

ADVANTAGE  
OUTLOOK

# Halloween 2024 Trends

August 2024



# ▶ Despite economic stress, Halloween in 2023 was the biggest one ever (even pre-COVID)

More Celebrators



## 73%

Participated in Halloween activities in 2023, significantly exceeding pre-pandemic levels of 68% in 2019

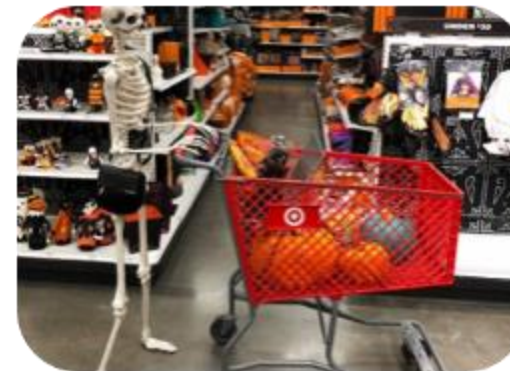
Bought Earlier



## 36% more

Planned to shop for Halloween before October than in 2022 (45% in 2023 vs .33% 2022)

Spent More



## \$108.24

2023 was the highest Halloween projected spend per person, up 8% compared to 2022

U.S. families spending increased by 15% to reach an all-time high of **\$12.2B** on Halloween in 2023

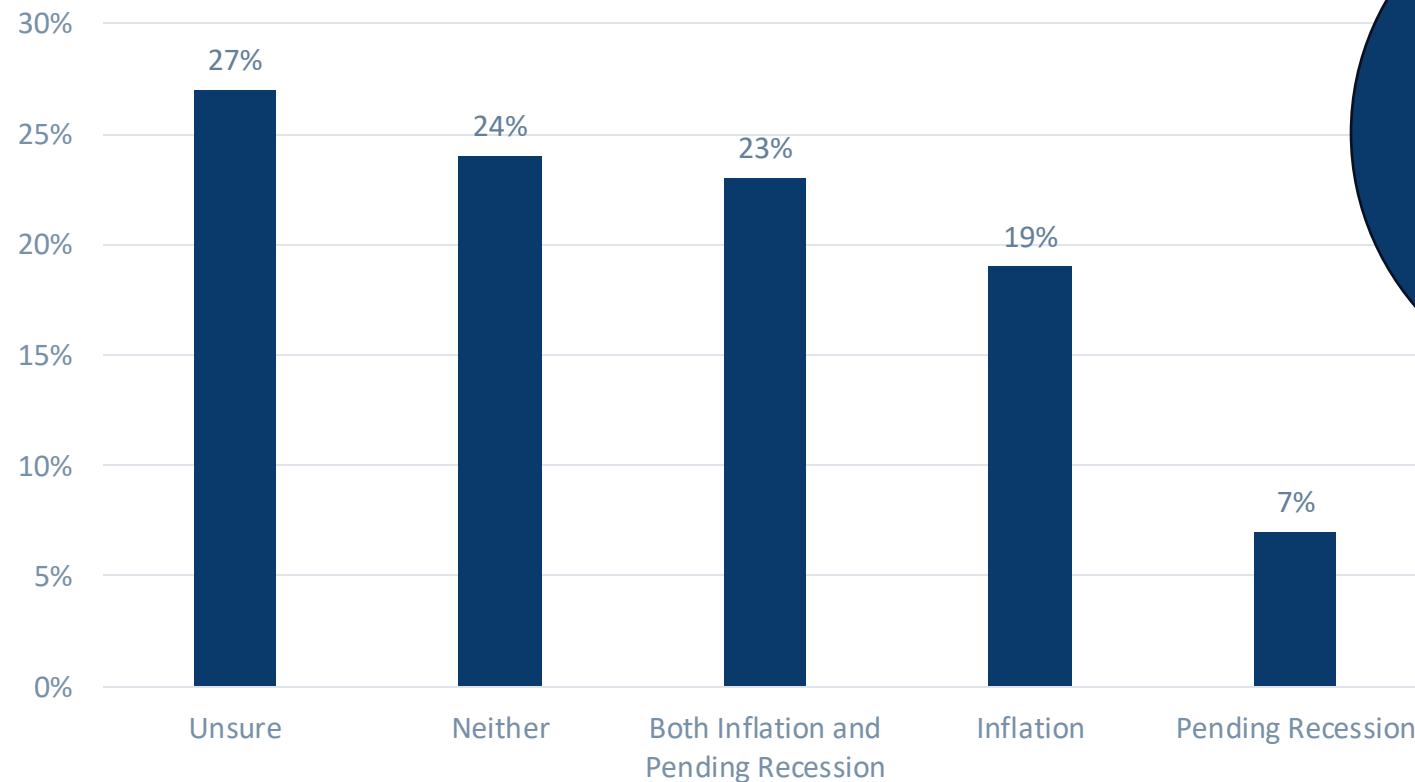




## Economic Factors Impacting Halloween

Even as the economy shows positive improvements, **49%** believe either inflation, a pending recession or both will impact their Halloween spending.

*“Which economic changes will impact your Halloween spending?”*



**72%**  
Households without children think that Inflation, a pending recession or both will impact their Halloween spending

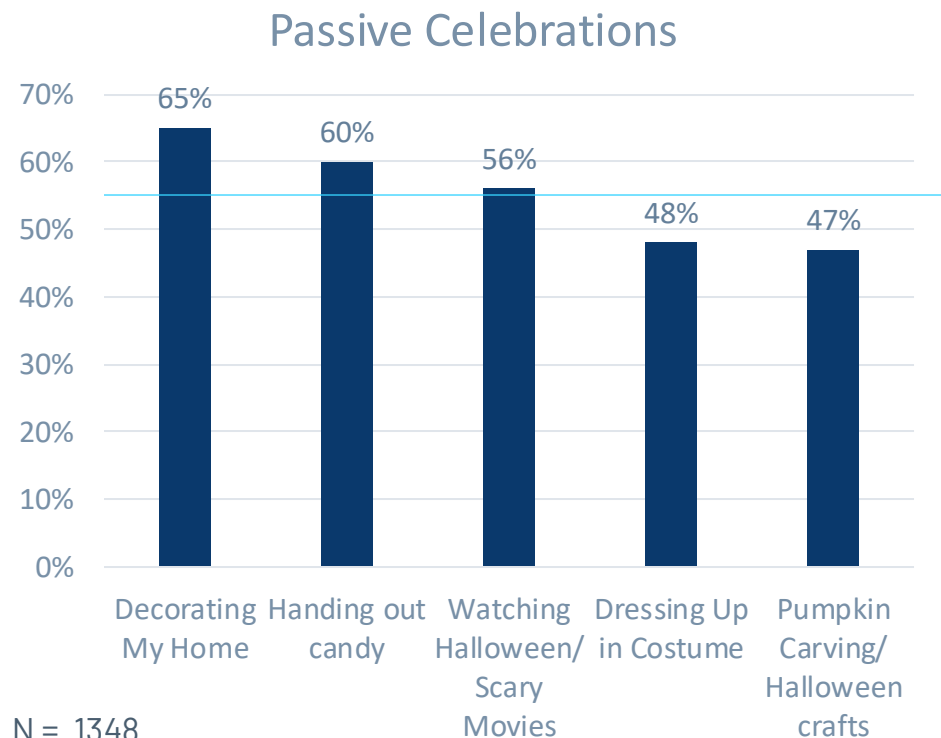
Households with Children are **2.6x more likely** to be unsure whether inflation and/or a pending recession will impact their Halloween spending

N = 1061

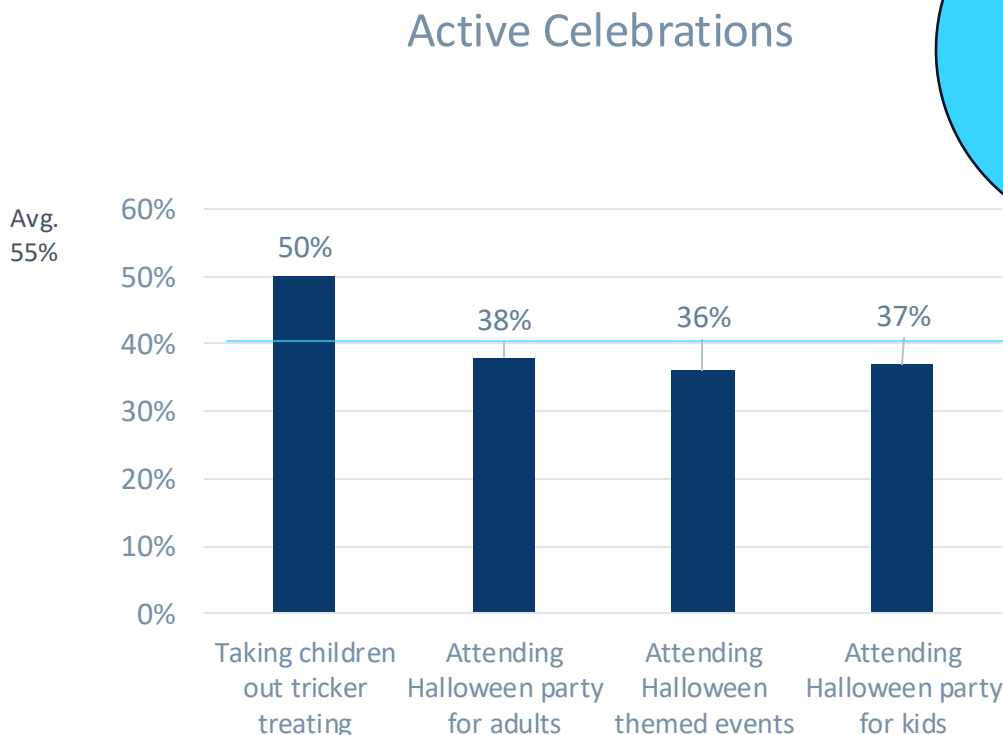
# How People Are Celebrating

During spooky season, **91% of respondents plan to celebrate** with at least one Halloween activity. **38% more** respondents will engage in Passive vs. Active Celebrations.

*“How do you celebrate Halloween?”*



N = 1348



Only **9%** don't plan to celebrate Halloween

## Party Plans

Guest or host, there are different roles to be played and not every party will be the same.



The host with the most

**22%**

plan to host a Halloween party



Some are ready to go big

**40%**

will be with a larger gathering of family/friends this Halloween than last year



But others like to keep it small

**30%**

say this Halloween will be a smaller, more intimate gathering with family/friends than it was last year



Bring something to the party

**26%**

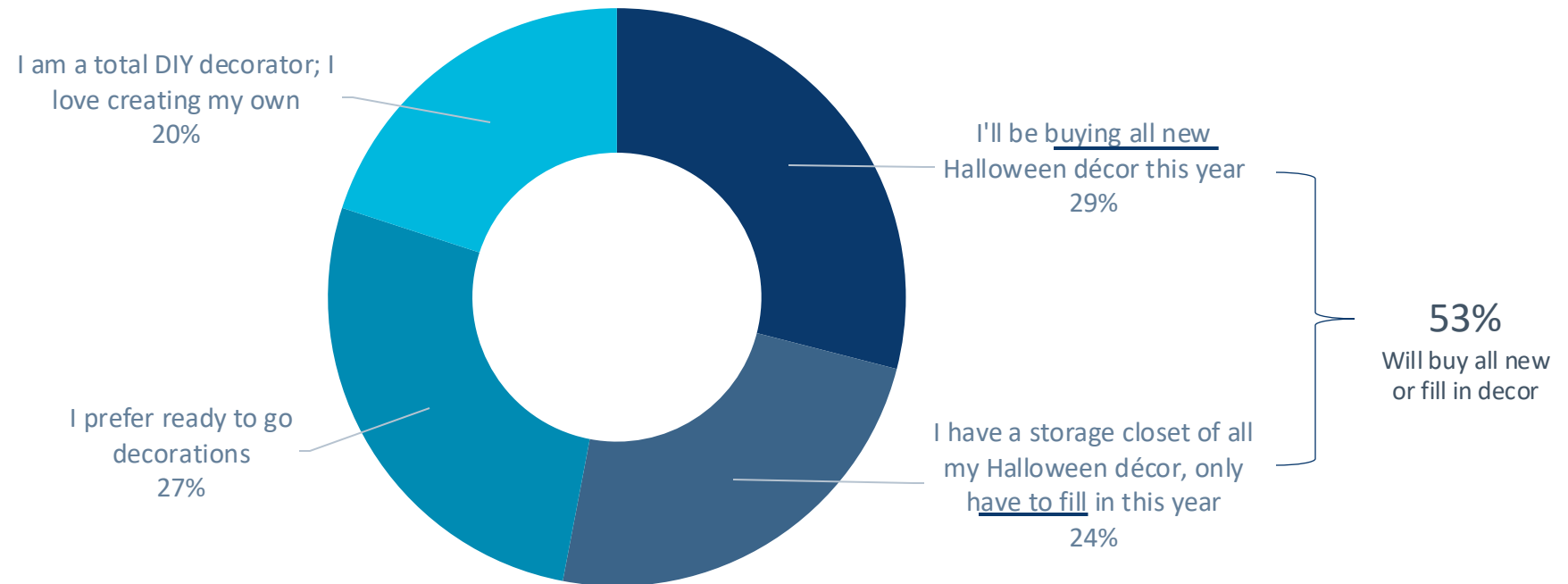
plan to be a guest at a Halloween party

N = 982

## ► Decoration Plans

Most respondents plan to decorate for spooky season and at least **53%** of respondents' decorating style will require shopping for Halloween décor.

*“What is your decorating style?”*

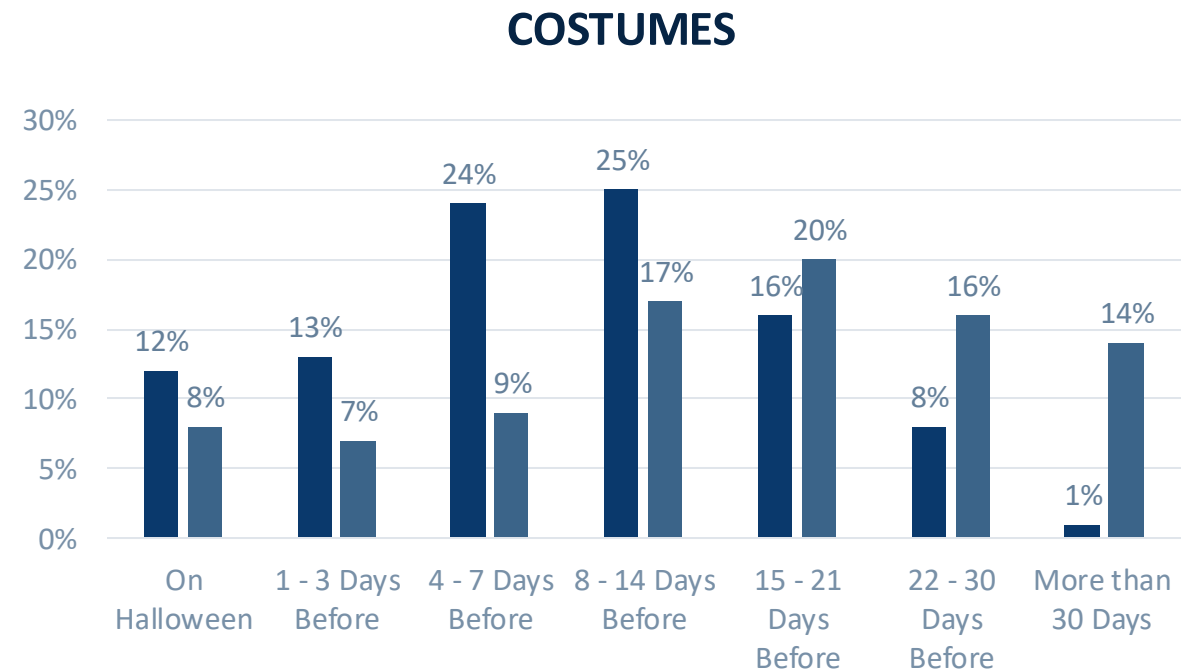
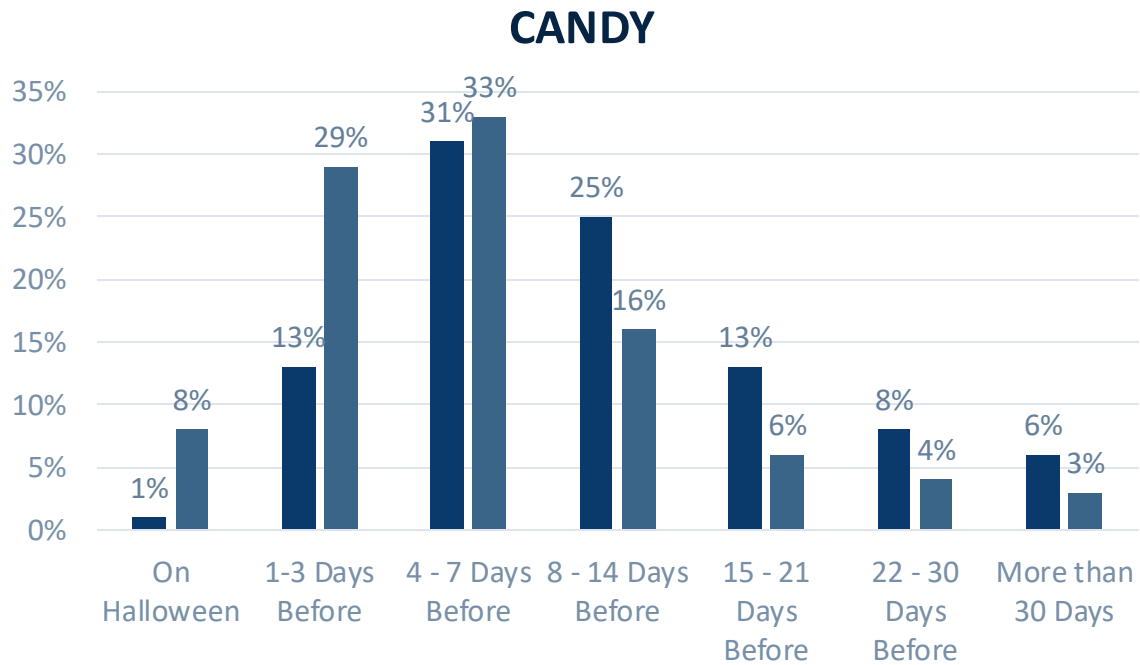


N = 986

# When Do They Buy Halloween Supplies? (Year over year)

- **A lot more candy will be bought later** as **70%** in 2024 vs **only 45%** in 2023 will wait until the 7 days leading to Halloween to buy their candy.
- **Costumes will be bought earlier in season** as **2X more** shoppers plan to shop for costumes 15 or more days before Halloween.

*“When do you start buying Halloween supplies?”*



■ 2023 ■ 2024

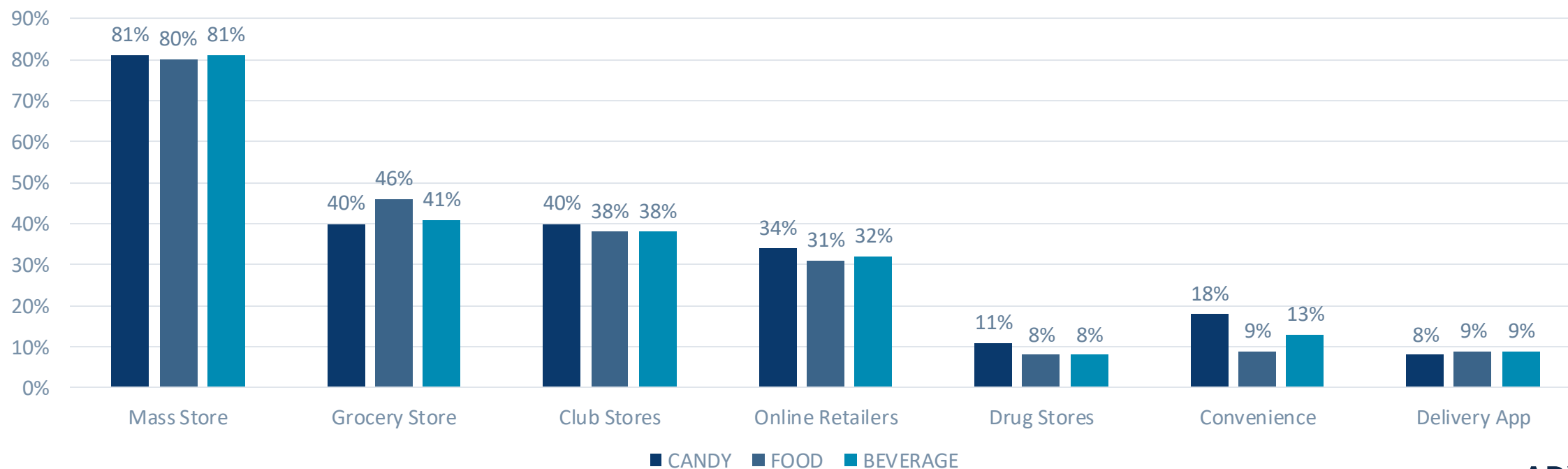
(2024) N = 810

(2024) N = 1071

# Retailer Preference

- Whether it's for candy, food or beverages, **8 out of 10 people** shop for their goods for Halloween at a **mass retailer**.
- Candy is a strong driver of club trips while on average **32% of shoppers** will shop Amazon for candy, food or drinks.
- Currently only **8% of shoppers** plan to use delivery apps for candy and **9%** for food or beverages for Halloween.

*“Where do you typically purchase goods for Halloween?”*



(2024) N = 1039

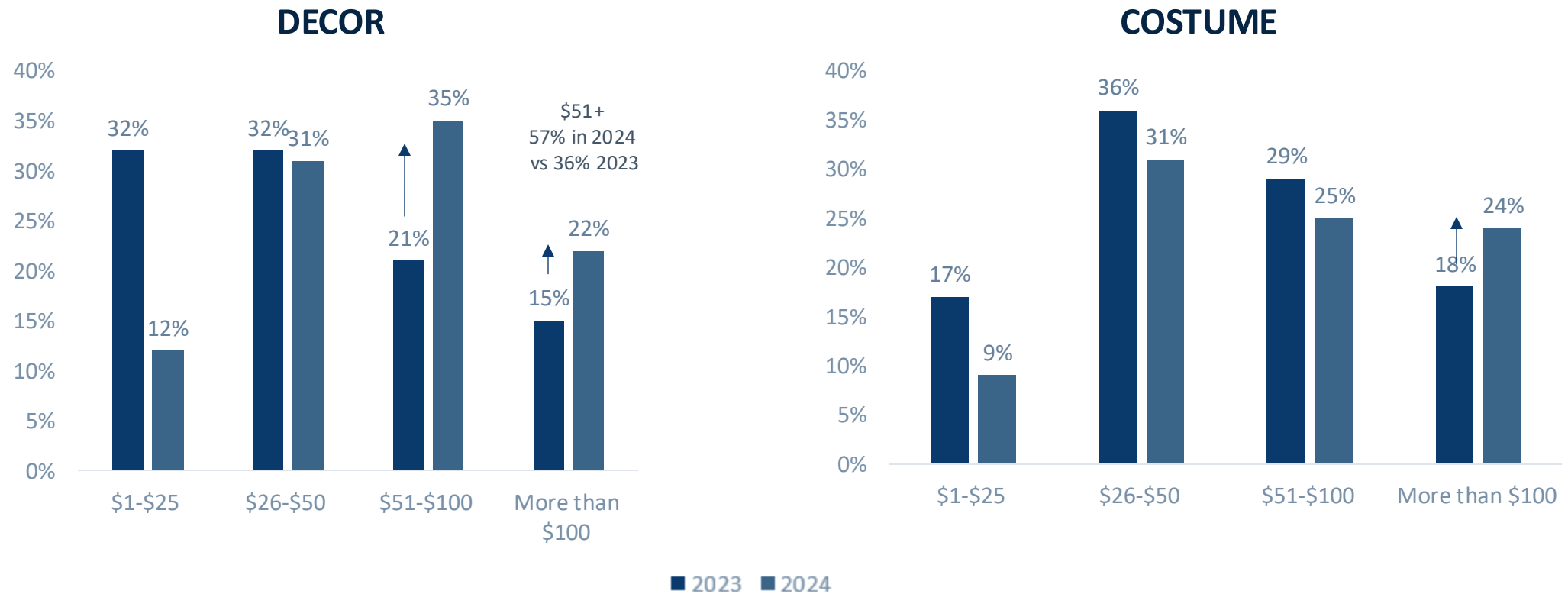




# Décor & Costume Spending Plans

Overall, shoppers are planning to spend more on **costumes and décor** this year. While 57% more respondents plan to spend \$51+ in décor this year, 33% more plan to spend \$100+ in costumes compared to last year.

*“How much do you plan to spend on the following this year?”*



(2023) N = 957

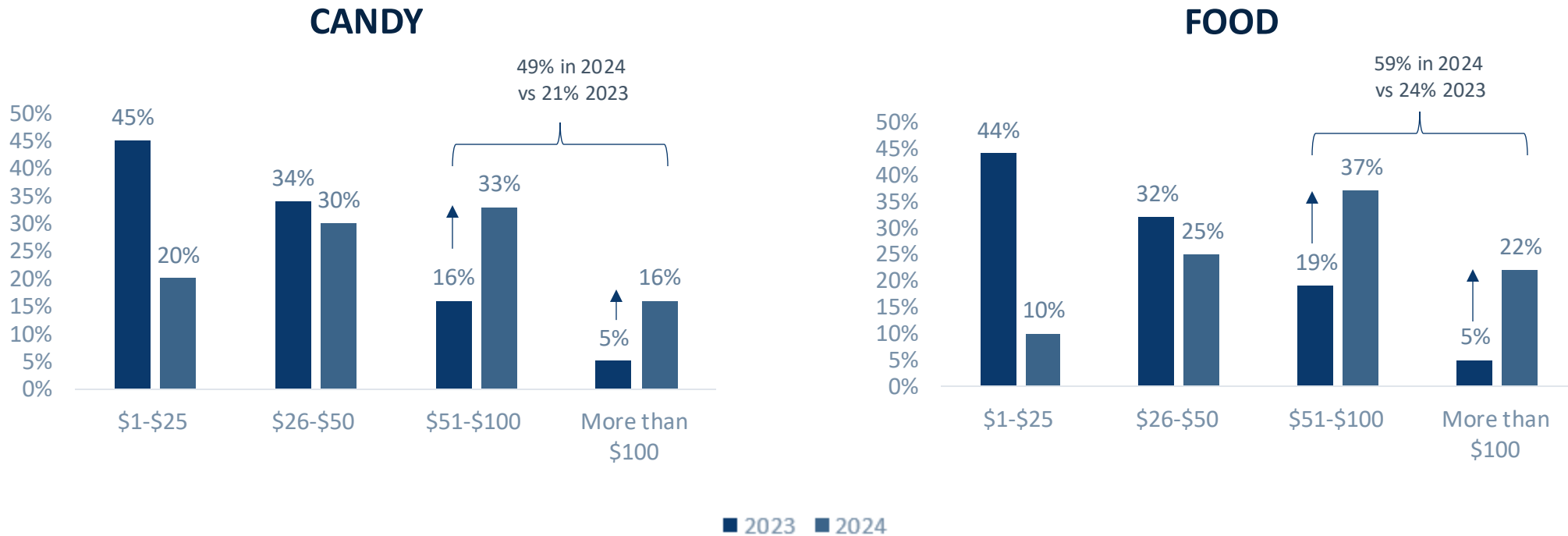
(2024) N = 1048



# Candy & Food Spending Plans

Overall, more **candy and food shoppers will spend more** in 2024, with **2.3x more candy** and **2.5x more food** shoppers planning on spending \$51+ this year vs. last year.

*“How much do you plan to spend on the following year?”*



(2023) N = 957

(2024) N = 1048

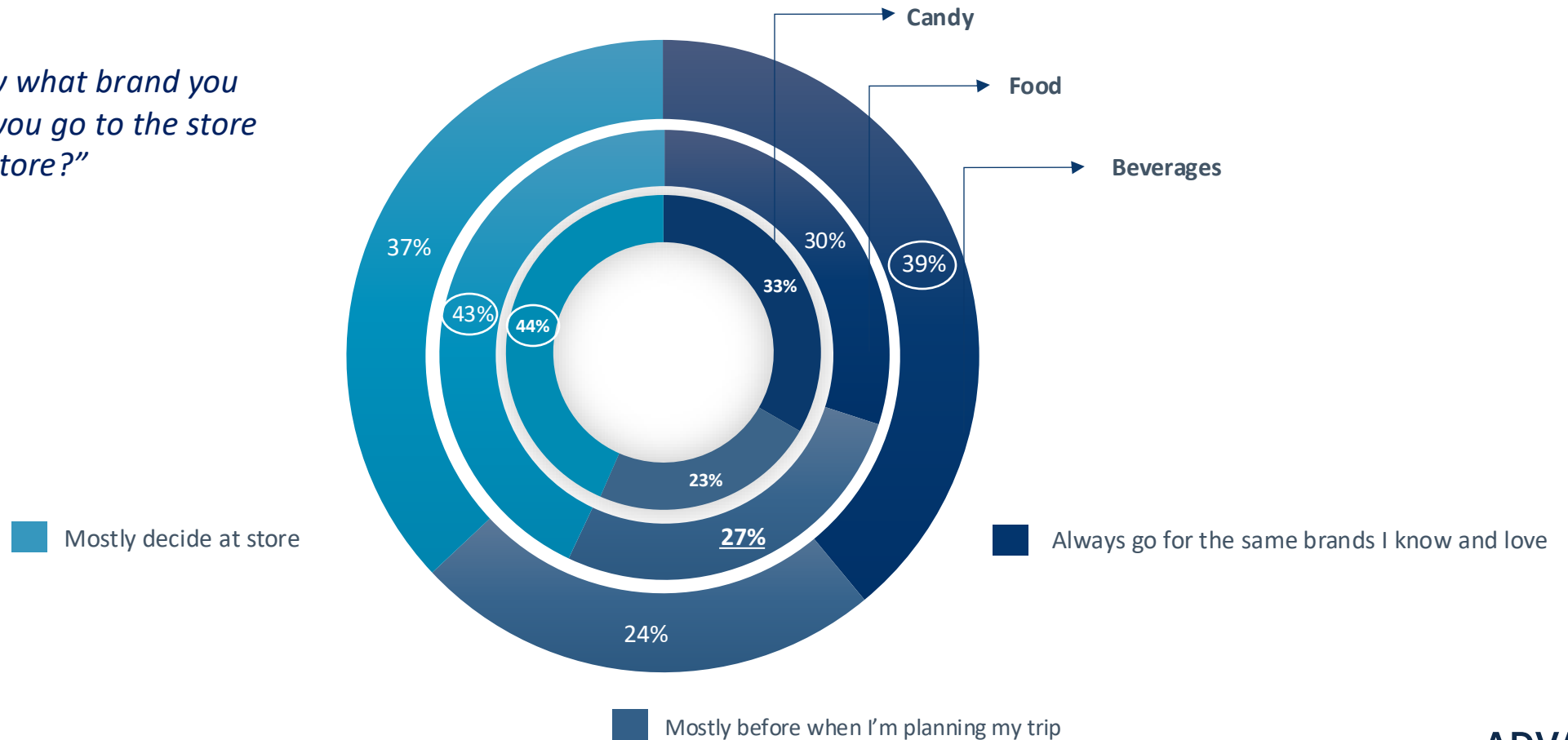
# Shopping Mindset

**Beverage** buyers at 39% have the highest propensity to always go for the brands they know and love.

**Candy and Food** shoppers at 44% and 43% respectively are more likely to mostly decide at store.

**Food** shoppers are more likely to plan before their trip compared to beverage and candy shoppers.

*“Do you know what brand you want before you go to the store or decide in-store?”*



## Purchase Influencers

While favorite brands and good value/price are the top two purchase influencers across all categories, **food & beverages** differentiate from candy, making “family member favorites” their third top influencer.

“Which of these factors influence your purchasing decisions?”



N = 1025

Sources: [Halloween Spending 2023](#)

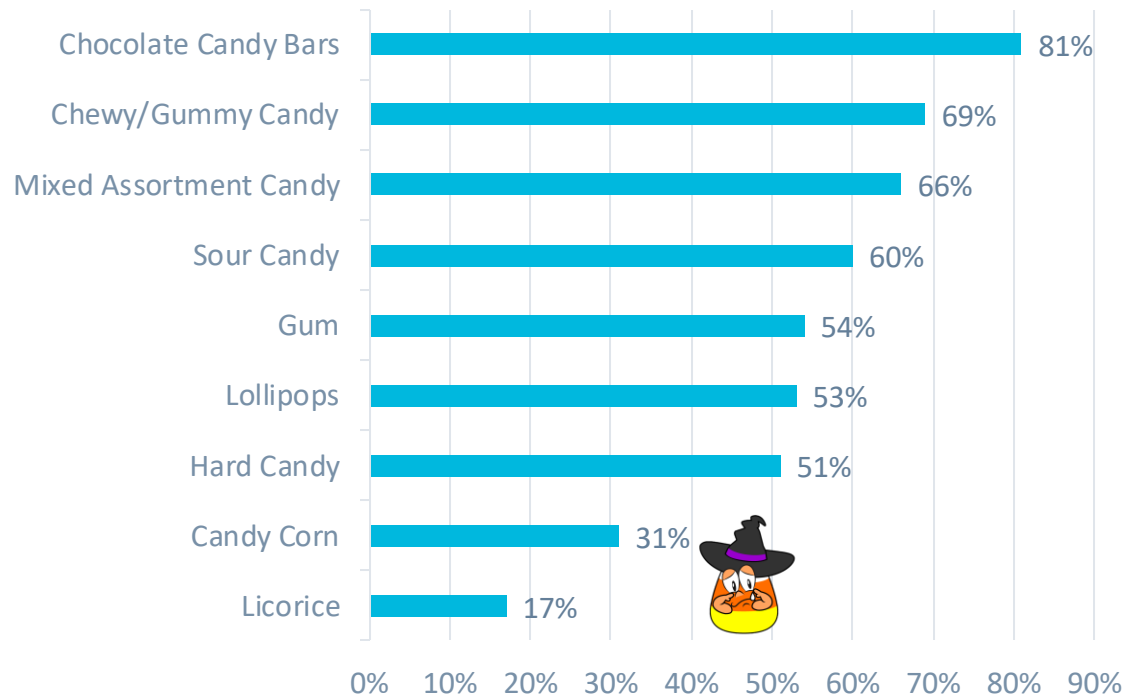
Source: AUC Primary Research; Annual Halloween Study

## Candy: Top Candy Items

Chocolate candy bars and chewy/gummy candy are king, but mixed packs are close behind.

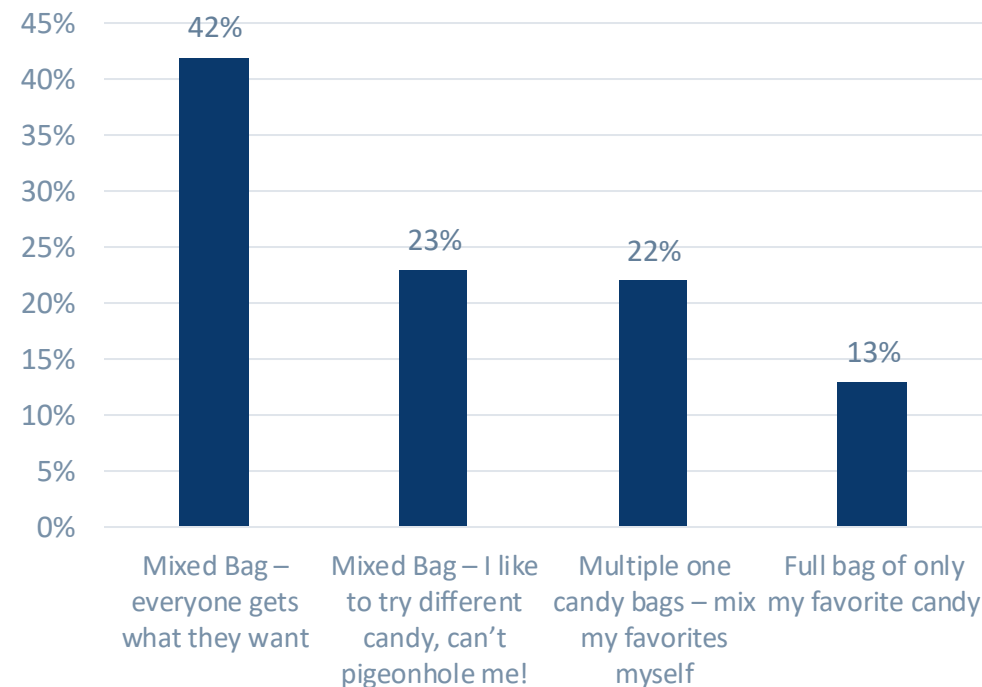
Candy corn and licorice, while often visualized as Halloween staples, are the least likely to be purchased for Halloween.

*“What type of candy are you most likely to purchase for Halloween celebrations?”*



N = 1009

*“What is your primary purchase when shopping for candy?”*



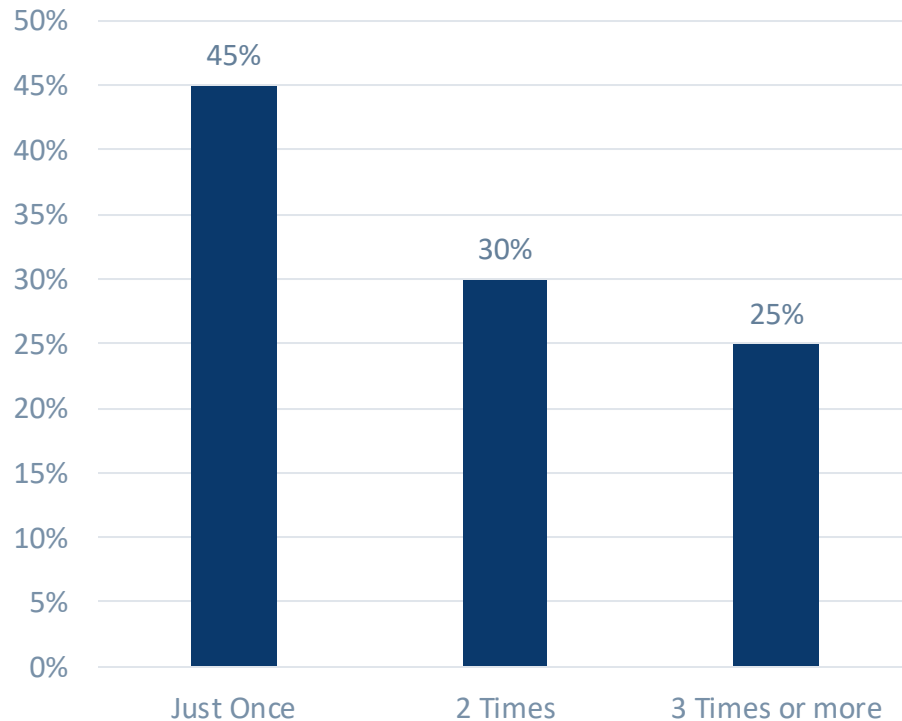
N = 996

# Candy: Purchase Frequency

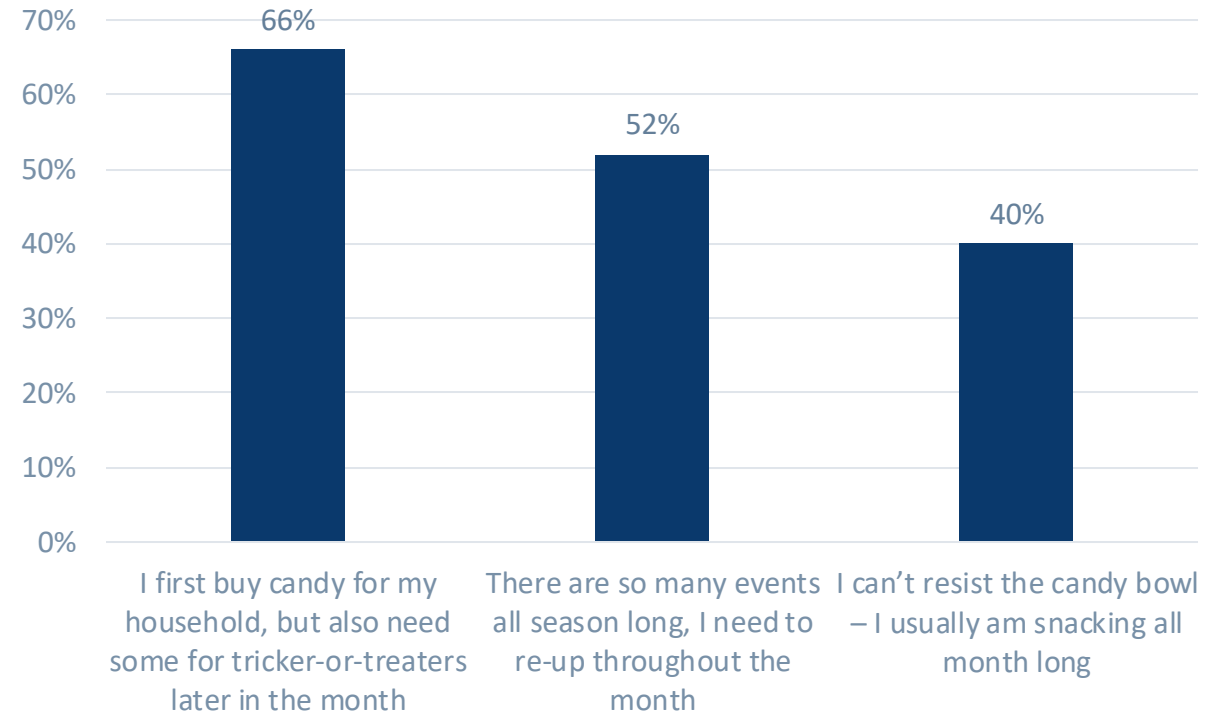
55% will purchase candy multiple times during the season, with **one-quarter buying candy 3 or more times**.

The biggest reason for repurchase is celebrators buying first for their household as well as for trick-or-treaters later in the month; **40%** can't resist the candy bowl and snack on candy all month long.

“How many times do you buy candy during the Halloween season?”



“Why do you purchase candy multiple times during the season?”



N = 1000

Source: AUC Primary Research; Annual Halloween Study

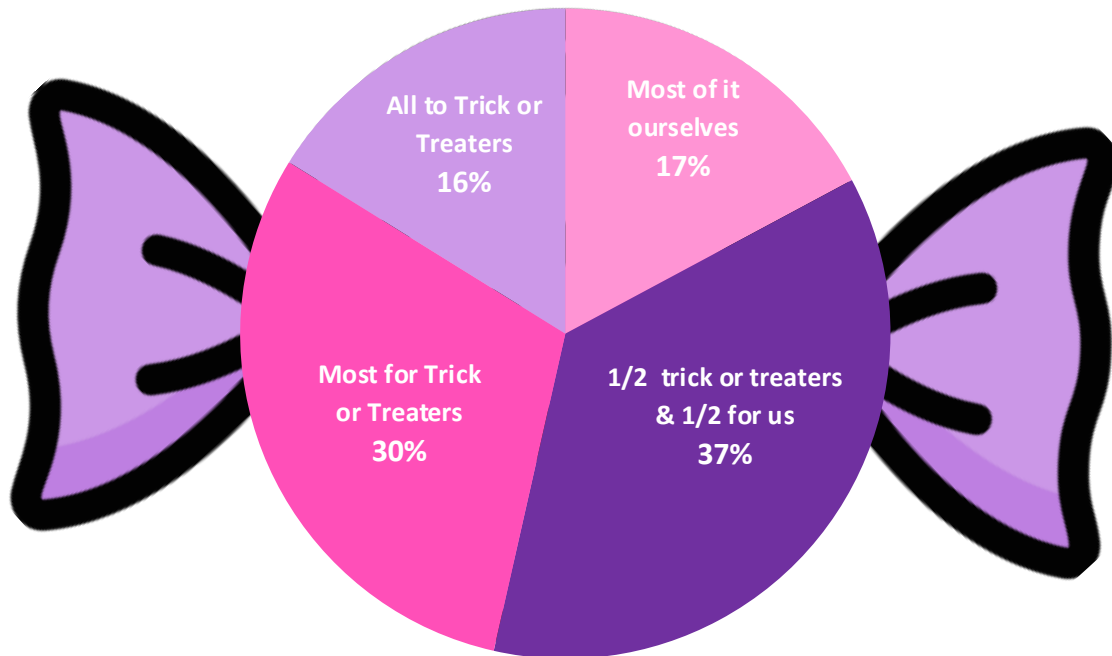
N = 699

## Trick-or-Treaters vs. Eating Yourself

54% of respondents say at least half of the Halloween candy they will buy will be for them to eat. The remaining 46% will give at least half to trick-or-treaters.

Halloween candy isn't just for kids, but for everyone with a sweet tooth! Most shoppers buy candy for both kids and "kids at heart."

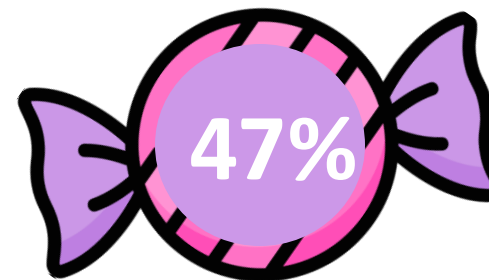
*"How much of the candy you buy do you give to trick-or-treaters vs. eating yourself?"*



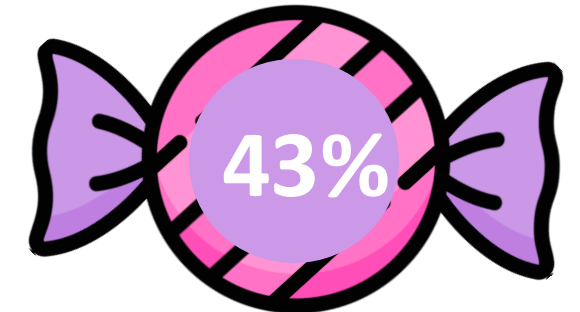
N = 996

Source: AUC Primary Research; Annual Halloween Study

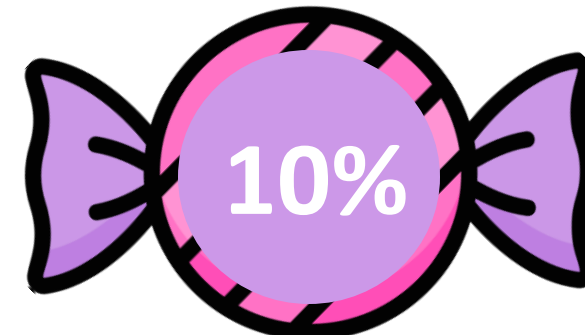
*"Who do you buy candy for?"*



KIDS & PARENTS



"KIDS AT HEART"



KIDS ONLY

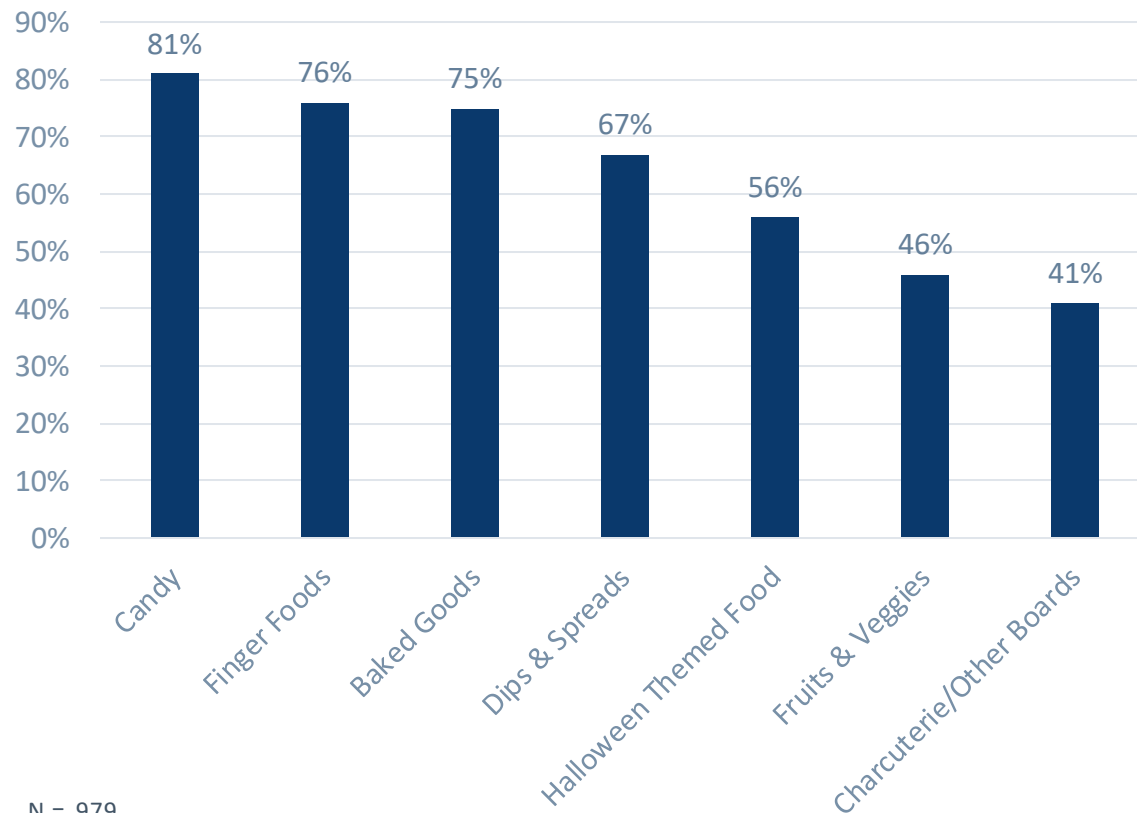
N = 992

# Snacking Preferences

**Candy** is almost universally relevant across Halloween activities, present an average 86% of the time.

Finger foods, baked goods, dips/spreads and Halloween-themed food are likely to also be present at most Halloween activities.

*“What food/snacks do you typically eat/serve when participating in your Halloween activities?”*



N = 979

Source: AUC Primary Research; Annual Halloween Study



### Handing Out Candy

While candy is key, baked and finger foods are often served



### Halloween Parties

Parties offer all food types but particularly finger foods, dips, baked goods and Halloween-themed food



### Halloween Themed Events

Fruits /veggies and charcuterie boards are more likely to be at Halloween-themed Events



### Watching Scary Movies

Candy, followed by baked goods and finger foods, is consumed the most with a scary movie

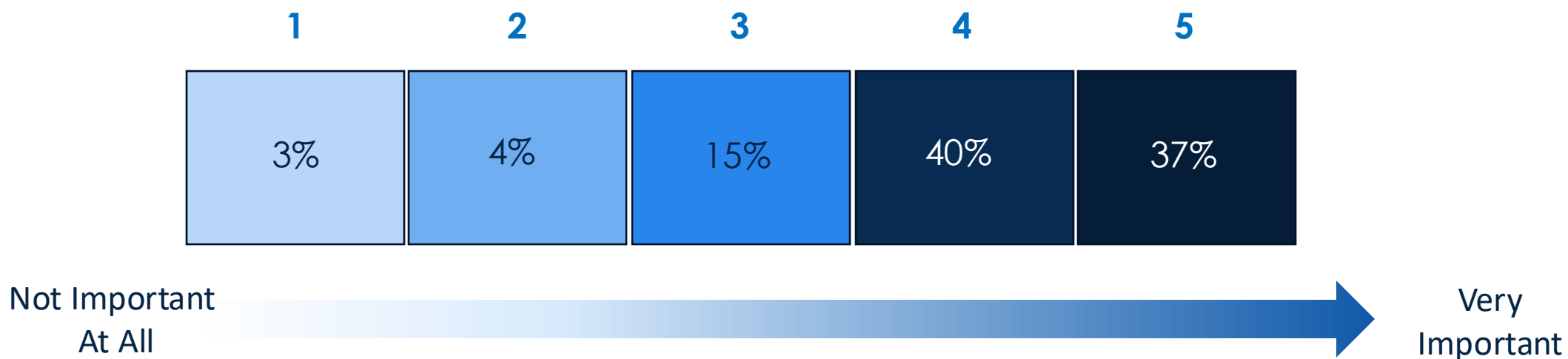


# HALLOWEEN TRADITIONS

The vast majority of shoppers indicate **it is important to pass Halloween traditions to their children.**

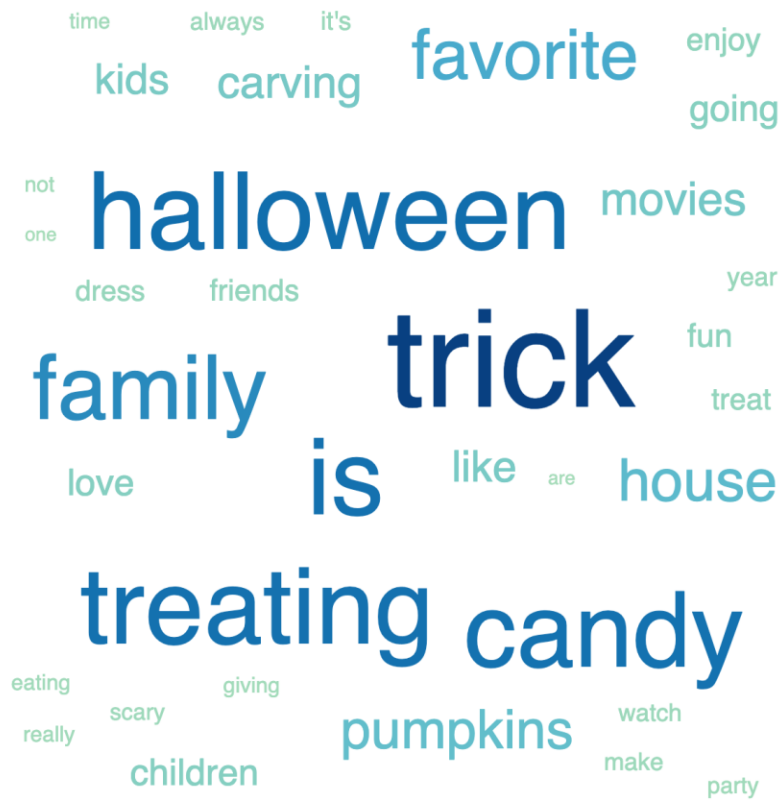


*“How important are Halloween traditions to you and passing them to your kids?”*



# HALLOWEEN TRADITIONS

Halloween traditions have the unique power to bring family, friends and strangers together – building connections & memories!



**C** Aug 8, 2024

I like to go trick-or-treating with my children, it's beautiful to watch my children dress up and go trick-or-treating.

**B** Aug 8, 2024

Being able to give sweets to my friends' children and seeing them dressed up, I really love that and I like to do it every year. I also really like it when my children tell me what they want to dress up as, I love that too much.

**M** Aug 8, 2024

Every Halloween, we carve pumpkins, each with a crazier face than the last, and light them up at night. The glow feels like pure, nostalgic magic!

**H** Aug 8, 2024

making pumpkin lanterns as well as dressing up as a family.

☆ ↓ ⋮

**R** Aug 8, 2024

We go all out decorating the yard. It's like a mini haunted house with fog machines, creepy music, and props that scare even the bravest trick-or-treaters.

**S** Aug 8, 2024

Our annual Halloween movie marathon is the best —snuggled under blankets, popcorn in hand, watching everything from the classics to the most obscure horror flicks.



# THANK YOU

Advantage Solutions online survey of 1348 U.S. shoppers,  
conducted August 5, 2024. Proprietary research.

