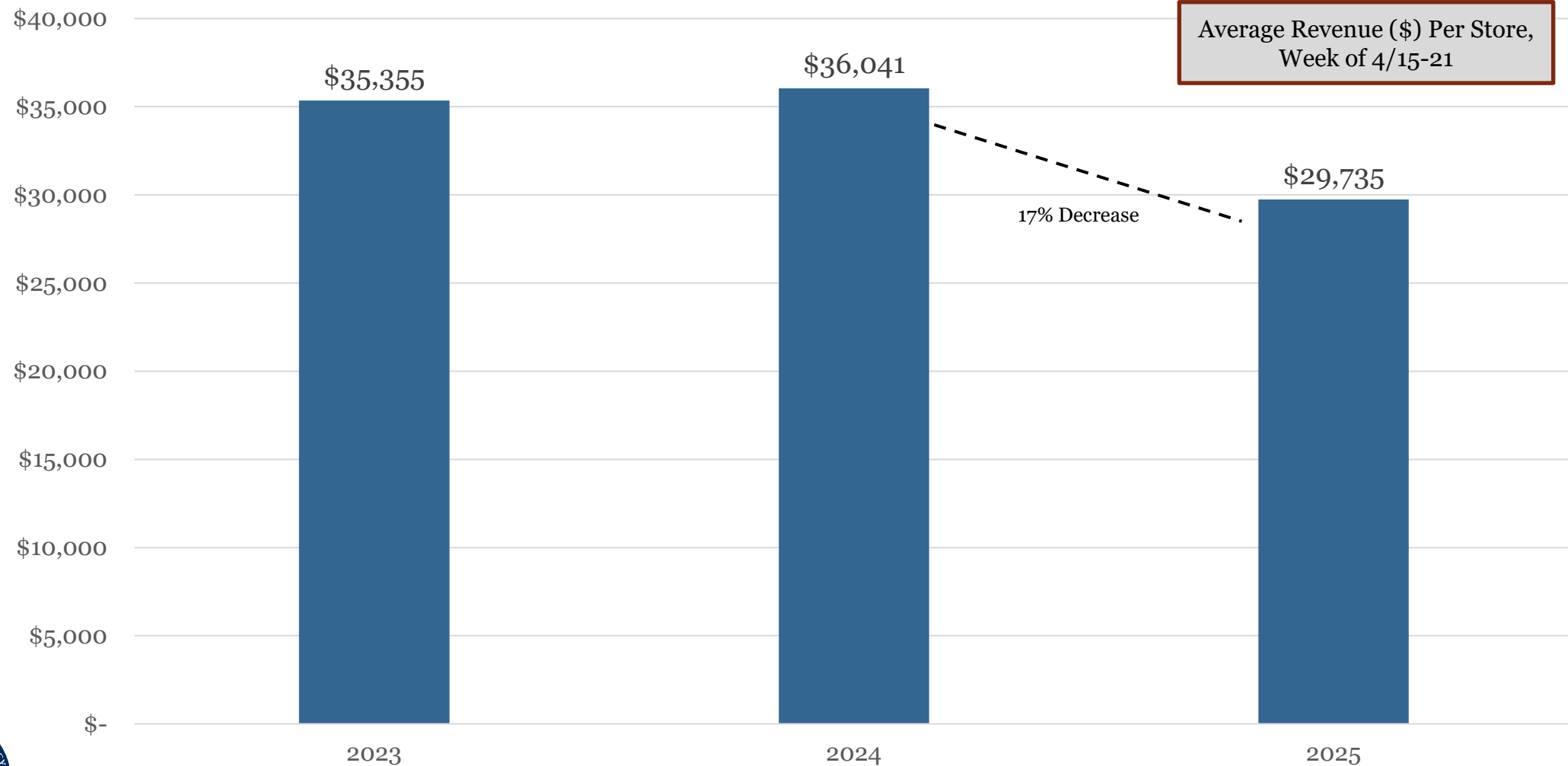
However, Maine's adult use cannabis retail market is **getting more crowded**.



Per-transaction revenue is **falling**, putting even more pressure on individual retail locations.



As a result, per-location sales have **plummeted since 2024**, validating a trend the industry has already noticed.



Friday and Saturday are consistently higher selling days, regardless of when 4/20 happens to fall on a given year.

