



AN ADVANTAGE SOLUTIONS PULSE SURVEY

# Halloween 2023: Shoppers Reveal Plans to Spend and Celebrate



**After a year marked by inflation, some two-thirds of grocery shoppers expect to spend about the same amount on Halloween candy and other edible treats this year as they did last year,** according to a September 5-7, 2023, Advantage Solutions survey of more than 1,000 U.S. adults who celebrate Halloween and are their household's primary grocery shopper or share the responsibility. Six in 10 will spend the same on costumes, decorations and Halloween novelties and other non-food treats.

Despite inflation's effect on retail prices, only one-fifth of surveyed shoppers anticipate spending more money on Halloween candy, food and other treats. One-fourth expect to spend more on costumes and decorations this year.

Six in 10 Halloween candy buyers say inflation has had no impact on how much they'll spend or the amount they'll buy. Among those who say inflation will alter their candy spending this year, a full half say they'll likely spend the same, but buy less candy due to higher prices. Nearly one-third of this group expect to spend less and buy less candy.



## 6 in 10

**HALLOWEEN CANDY BUYERS SAY INFLATION HAS HAD NO IMPACT ON HOW MUCH THEY'LL SPEND**

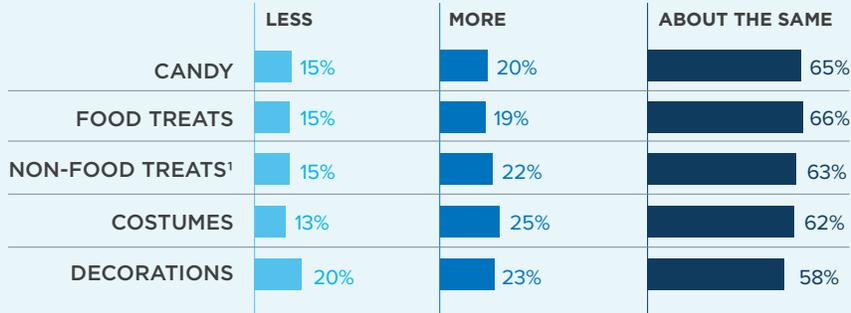
## One-Fourth

**OF SHOPPERS EXPECT TO SPEND MORE ON COSTUMES AND DECORATIONS THIS YEAR**



### Anticipated Level of Spending vs. 2022

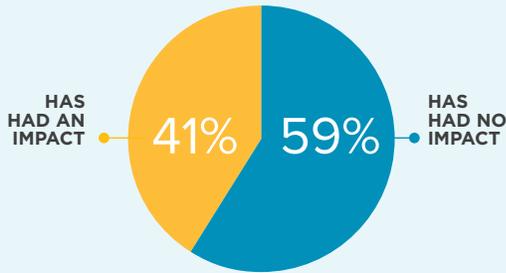
(Respondents who plan to purchase these items)



<sup>1</sup> Toys, play jewelry, pencils, health/beauty items, etc.  
May not total 100% due to rounding.



### Impact of Inflation on Plans to Purchase Halloween Candy



### How Inflation Will Impact Halloween Candy Purchases

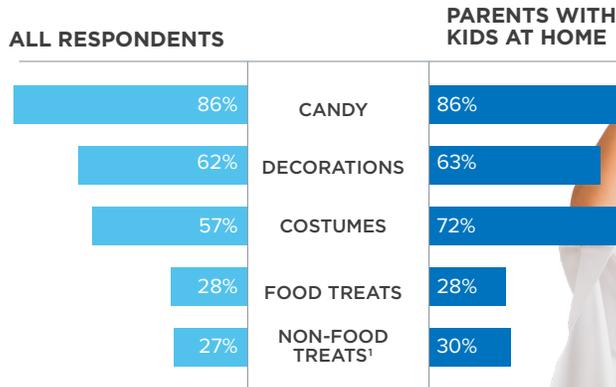
(Respondents who say it will impact their purchases)



### Most surveyed shoppers

plan to buy Halloween staples: candy (nine in 10 will buy), decorations (six in 10) and costumes (six in 10). A greater percentage of shoppers with kids at home (seven in 10) have costumes on their to-buy lists.

### Planned Halloween Purchases



<sup>1</sup> Toys, play jewelry, pencils, health/beauty items, etc.

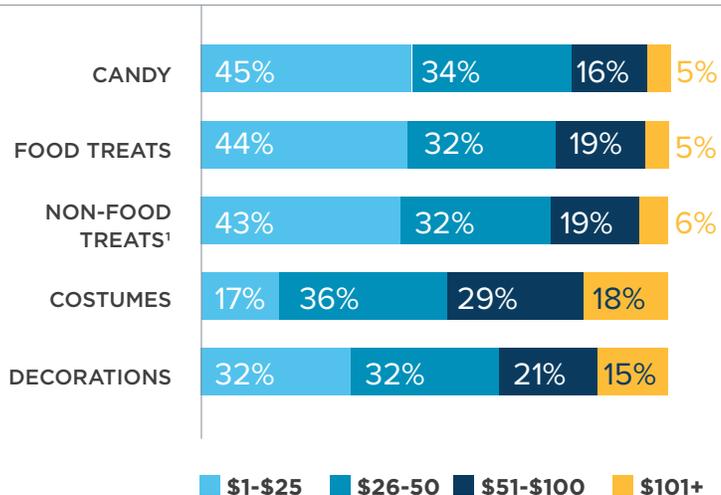


## Anticipated Spending Amount

(Respondents who are buying these items)

### Nearly half of Halloween candy buyers

expect to spend \$25 or less on Halloween candy, but a significant percentage of shoppers are going into the holiday with bigger budgets. One-fifth of candy buyers plan to spend \$50 or more on sweets. One-fourth of those planning to buy other edible and/or non-food treats, such as toys, themed play jewelry or health and beauty items, anticipate spending more than \$50 on those items. Nearly half of costume buyers expect to spend over \$50 on their outfits — nearly one-fifth will spend \$100-plus. Close to 40% of those who like to decorate plan to spend over \$50 on decor.



<sup>1</sup> Toys, play jewelry, pencils, health/beauty items, etc.



**As they prowl or scroll the candy aisle**, shoppers may have a favorite Halloween candy in mind, but for many, their choices are swayed by their budgets. The top two factors influencing Halloween candy purchases are price (33% ranked this the most important factor) and individual or family preferences (29%). For 10% of candy buyers, package size matters most as they'll be looking specifically for either full-size or Halloween-sized candies. Product availability is the No. 1 factor influencing purchases of 8% of Halloween candy shoppers.

## Factors That Will Most Influence Halloween Candy Purchases

**33%** **PRICE:** "I look for the most affordable or good-value options and sales."

**29%** **CANDY PREFERENCES:** "I buy based on my/my family's favorite products/flavors."

**10%** **SIZE:** "I look specifically for full-size or Halloween-size candies."

**8%** **PRODUCT AVAILABILITY:** "I buy what's available when I'm shopping."

**7%** **NOSTALGIA:** "I buy candies that remind me of my childhood or past Halloweens."

**4%** **PACKAGE DESIGN:** "Eye-catching or unique packaging influences my choice."

**3%** **SHELF LOCATION:** "I typically buy candies I find at eye level or displayed prominently."

**3%** **RECOMMENDATIONS:** "I buy products recommended by friends or family."

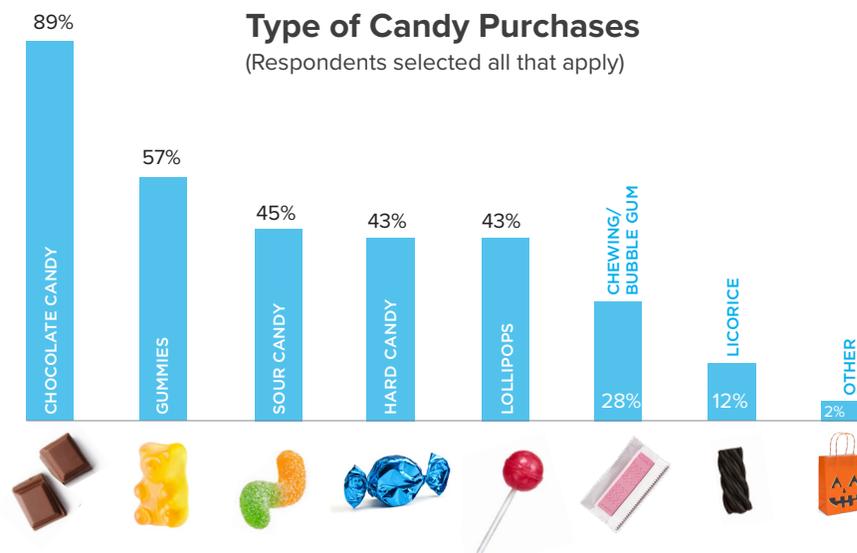
**2%** **SPECIAL DIETARY NEEDS:** "I look for candies that meet specific dietary restrictions."

**1%** **ADVERTISING:** "I buy products I see advertised on TV, social media or online."

Respondents ranked factors most important to least important. Results based on % ranking factor 1st most important.



**The seven days leading up to Halloween** are the biggest selling week of the year for candy — and chocolate will again reign supreme, as nearly 90% of candy buyers say they’ll be eating or treating others to chocolate candy. Nearly 60% will pick up gummies and 45% of candy buyers will also put sour candy in their physical or digital carts.



## Stores Likely Shopped for Halloween Items

**Walmart and Target will be among the Halloween season’s big retail winners**, as more than half of candy buyers expect to shop at a mass merchandiser for candy and other edible treats, non-food treats and decorations. About 15% of Halloween candy purchasers will head to grocery stores and 13% to club stores. For costumes, mass merchandisers also rank as shoppers’ No. 1 destination, though one in five buyers plan to order from Amazon and 15% will head to a Halloween pop-up store. More than 10% of Halloween shoppers prefer a dollar store for non-food treats and decorations.

	CANDY	FOOD TREATS	NON-FOOD TREATS	COSTUMES	DECORATIONS
MASS MERCHANDISER	57%	55%	57%	43%	52%
GROCERY STORE	15%	17%	4%	3%	4%
CLUB STORE	13%	11%	7%	3%	4%
DOLLAR STORE	6%	5%	11%	3%	12%
DRUG STORE	5%	3%	3%	1%	1%
AMAZON	2%	5%	12%	20%	12%
CHAIN PARTY STORE	0%	1%	2%	8%	4%
HALLOWEEN POP-UP	1%	2%	3%	15%	5%
CONVENIENCE STORE OR SMALL LOCAL BUSINESS	1%	0%	0%	1%	1%
OTHER	1%	1%	1%	4%	4%

<sup>1</sup>Target, Walmart. <sup>2</sup>Costco, BJ’s, Sam’s.

Includes retailers’ physical stores and websites. Rounded to nearest whole number. May not total 100% due to rounding.





**Retailers may need help keeping their candy aisles stocked** in the days leading up to Halloween. Nearly half of Halloween candy shoppers say they'll make the purchase a week or less before the holiday. Seventeen percent will make their purchases three days — or less — before Halloween.

## Trick-or-Treat Give and Take

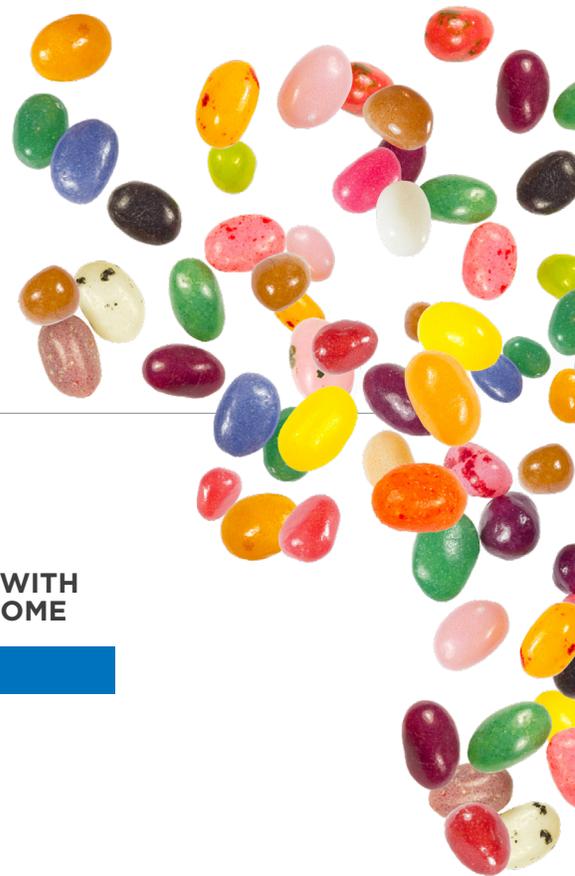
**As the pandemic becomes endemic,** some three-fourths of survey respondents with kids at home say they'll take their kids trick-or-treating and/or give out treats.

For all shoppers who plan to give treats this year, most (75%) prefer to greet trick-or-treaters and hand them treats, while 13% opt to leave a bowl of treats outside. Among those with kids at home, 15% prefer to participate in organized trunk-or-treat events.



## Plans to Trick-or-Treat and Distribute Treats

(Parents with kids at home)



## Preference for Distributing Treats

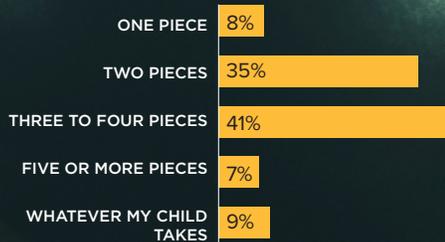
(Respondents distributing treats this year)



**Americans are generous to trick-or-treaters** — even though they’re limiting the amount of candy their kids are taking from unattended bowls. Most (nearly 60%) offer trick-or-treaters three or more pieces of candy; fewer than 10% give one piece of candy. One in 10 let kids take however much they want. But when supervising kids on their Halloween rounds, about 30% of parents allow their trick-or-treaters to take just one piece from an unattended bowl.

### Average Amount of Candy Given to Trick-or-Treaters

(Respondents distributing treats this year)



### Candy Taken from Unattended Bowls

(Respondents who take their kids trick-or-treating)



Does not total 100% due to rounding.



# Dressing Up for Halloween

About half of surveyed shoppers will wear a Halloween costume this year and nearly 60% say their family members will. Among those with kids at home, nearly 80% say their children and family members will be dressing up.

Four in 10 of those households will be buying their costumes. About the same percentage will combine ready-made with do-it-yourself costumes.

This year, expect to see plenty of ghosts, witches and other classic costumes, plus pop culture celebrities, walking the streets and attending Halloween parties. Though, nearly one in five shoppers say their family members will be dressing up as a meme or other viral sensation.

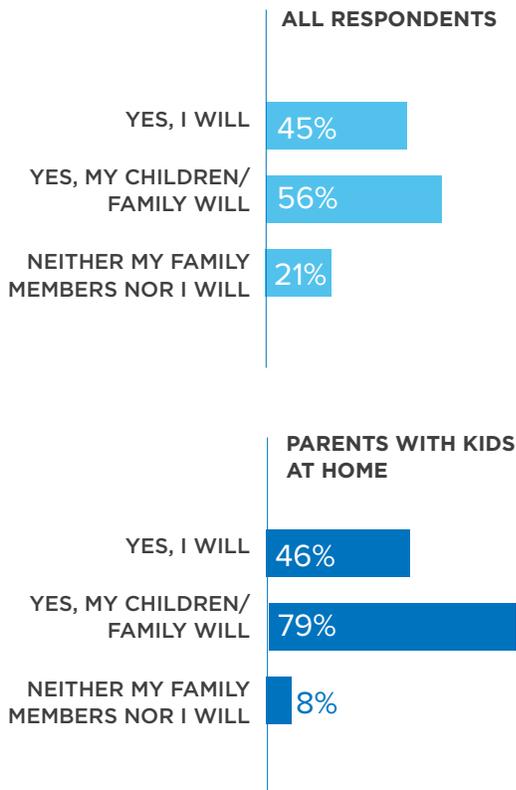
# 45%

**OF SURVEYED SHOPPERS WILL WEAR A HALLOWEEN COSTUME THIS YEAR**

# 4 in 10

**HOUSEHOLDS WHOSE MEMBERS WILL DRESS UP WILL PURCHASE THEIR COSTUMES**

## Plans to Wear a Costume for Halloween





### Costumes: Buy or DIY?

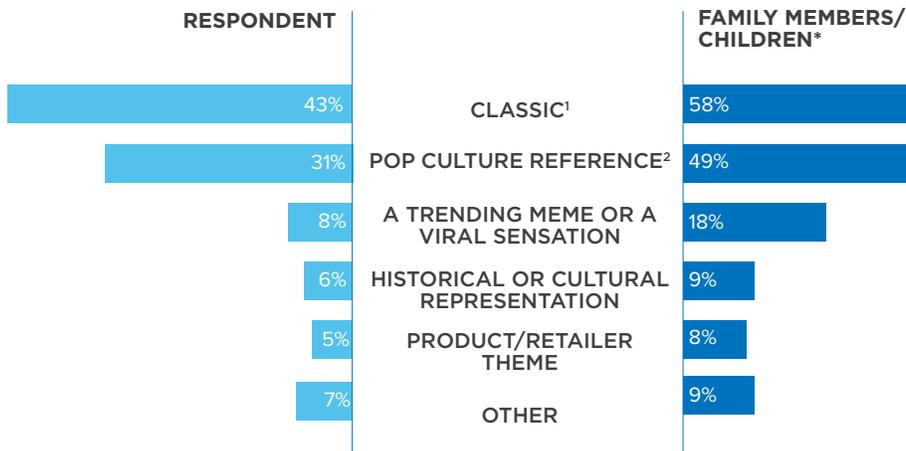
(Respondents who plan to dress up themselves or whose family members will dress up)

Does not total 100% due to rounding.



### Anticipated Costume Theme

(Respondents who plan to dress up themselves or whose family members will dress up)



\* Selected all that apply. <sup>1</sup> Witch, ghost, etc. <sup>2</sup> Movie or TV character, musician, etc.





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