

AN ADVANTAGE SOLUTIONS PULSE SURVEY

HALLOWEEN 2022: SHOPPERS REVEAL PLANS TO CELEBRATE AND SPEND

Adult grocery shoppers are inching closer to their pre-pandemic Halloween activity and shopping behavior, with a quarter planning to spend more on candy and other treats and a third planning to spend more on costumes and decorations this year, according to “Halloween 2022: Shoppers Reveal Plans to Celebrate and Spend,” based on a September 2, 2022, survey of more than 1,000 U.S. adults who celebrate Halloween and who are their household’s primary grocery shoppers or share the responsibility.

The survey found four in 10 shoppers plan to greet trick-or-treaters at the door this year, up from three in 10 last year. There are also significant upticks in other activities, including attending or hosting a Halloween party with friends (24%, up from 17% last year), wearing a costume (37%, up from 30%) and carving pumpkins (45%, up from 36%).

Halloween Activities

■ Typically did pre-pandemic ■ Did last year ■ Plan to this year

Decorate inside my home	56%	47%	50%
Decorate outside my home	52%	40%	47%
Carve pumpkins	51%	36%	45%
Greet trick-or-treaters at the door	50%	31%	40%
Wear a costume	48%	30%	37%
Go trick-or-treating	44%	30%	34%
Go to a pumpkin patch	44%	26%	37%
Buy children a costume	39%	31%	34%

Attend/host a Halloween party with friends	32%	17%	24%
Leave candy/treats outside the door	31%	27%	29%
Attend a trunk-or-treat event	30%	18%	23%
Go to a haunted house	28%	12%	19%
Attend/host a party with family	28%	16%	22%
Go to a corn maze	25%	15%	23%
Attend an event at a restaurant/bar	17%	8%	14%
Attend a party at work	16%	7%	10%

Advantage Solutions survey of 1,041 U.S. adults who are their household’s primary grocery shoppers or share the responsibility and who celebrate Halloween, September 2, 2022.

As part of their celebrations, 85% plan to purchase candy.

As part of their celebrations, 85% of survey respondents plan to purchase candy, 54% (61% of those with kids at home) plan to buy decorations and half (71% of those with kids) plan to purchase costumes. One-fourth (30% of those with kids) plan to buy other food treats for Halloween and one-fifth (one-fourth of those with kids) will buy non-food treats, such as Halloween-themed toys or health-and-beauty items.



Planned Halloween Purchases 2022

ALL RESPONDENTS		HOUSEHOLDS WITH CHILDREN
85%	 Candy	87%
54%	Decorations 	61%
50%	Costumes 	71%
25%	Food treats (not candy) 	30%
19%	Non-food treats ¹ 	24%
4%	None of these	2%

¹ Toys, play jewelry, themed health/beauty items, etc.

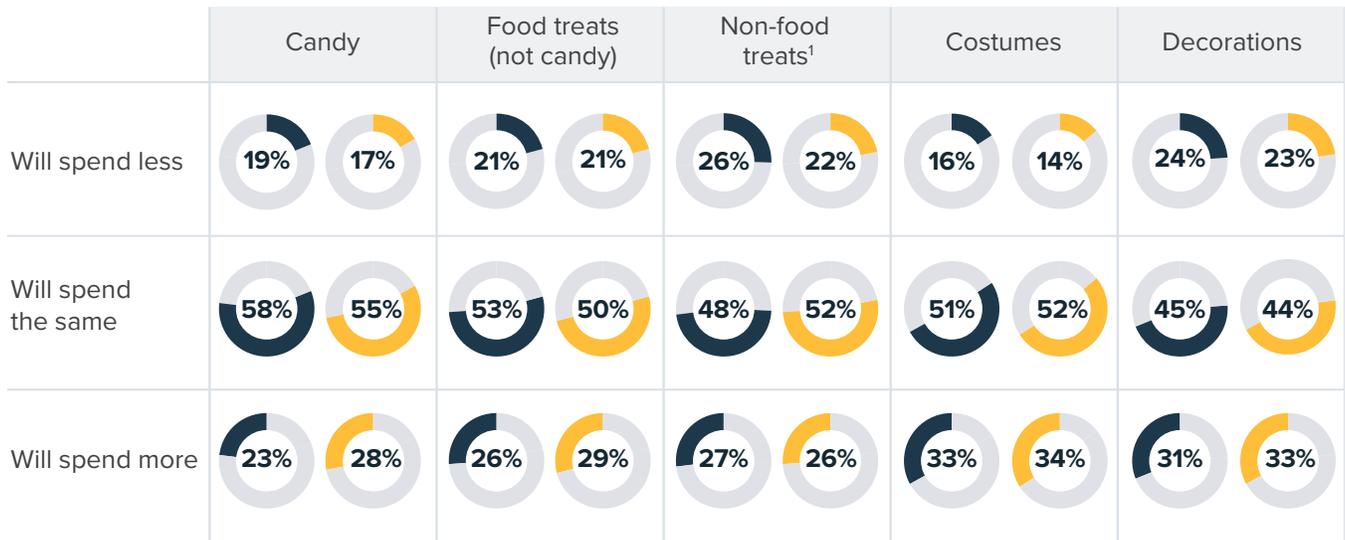
Advantage Solutions survey of 1,041 U.S. adults who are their household's primary grocery shoppers or share the responsibility and who celebrate Halloween, September 2, 2022.

Despite tight budgets, most Halloween shoppers say they plan to spend the same amount or more on treats, costumes and decorations this year compared to last year. Whether they're anticipating higher prices on their typical Halloween purchases or plan to buy more as they expand their Halloween activities, about one-fourth anticipate spending more on candy and nearly the same percentage say they expect to spend more on Halloween food and non-food treats. One-third anticipate higher spending on costumes and 31% plan to spend more on decorations.

Anticipated Level of Spending 2022

(Respondents who plan to purchase these items)

■ All respondents ■ Households with children



¹ Toys, play jewelry, themed health/beauty items, etc.

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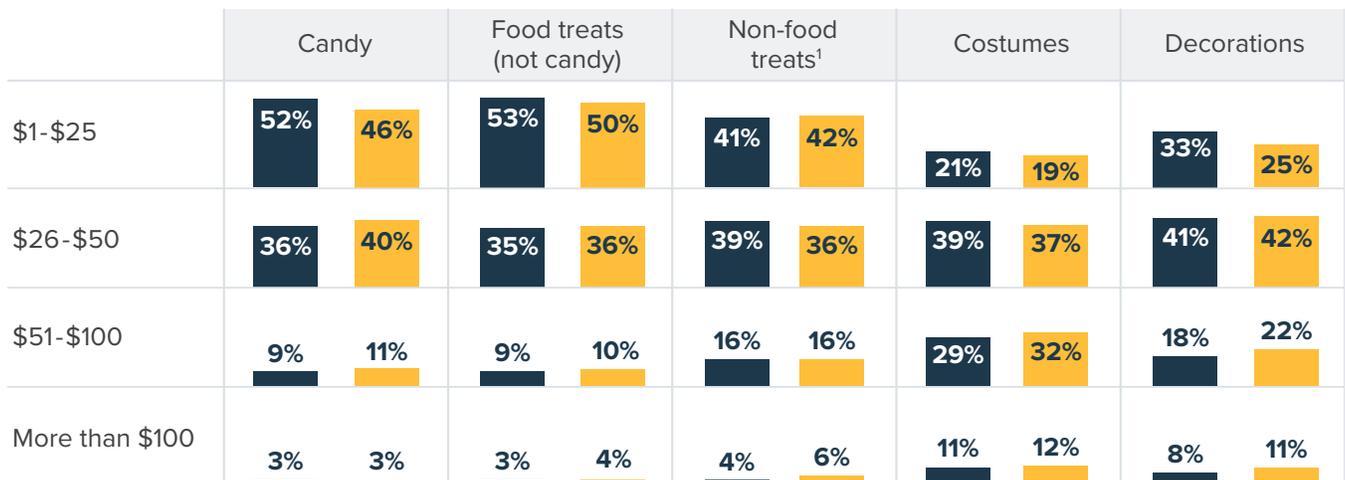
About one-fourth of those who plan to purchase Halloween candy anticipate spending more than last year.

In dollars, about half (48%) of U.S. grocery shoppers who celebrate Halloween say they'll spend more than \$25 on Halloween candy this year — including more than one in 10 who plan to spend over \$50. A similar percentage (47%) will spend more than \$25 on other Halloween-themed edible treats.

Anticipated Halloween Spending 2022

(Respondents who plan to purchase these items)

■ All respondents ■ Households with children



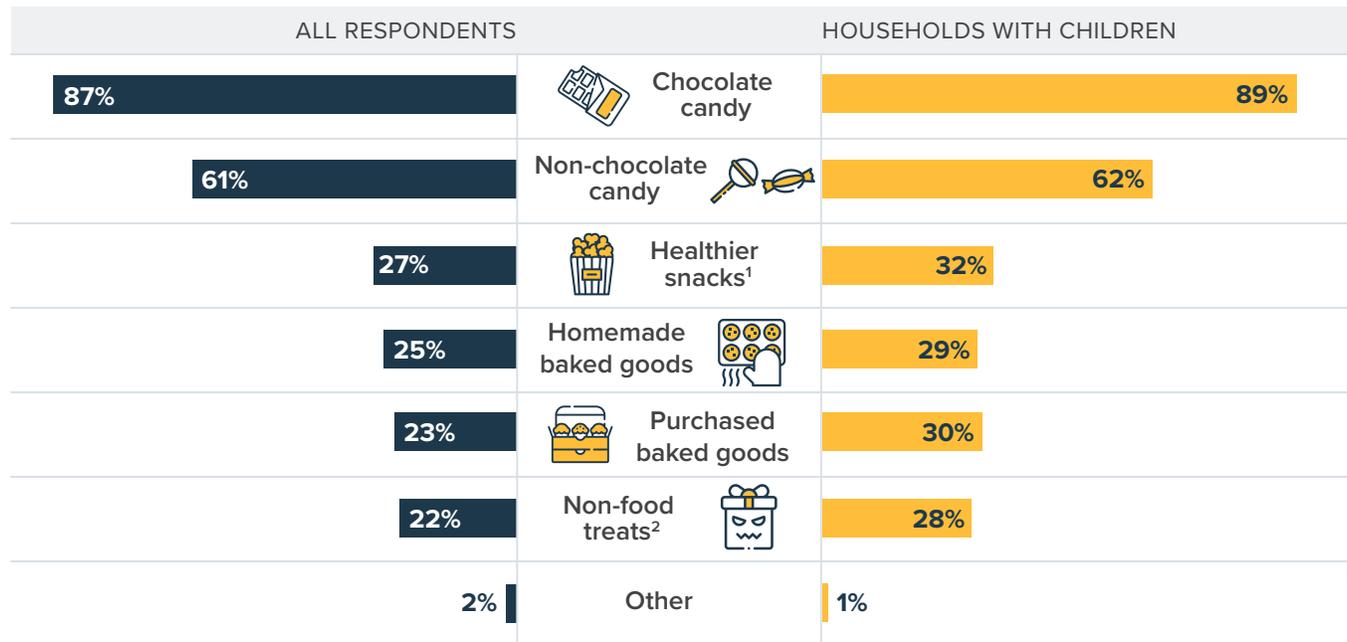
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Chocolate will remain king of the Halloween candy aisle, as nearly 90% of those offering treats to trick-or-treaters or at a Halloween party plan to serve up chocolate candy. Even so, six in 10 shoppers said they'd be buying non-chocolate favorites. About one-fourth will offer healthier snacks, such as raisins or trail mix; that percentage increases to one-third for grocery shoppers with children at home.

Types of Treats Served to Trick-or-Treaters or at Parties

(Respondents who plan to participate in trick-or-treating or parties selected all that apply)



¹ Raisins, popcorn, trail mix, etc. ² Toys, play jewelry, themed health/beauty items, etc.

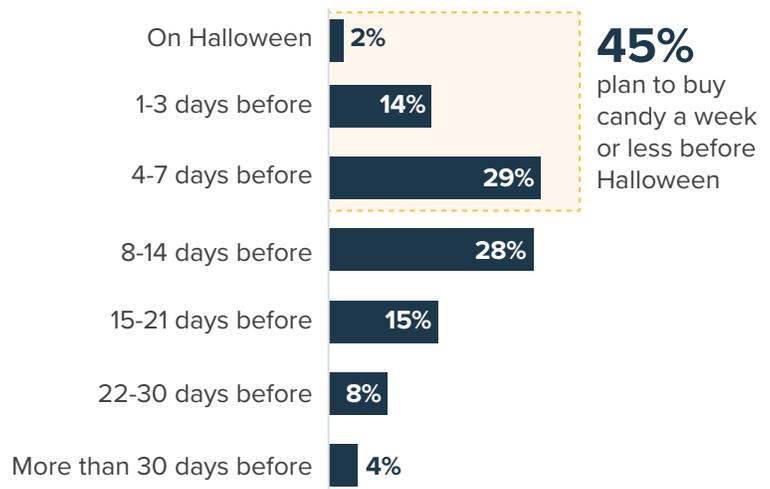
Advantage Solutions survey of 1,041 U.S. adults who are their household's primary grocery shoppers or share the responsibility and who celebrate Halloween, September 2, 2022.

Taking a closer look at candy purchases, nearly half (45%) of shoppers who plan to buy Halloween candy say they'll make the purchase a week or less before the holiday. Sixteen percent of candy buyers will head to the store or fill their online cart three days — or less — before Halloween.

Sixteen percent of candy buyers will make their purchases within three days of Halloween.

Timing of Halloween Candy Purchases

(Respondents who plan to buy candy)



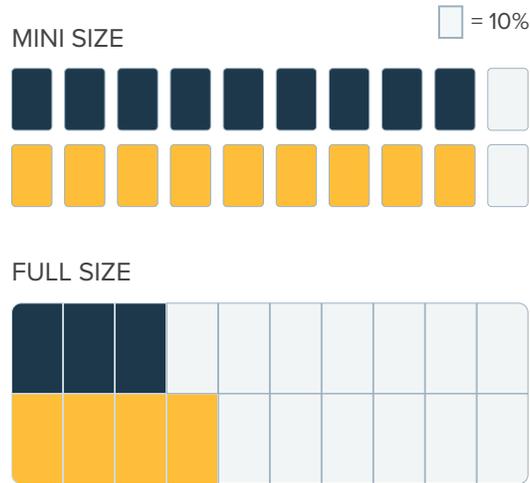
Advantage Solutions survey of 1,041 U.S. adults who are their household's primary grocery shoppers or share the responsibility and who celebrate Halloween, September 2, 2022.

Whenever they make their Halloween candy purchases, buyers will favor mini-sized items (nearly 90% will buy Halloween-sized candy). Still, nearly one-third say they'll go large, purchasing full-size items alone or in addition to the minis. Those with kids at home are even more likely to purchase the larger-sized sweets.

Mini-Size vs. Full-Size Candy

(Respondents who plan to buy candy selected all that apply*)

■ All respondents ■ Households with children



* % of respondents buying rounded to nearest 10%. Advantage Solutions survey of 1,041 U.S. adults who are their household's primary grocery shoppers or share the responsibility and who celebrate Halloween, September 2, 2022.

Halloween candy shoppers, especially those with children, are open to trying new items this Halloween. Half of respondents (and 57% of those with kids at home) say they're likely or very likely to try a new item or brand extension.

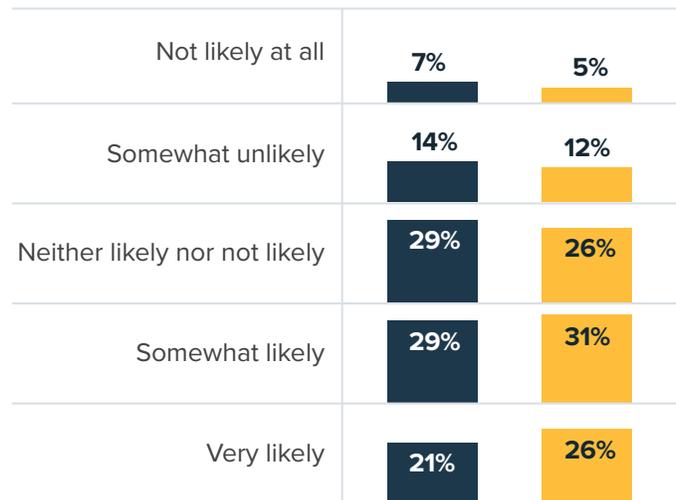
Reflecting on past Halloweens, more than four in 10 candy buyers say they typically overbought. About half say they usually purchased the right amount.

Half of candy shoppers say they're open to trying new items this Halloween.

Likelihood of Trying a New Halloween Candy*

(Respondents who plan to buy candy)

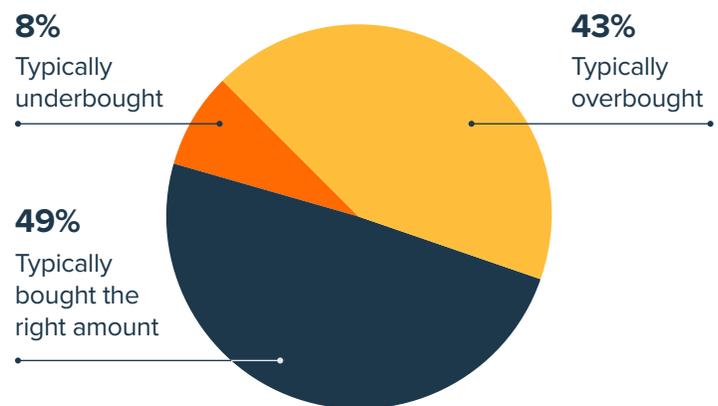
■ All respondents ■ Households with children



* New item introduction, brand extension, etc. Advantage Solutions survey of 1,041 U.S. adults who are their household's primary grocery shoppers or share the responsibility and who celebrate Halloween, September 2, 2022.

Amount of Candy Purchases

(Respondents who plan to buy candy)

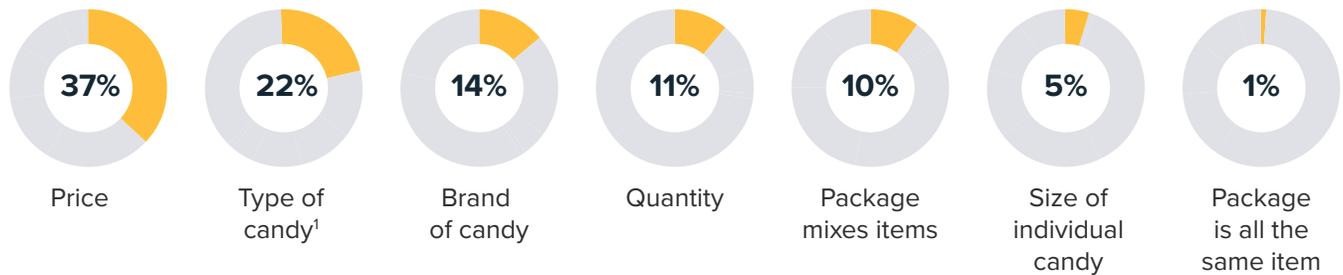


Advantage Solutions survey of 1,041 U.S. adults who are their household's primary grocery shoppers or share the responsibility and who celebrate Halloween, September 2, 2022.

Shoppers may have a favorite Halloween candy, but their budgets are a primary consideration this year. Candy shoppers say the top three factors influencing their purchases are price (37% ranked this the most important factor), type of candy (22%) and brand of candy (14%). Quantity of candy in the package is a top influencer for one in 10 shoppers and a similar number look first for packs that offer a mix of candy.

Factors That Most Influence Halloween Candy Purchases

(Respondents who plan to buy candy)



¹ Chocolate, non-chocolate, etc.

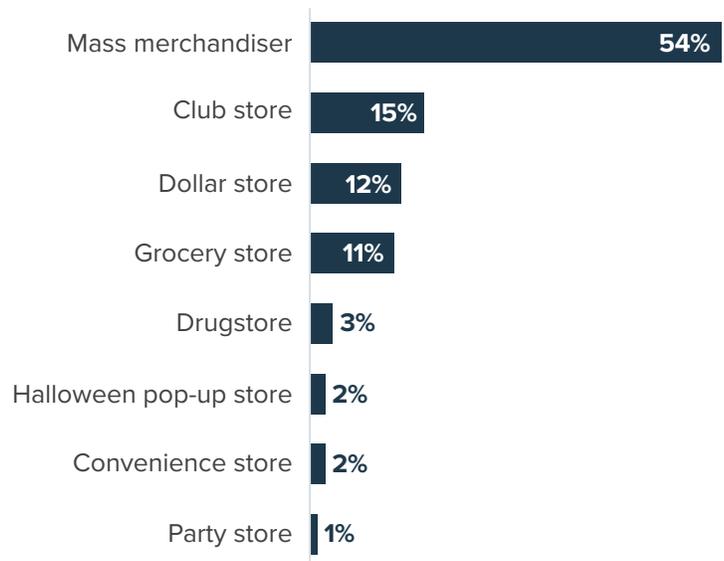
Respondents ranked factors most important to least important. Chart based on % ranking factor 1st most important. Advantage Solutions survey of 1,041 U.S. adults who are their household's primary grocery shoppers or share the responsibility and who celebrate Halloween, September 2, 2022.

More than half of shoppers perceive mass merchandisers to have the best Halloween candy prices.

With price top of mind and more than half of grocery shoppers perceiving mass merchandisers to have the best Halloween candy prices, Walmart, Target and other mass merchants lead the pack in shoppers' plans for buying candy and other food treats (52%). The second most popular retail channel for Halloween candy and other edible treats is grocery stores.

Type of Retail Store Perceived to Have Best Halloween Candy Prices*

(Respondents who plan to buy candy)



* Includes retailers' physical stores and websites.

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Mass merchandisers will also likely get the biggest share of costume purchases as 35% of respondents say they'll head to this type of store for costumes. But 25% expect to buy their costumes on Amazon.

Where Shoppers Will Buy Halloween Items*
 (Respondents who plan to purchase these items)



	Candy	Food treats (not candy)	Non-food treats ¹	Costumes	Decorations
Mass merchandiser	52%	52%	51%	35%	49%
Grocery store	19%	19%	11%	4%	5%
Club store	11%	11%	11%	5%	4%
Dollar store	7%	5%	10%	2%	15%
Drugstore	4%	2%	1%	0%	1%
Amazon	3%	6%	8%	25%	11%
Party store	1%	3%	4%	10%	5%
Halloween pop-up store	1%	0%	1%	13%	6%
Convenience store	1%	1%	1%	0%	1%
Candy manufacturer website	1%	0%	0%	0%	0%
Other	0%	1%	2%	6%	3%

* Where shoppers say they will most likely shop. Includes retailers' physical stores and websites.

¹ Toys, play jewelry, themed health/beauty items, etc.

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Mass merchandisers lead the pack in shoppers' plans for buying Halloween candy and other treats.

Asked how much their Halloween candy purchases are influenced by key promotional tactics, 70% of candy buyers said they're influenced by on-package coupons. Nearly half are influenced by secondary displays. Far fewer grocery shoppers (20%) say social media messaging has an impact on their Halloween candy purchases.

What will Halloween candy buyers do this year if their favorite candy is out of stock? Two-thirds say they'll likely buy a similar candy (in-store or online). But more than one-fifth would look for their preferred brand elsewhere.

Factors Influencing Halloween Candy Purchasing Decision

(Respondents who plan to buy candy)

	Not influential at all	Somewhat uninfluential	Neither influential/uninfluential	Somewhat influential	Very influential
Instant cents-off, on-package coupons	5%	5%	20%	35%	35%
Extra displays of candy in the aisle	9%	10%	32%	31%	18%
Social media message/campaigns	34%	20%	26%	12%	8%

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Actions Taken When Preferred Candy Is Out of Stock

(Respondents who plan to buy candy; "most likely" response to out-of-stocks)



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As shoppers plan their Halloween activities, most expect to spend the same or more on Halloween treats, costumes and decorations this year compared to last year. While they'll look for their favorite candy, they can be swayed by price and discounts and whether their preferred brand is in stock. Being in stock will be especially important the week before October 31, when close to half of shoppers will do their candy buying. ●



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