

IN | MARKET

2022 Halloween InSights

SEPTEMBER 2022



Introduction

Goblins, ghosts, and ghouls, oh my! With less than two months to go, Halloween will be here before we know it. Seasonal Halloween retailers like [Spirit of Halloween](#) have begun popping up, and Halloween candy is starting to hit the shelves. Last year, the NRF expected Halloween spending to reach an all-time high of [\\$10.14](#) billion. While predictions for this year are still forthcoming, it's likely that 'spooky season' will be celebrated by millions across the country.

This year, while COVID-19 fears have waned, consumers are now facing challenges brought on by elevated inflation, including higher prices for food, apparel, and more. Candy prices have also been impacted, with major players raising prices. In fact, [The Hershey Company](#) increased prices across "its candy portfolio that 'collectively amount to a 14% weighted average increase."

InMarket's **2022 Halloween InSights** report analyzes consumer survey data to better understand how consumers plan to spend the Halloween holiday. In addition, this report includes purchase data highlights from last year to better forecast upcoming purchase trends. Retailers and brands can use the insights from this report to not only inform key marketing strategies, but also fuel hyper-relevant marketing strategies and tactics to drive success this year and beyond.

47%

Of surveyed respondents plan to shop for Halloween this year, including candy, costumes, and decorations.

Base: 717 US adults (18+)
Source: InMarket 2022 Halloween Survey, August 2022.



METHODOLOGY

InMarket has analyzed purchase intent survey data, and historical consumer purchase and foot traffic data, to understand changing purchase trends, evolving shopping behaviors, and customer intent during the weeks leading up to Halloween.



2022 HALLOWEEN SURVEY

InMarket fielded the 2022 Halloween survey in August 2022 to 717 US adults (18+). Results are weighted to US Census on age and gender.



2021 PURCHASE DATA

Sourced from InMarket's first- and third-party purchase data.

Inflation's Impact on Halloween Shopping

Rising inflation is impacting consumers' wallets, and will likely impact many shoppers' decisions about Halloween shopping this year as they face higher prices for candy, costumes, and decorations.

58%
 Of surveyed respondents said that inflation is impacting their Halloween shopping.
Base: 717 US adults (18+)
 Source: InMarket 2022 Halloween Survey, August 2022.

 **54%** of candy shoppers plan to look for low-cost candy.

 **38%** of costume shoppers plan to look for inexpensive, low-cost costumes.

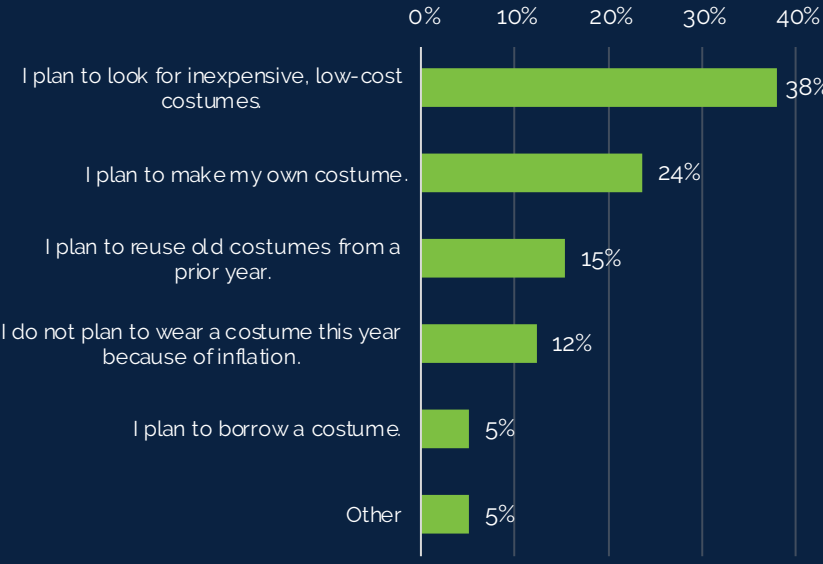
 **38%** of decoration shoppers plan to look for inexpensive, low-cost items/decorations.

How has inflation affected your shopping plans for Halloween candy?



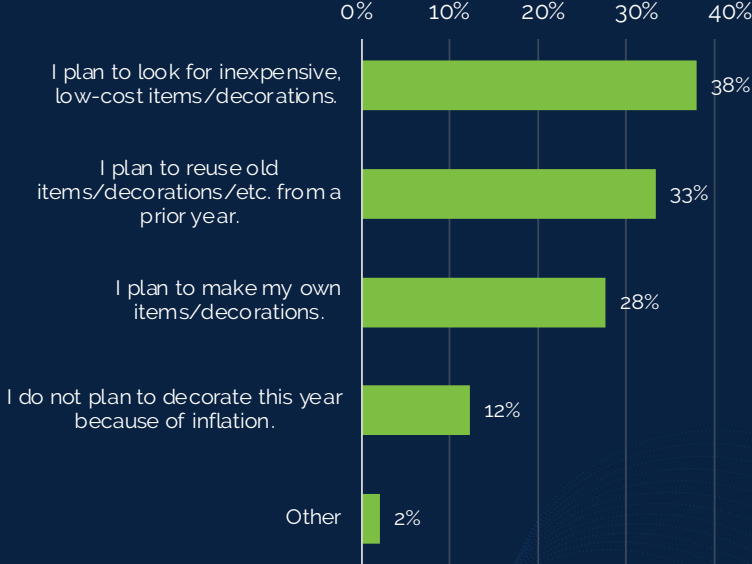
Base: 717 US adults (18+)
 Source: InMarket 2022 Halloween Survey, August 2022.

How has inflation affected your shopping plans for Halloween costumes?



Base: 717 US adults (18+)
 Source: InMarket 2022 Halloween Survey, August 2022.

How has inflation affected your shopping plans for Halloween items/decorations?



Base: 717 US adults (18+)
 Source: InMarket 2022 Halloween Survey, August 2022.

Halloween Shopping Plans

The majority of Halloween shoppers will shop for Halloween by September (63%). 82% of Halloween shoppers will visit the stores for at least some of their Halloween shopping, with just 19% of Halloween shoppers shopping online.

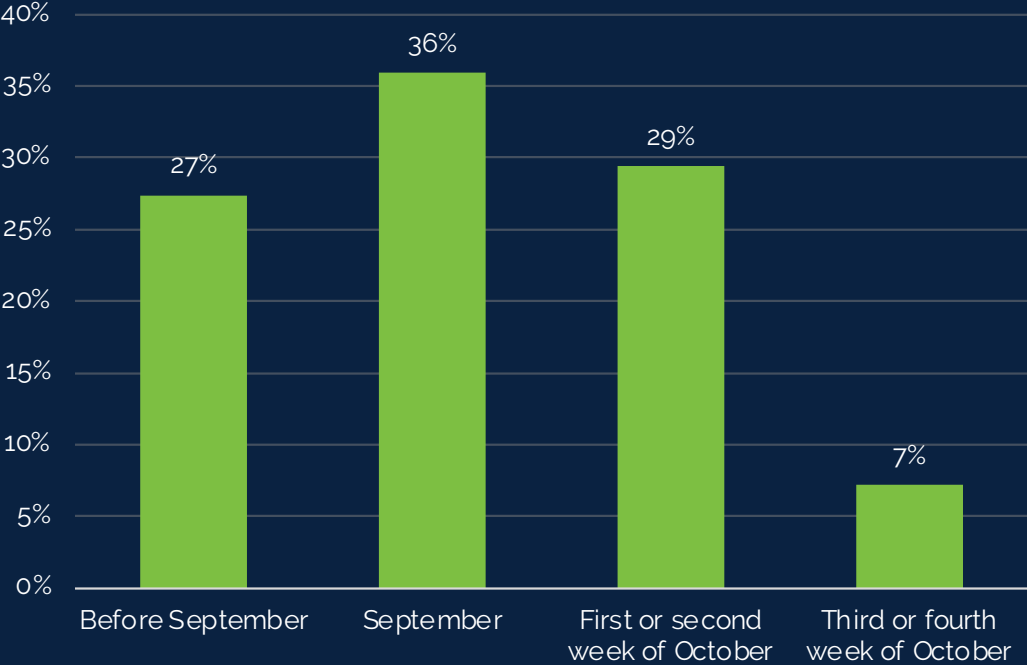


63% of respondents plan to shop for Halloween in September.

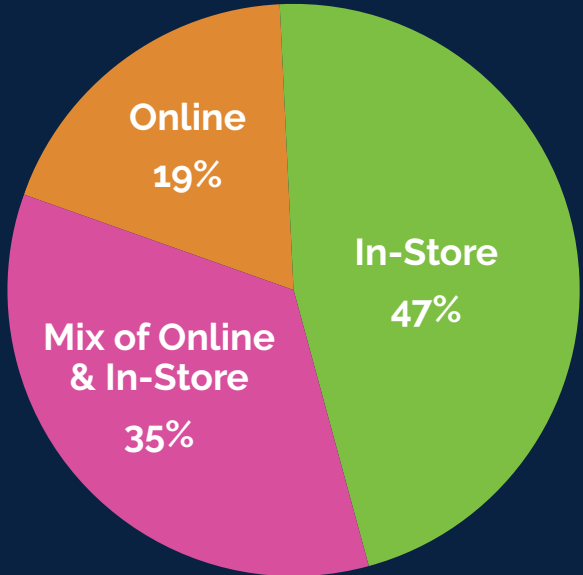


82% of respondents plan to shop for Halloween in stores.

What do you primarily plan on shopping for Halloween?



Where do you plan on shopping for Halloween?




Base: 717 US adults (18+)
Source: InMarket 2022 Halloween Survey, August 2022.

Base: 717 US adults (18+)
Source: InMarket 2022 Halloween Survey, August 2022.

Halloween Candy

The overwhelming majority of respondents (94%) plan to spend under \$100 on Halloween candy, with 57% spending less than \$50. Assorted candy bags, filled with a variety of candy brands, are the favorite of 43% of respondents. 49% of respondents will be shopping at Big Box stores, and 28% of respondents will shop at Discount stores.



94% Of surveyed respondents plan to spend less than \$100 on Halloween candy this year.

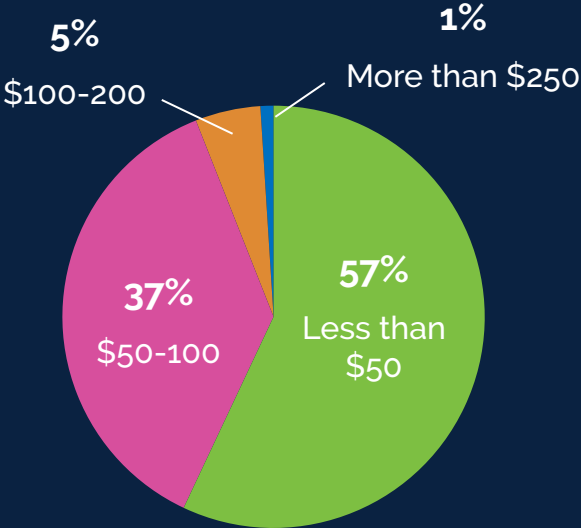


43% Of surveyed respondents plan to purchase assorted candy variety bags.



49% Of surveyed respondents plan to shop for Halloween at Big Box stores.

How much do you plan to spend on Halloween candy?



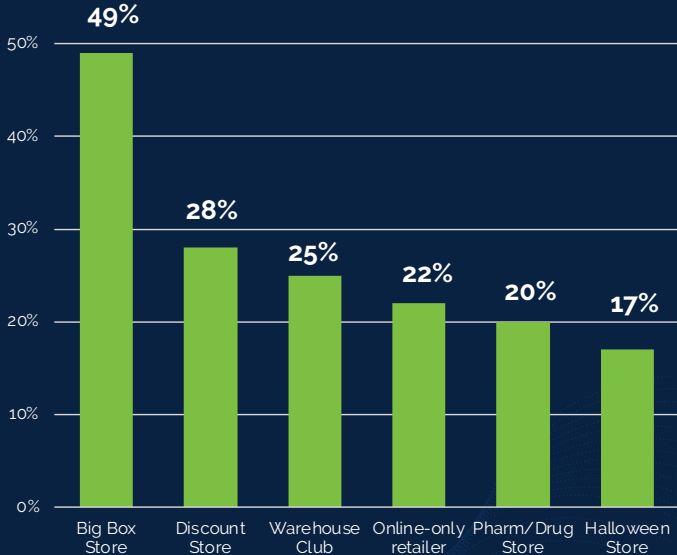
Base: 717 US adults (18+)
Source: InMarket 2022 Halloween Survey, August 2022.

What kinds of candy do you plan to purchase?



Base: 717 US adults (18+)
Source: InMarket 2022 Halloween Survey, August 2022.

Where do you plan to do your shopping for Halloween candy?



Base: 717 US adults (18+)
Source: InMarket 2022 Halloween Survey, August 2022.

HALLOWEEN LOOKBACK:

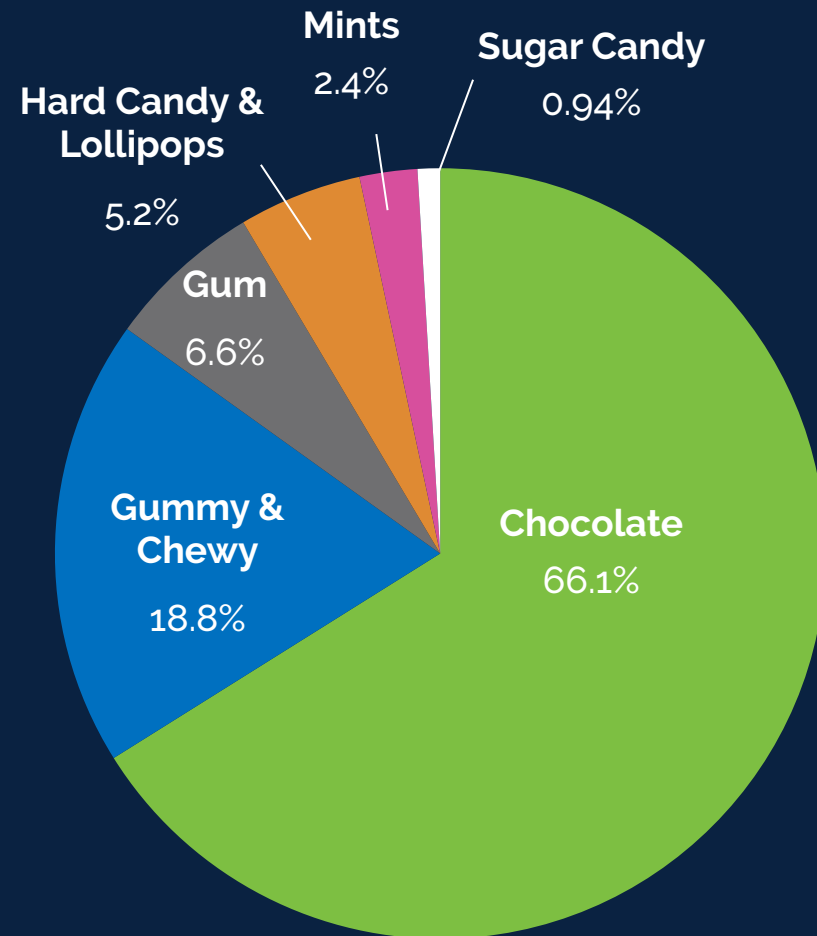
2021 Halloween Candy Purchases

In terms of overall candy purchases made during the week of Halloween 2021, chocolate candy was the overwhelming favorite, accounting for **66.1%** of all candy purchases by spend during this time frame. Purchases for Gummy & Chewy (**18.8%**) accounted for an additional fifth of candy purchased ahead of the holiday.



Halloween Candy Share of Purchases by Category

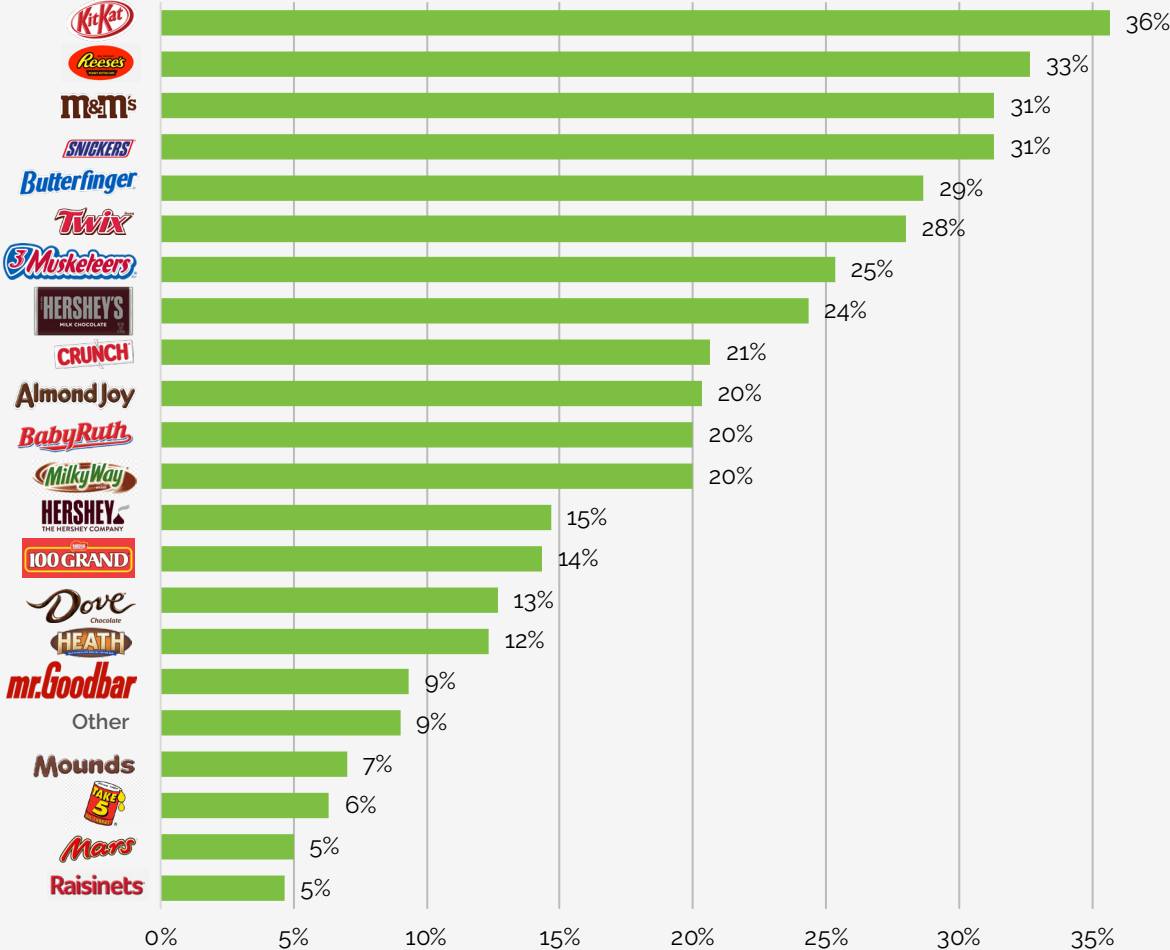
Week of Halloween 2021



Chocolate Halloween Candy

Kit Kat (36%) and Reese's Peanut Butter Cups (33%) are the most popular chocolate candy brands among Halloween candy shoppers. Less popular among shoppers are Mars Bar (5%) and Raisinets (5%).

What brands of chocolate candy do you plan on purchasing for Halloween?



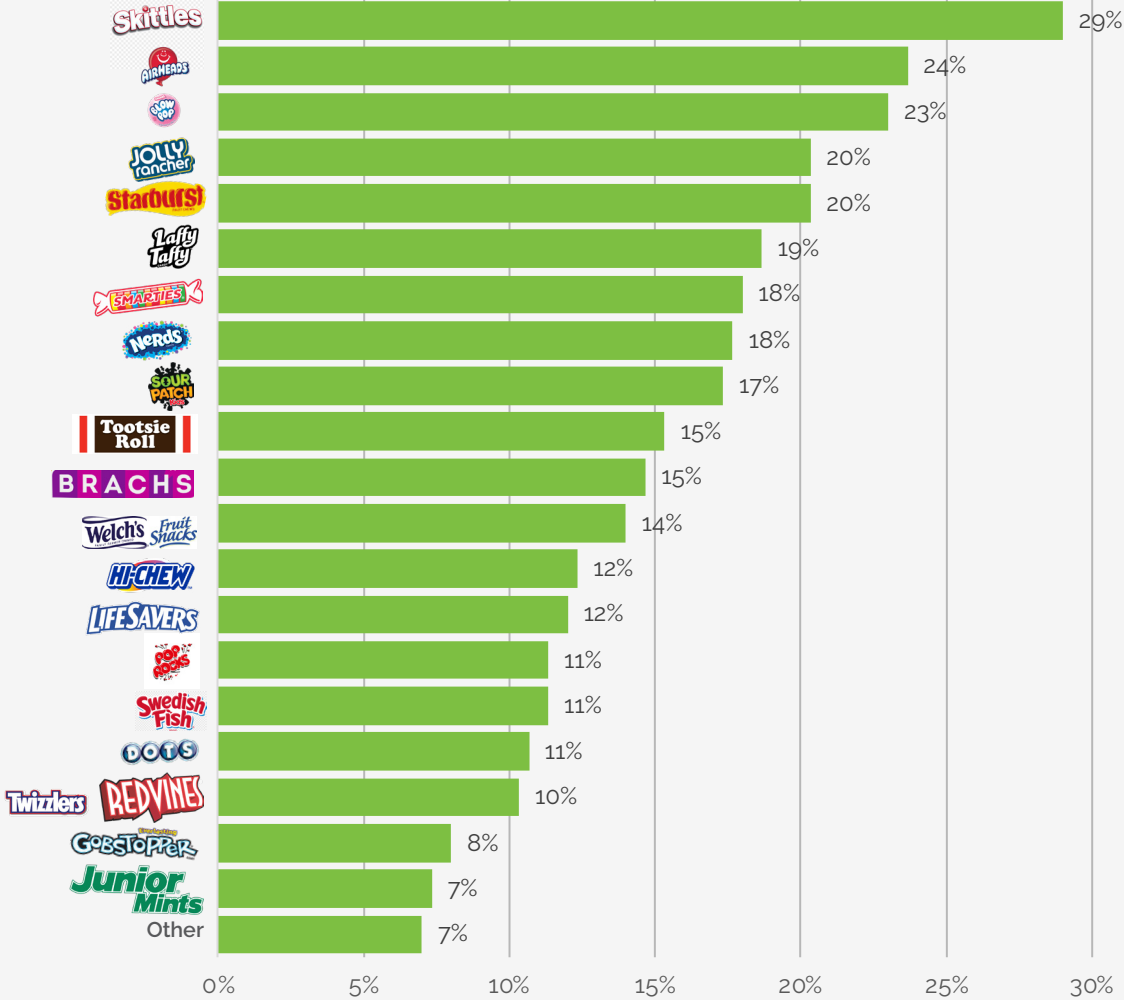
Base: 717 US adults (18+)
Source: InMarket 2022 Halloween Survey, August 2022.



Sugar Halloween Candy

Skittles (29%) and Airheads (24%) are the most popular sugar candy brands among Halloween candy shoppers. Gobstoppers (8%) and Junior Mints (7%) were among the least popular sugar candy brands.

What sugar candy do you plan on purchasing for Halloween?



Base: 717 US adults (18+)
 Source: InMarket 2022 Halloween Survey, August 2022.



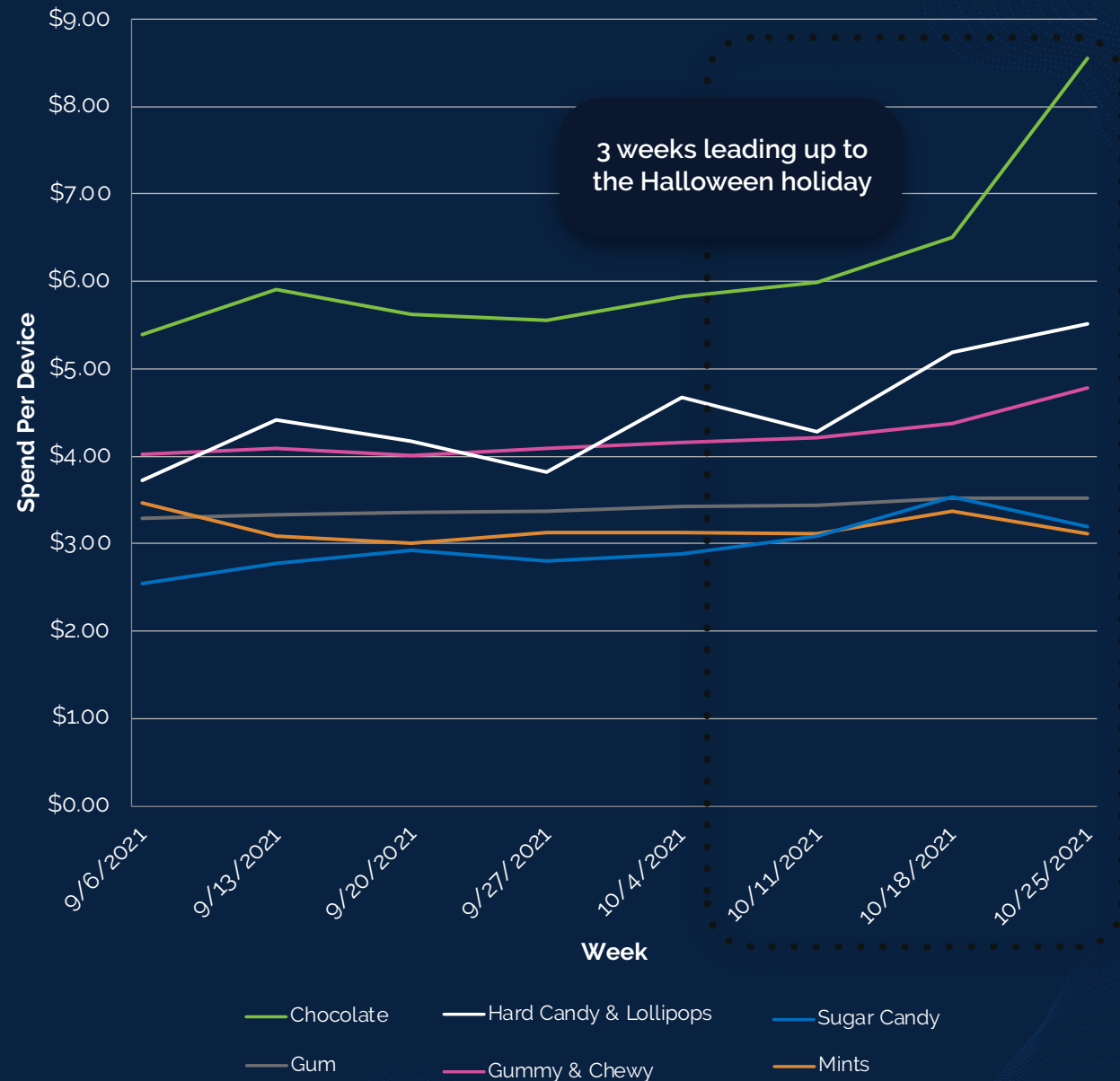
HALLOWEEN LOOKBACK:

2021 Halloween Candy Purchases

Chocolate had the highest weekly spend during September and October 2021, increasing the week of October 11 (3 weeks ahead of the holiday), and peaking the week of Halloween. Hard candy and lollipops had the second highest spend per consumer during the same time period.



Weekly Spend per Consumer on Halloween Candy September 2021 - October 2021



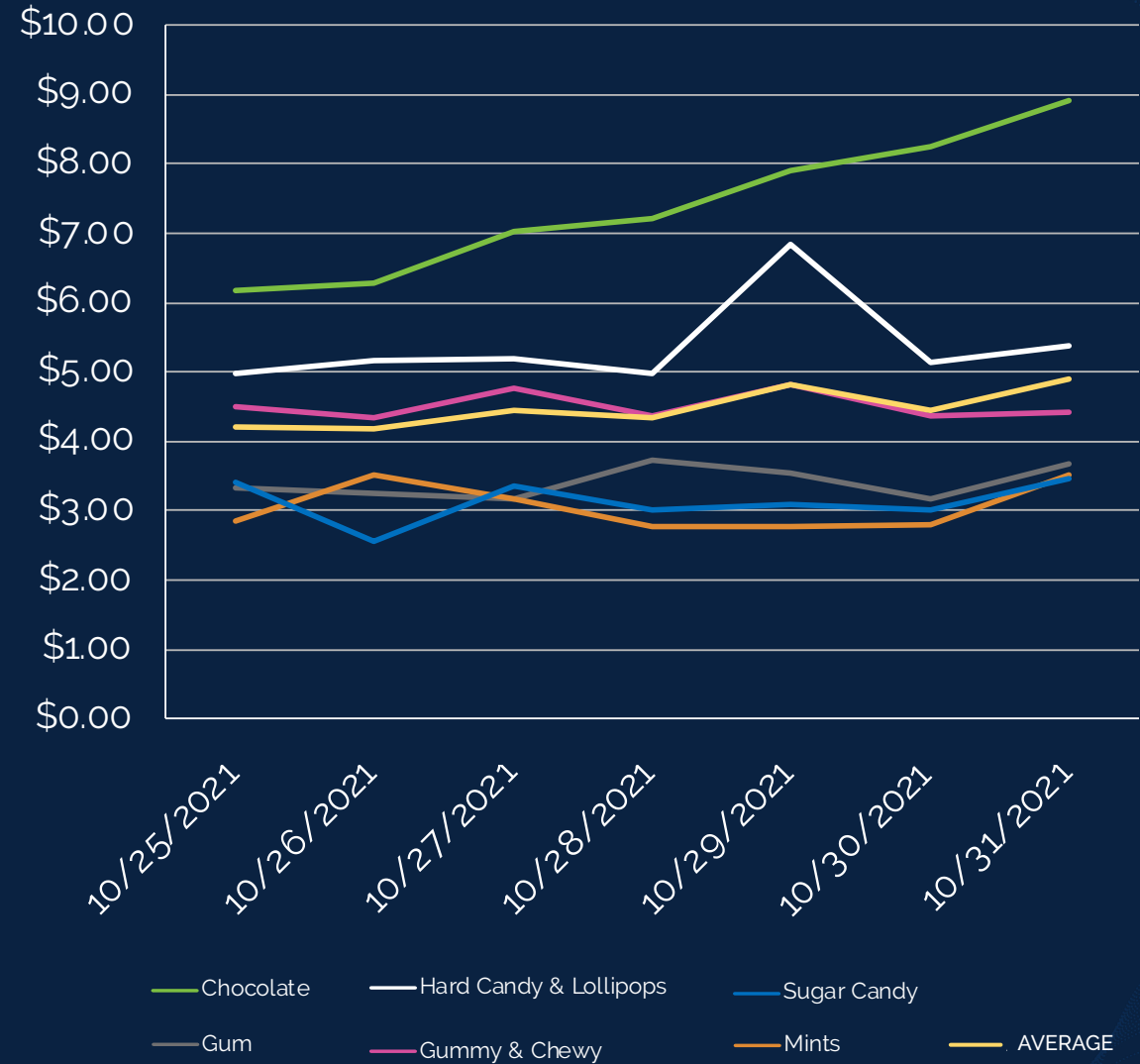
HALLOWEEN LOOKBACK:

2021 Halloween Candy Purchases

The highest average daily spend per consumer on candy in the week leading up to Halloween 2021 occurred on the day of the holiday, Monday, October 31. It's likely many last-minute consumers hit the stores in anticipation of trick-or-treaters.

The second highest daily spend on candy occurred on Friday, October 29th. With Halloween occurring on a weekday (Monday) it's likely many Halloween celebrations and gatherings were held on the weekend, so many hosts likely hit the stores before these events. In addition, many consumers likely shopped ahead of the Monday holiday to prepare ahead of time and ensure there was still candy inventory available.

Daily Spend per Consumers on Halloween Candy Week of Halloween 2021




Halloween Costumes

When it comes to costume shopping, at least half of all respondents plan to purchase a Halloween costume for themselves, their children, and/or their pets. While potentially a more expensive option, many shoppers may prioritize the convenience of a pre-made costume, choosing to spend the money to save them time. Approximately a third of respondents plan to make a homemade costume for themselves, their children, and their pets.



51% Of surveyed respondents plan to purchase their own costume.

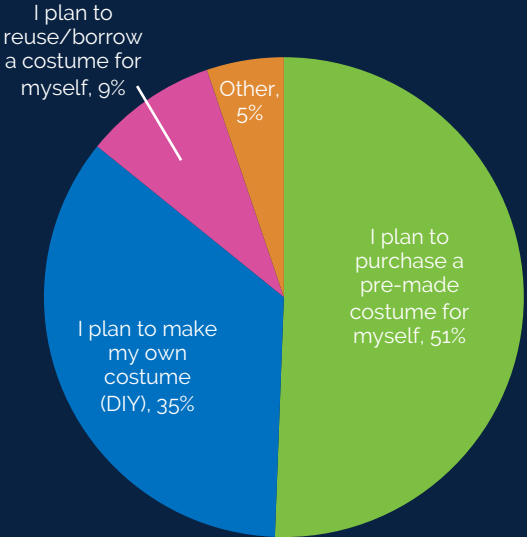


59% Of surveyed respondents plan to purchase a costume for their children.



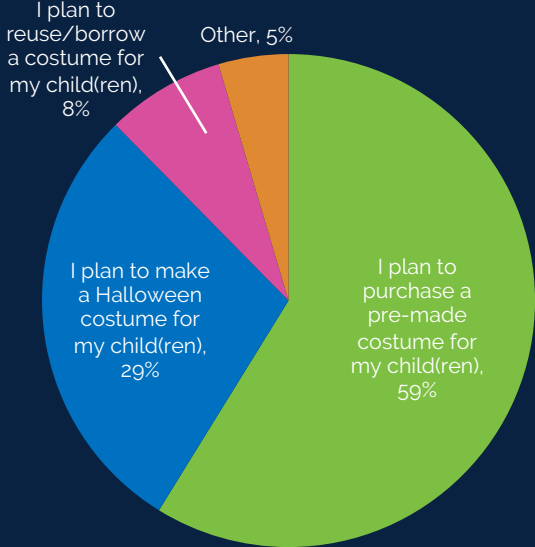
48% Of surveyed respondents plan to purchase a costume for their pets.

What kind of Halloween costume do you plan to wear this year?



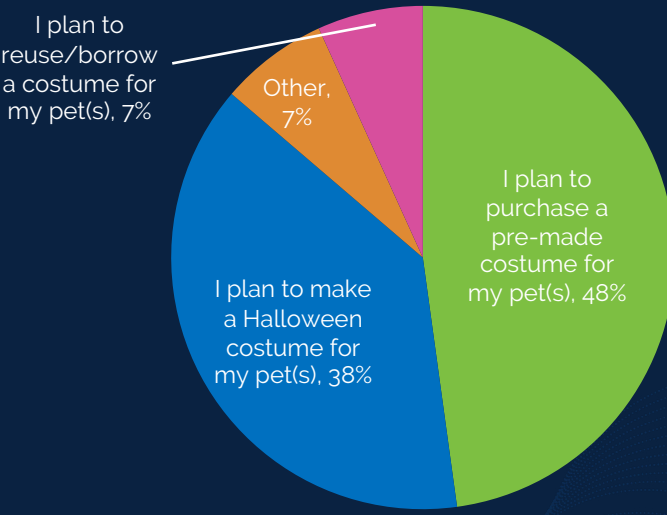
Base: 717 US adults (18+)
Source: InMarket 2022 Halloween Survey, August 2022.

What kind of Halloween costume do(es) your child(ren) plan to wear?



Base: 717 US adults (18+)
Source: InMarket 2022 Halloween Survey, August 2022.


What kind of Halloween costume do you plan to have your pet(s) wear?



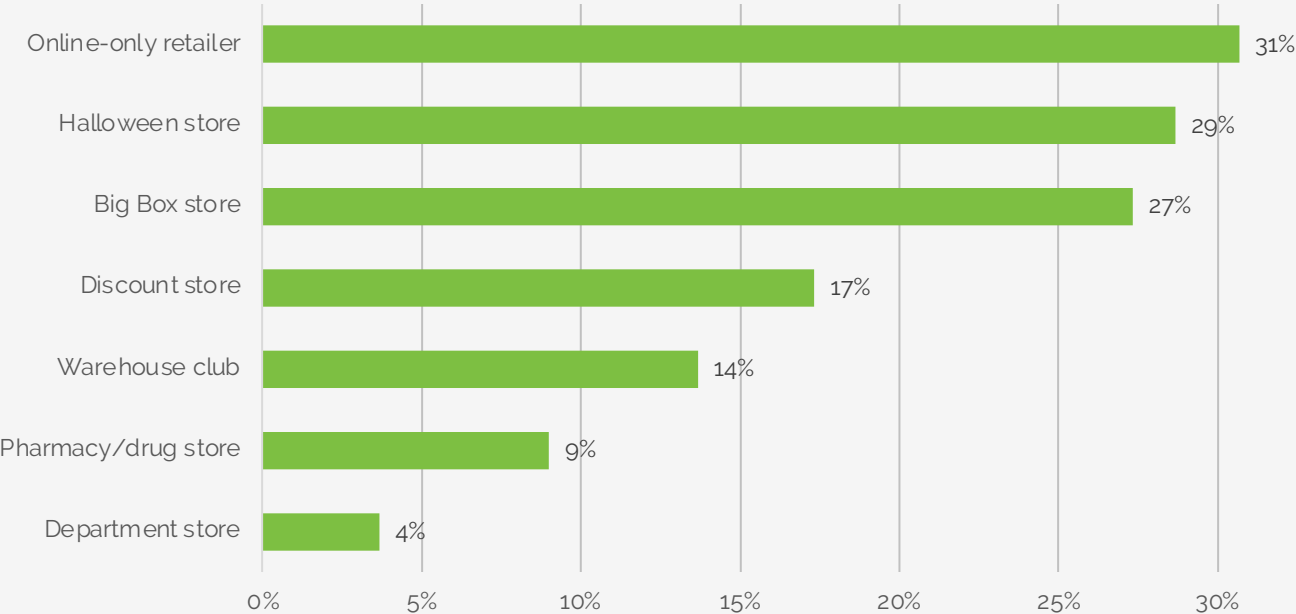
Base: 717 US adults (18+)
Source: InMarket 2022 Halloween Survey, August 2022.

Halloween Costumes

While the majority of shoppers plan to shop in-stores for Halloween overall, online-only retailers are preferred when it comes to costume shopping (31%). Halloween shoppers may prefer the ease and convenience of ordering online, where it's easier to view a vast selection of costume ideas. 29% of shoppers will head to a Halloween store, where there is no doubt they'll be able to find a costume.

 **31%** Of surveyed respondents plan to shop for costumes at an online-only retailer.

Where do you plan to do your shopping for Halloween costume(s)?



Base: 717 US adults (18+)
Source: InMarket 2022 Halloween Survey, August 2022.



Halloween Decorations

Nearly half of respondents plan to purchase pumpkins this year (46%), followed by trick-or-treat bags and pails (37%), a necessity for all the children trick-or-treating this year. Big Box stores (40%) are also a top destination for Halloween decorations following by 32% shopping at discount stores.



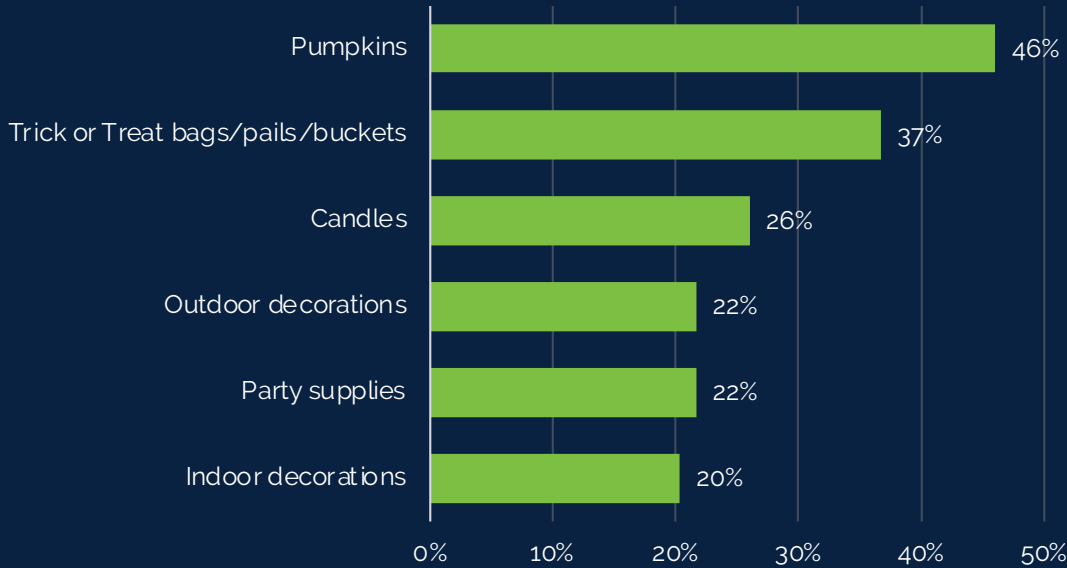
46% Of surveyed respondents plan to purchase pumpkins.



40% Of surveyed respondents plan to shop for Halloween at Big Box stores.

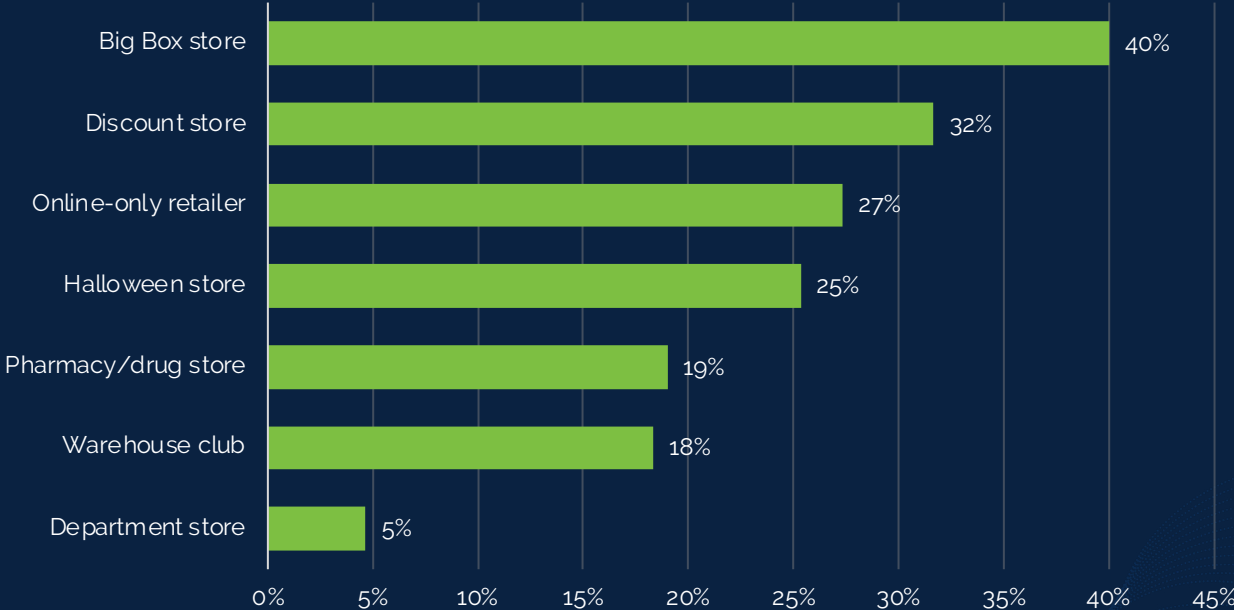
32% Of surveyed respondents plan to shop for Halloween at Discount stores.

What items and decorations do you plan to purchase for Halloween this year?



Base: 717 US adults (18+)
Source: InMarket 2022 Halloween Survey, August 2022.

Where do you plan to do your shopping for Halloween items/decorations?



Base: 717 US adults (18+)
Source: InMarket 2022 Halloween Survey, August 2022.

Halloween Recommendations

Spooky season is nearly here, and soon children and adults (and pets!) across the country will be carving pumpkins, donning costumes, and devouring candy. With high inflation impacting consumers' shopping behaviors, retailers and brands should lean heavily on promotions, sales, coupons, and other engaging tactics in order to drive purchases during Halloween season and into the holiday season.



To ensure success this Halloween season, here are five strategic recommendations for engaging shoppers, increasing purchases, and ultimately driving growth.

1. Accurately target Halloween shoppers at the most opportune moments with InMarket Audiences and Preceptivity to maximize and optimize targeting efficiency and eliminate wasted spend.
2. Engage shoppers with omnichannel messaging throughout the purchase process. Utilize CTV, InHome, and new contextual Shopping Moments to drive initial awareness, and drive purchases with InPath, InStore, and InHand Moments.
3. Emphasize value and savings throughout all Halloween messaging campaigns to engage price-conscious consumers.
4. Expand beyond targeting individuals and leverage household-based targeting in order to maximize reach and drive Halloween sales.
5. Increase Halloween targeting in stores, especially for value-based retailers like discount stores where consumers are actively seeking the best value for their dollar.

