

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

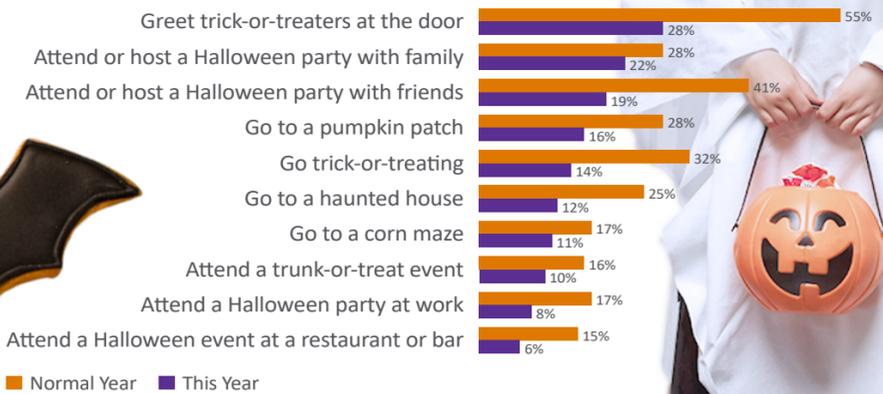
Top sources for Halloween treat inspiration

- Social media
- YouTube
- Recipes from friends and family

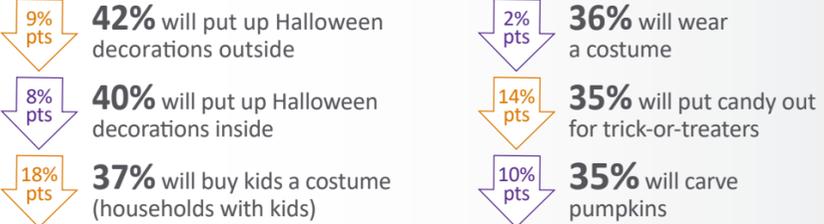
Americans celebrate the holiday in many ways, but the pandemic will impact the activities. COVID-19 concerns will lead to lighter participation than previous years, shifting focus to family festivities at home. Big drops are expected on trick-or-treating and hosting parties. After all, it's scary out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

