

# HALLOWEEN 2020

## A Tricky Situation for Revelers & Retailers

Americans love Halloween and its permission to enjoy all things special. Candy! Costumes! Parties! Fun!

Of households who celebrate Halloween:

**86%** of adults participate

**85%** of children participate

**13%** celebrate Dia de los Muertos (including 38% of Hispanics)

Homemade goodies & treats

**31%** plan to make Halloween treats (down just 4% pts):

- 84% plan to make cookies or other baked goods
- 44% plan to make caramel apples
- 44% plan to make Halloween themed foods
- 5% more are making homemade candy this year

**52%** say they'll enjoy their homemade treats only at home with their household

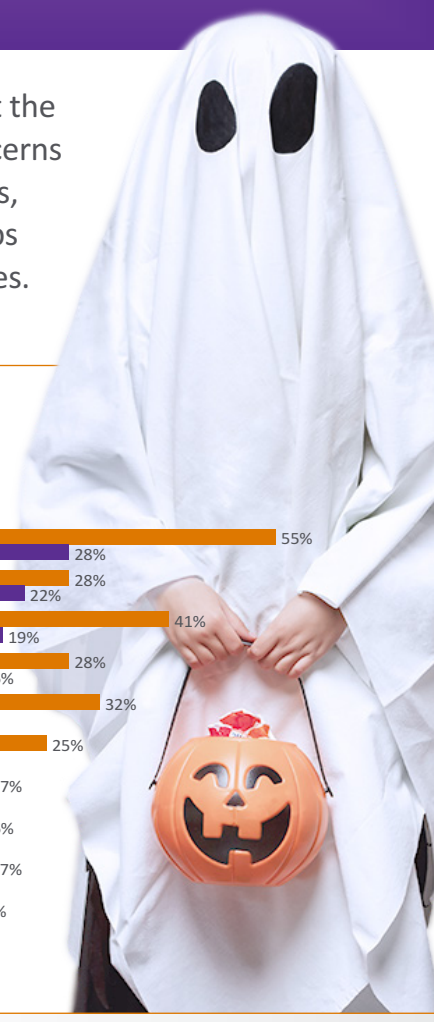
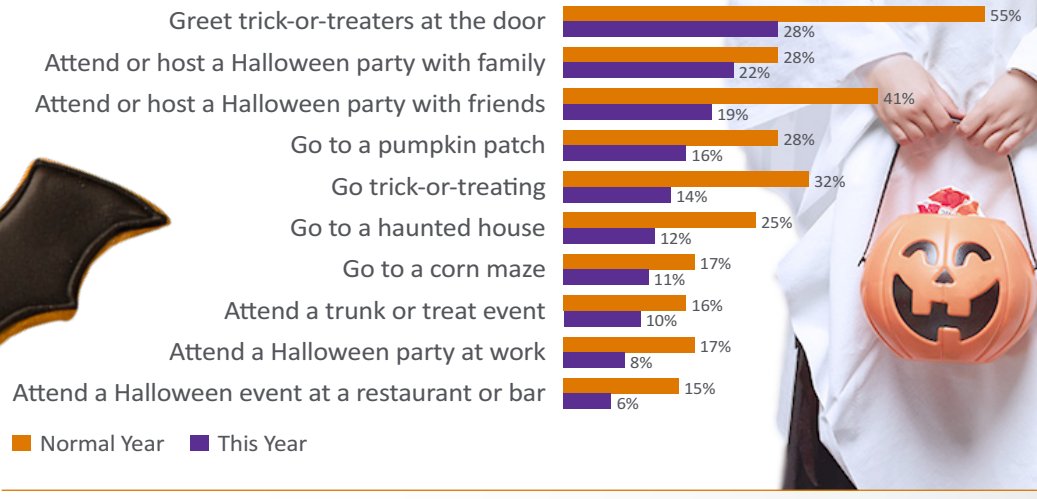
Top sources for Halloween treat inspiration

- Social media
- YouTube
- Recipes from friends and family

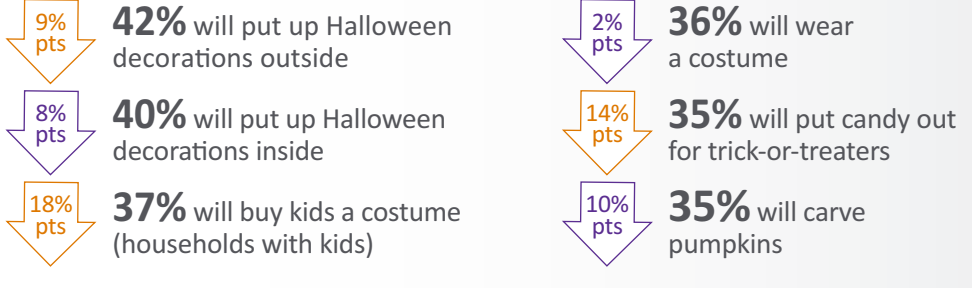
Americans celebrate the holiday in many ways, but the pandemic will impact the activities. COVID-19 concerns will lead to lighter participation than previous years, shifting focus to family festivities at home. Big drops are expected on trick-or-treating and hosting parties. After all, it's scary out there!

In a normal year, about **68%** of households celebrate Halloween

**HALLOWEEN ACTIVITIES**



While Americans plan to do less of all activities, not all are giving up the ghost. They still plan to decorate and put on a costume.



**Halloween choices for the sweet tooth**

- Walmart wins top choice for Halloween: **64%** will choose it for candy
- Even with COVID-19 concerns, **only 12%** plan to buy candy online (delivery or pickup)
- 67%** plan to buy their candy in October
- 54%** expect to spend the same on Halloween candy this year; **30%** will spend less
  - 30% will spend \$15 or less
  - 46% will spend between \$16 and \$35
  - 16% will spend more than \$35
  - 8% don't plan to buy candy – up from 3% in previous years
- 48%** choose chocolate with fillings or inclusions as favorite type of candy. Top flavors of candy:
  - Milk chocolate
  - Dark chocolate
  - Peanut/peanut butter
  - Caramel
- Year-round, **66%** usually buy regular/standard size candy
- At Halloween, **59%** choose Fun Size and **31%** choose Extra Large candy
- 79%** say sealed candy is safe vs. only **48%** for wrapped candy



**Decorate early and through the season**

- 52%** decorate inside or outside; **43%** will spend the same, but **38%** will spend less on decorations
  - 28% will spend \$25 or less
  - 27% will spend between \$26 and \$50
  - 22% will spend more than \$50
  - 23% have all the Halloween decorations they need
  - 58% will shop Walmart for Decorations
- More than half who plan to purchase decorations buy these items **during September**
- 34%** plan to attend or host parties; **56%** will spend the same, and **28%** will spend more on party supplies
  - 30% will spend \$25 or less
  - 26% will spend between \$26 and \$50
  - 36% will spend more than \$50
  - 68% will shop Walmart for party supplies
- 80%** buy party supplies between **mid-September and mid-October**



**Perfect time for a disguise**

- 36%** of adults plan to wear a costume this year, and will spend **about the same** as previous years
  - 33% will spend \$25 or less
  - 29% will spend between \$26 and \$50
  - 24% will spend more than \$50
  - 57% will shop Walmart for a personal Halloween costume
- 37%** of households with children (down from 55%) plan to buy their children's costumes this year; **63%** will spend the same, and **29%** plan to spend more
  - 27% will spend \$25 or less
  - 49% will spend between \$26 and \$50
  - 32% will spend more than \$50
- This year **64%** will shop Walmart for children's Halloween costumes
  - 6% more plan to shop at **Dollar stores**
  - 6% more plan to shop **Online** for their children's costumes
- More than half** who plan to purchase costume elements and kids' costumes buy **during September**

