

# 2016 HALLOWEEN SPENDING

IN 2016, 171 MILLION AMERICANS WILL CELEBRATE HALLOWEEN. HERE IS A BREAKDOWN OF THE PROJECTED SPOOKY SPENDING:

THE AVERAGE HALLOWEEN SHOPPER WILL SPEND **\$82.93**

TOTAL SPENDING WILL REACH **\$8.4 BILLION**



## COSTUMES

WHO IS DRESSING UP?

**47%**

AMERICANS WILL DRESS UP THIS HALLOWEEN.



**16%**

AMERICANS WILL DRESS UP THEIR PET.



AMERICANS WILL SPEND **\$3.1 BILLION** ON HALLOWEEN COSTUMES.

TOP COSTUMES

**CHILDREN:**

ACTION/SUPERHERO

**MILLENNIALS (18-34):**

BATMAN CHARACTER (BATMAN, HARLEY QUINN, JOKER, ETC.)

**ADULT:**

WITCH

**PET COSTUMES**

TOP COSTUME: PUMPKIN



INSPIRATION ON THE WEB



**17%**

WILL GET COSTUME INSPIRATION FROM PINTEREST

## CANDY

CANDY SPENDING WILL TOTAL **\$2.5 BILLION**

**94.3%**

HALLOWEEN SHOPPERS WILL PURCHASE CANDY.

AVERAGE SPENDING

**\$25**

ON CANDY

**SEVEN OUT OF TEN**



PLAN TO HAND OUT CANDY

FAVORITE HALLOWEEN CANDY:

REESE'S PEANUT BUTTER CUP



## DECORATIONS

**49%**

CELEBRANTS WILL DECORATE THEIR HOME OR YARD.



AMERICANS WILL SPEND

**\$390 MILLION**

ON HALLOWEEN GREETING CARDS



**46%**



WILL CARVE A PUMPKIN

TOTAL DECORATION SPENDING WILL REACH

**\$2.4 BILLION.**

## HALLOWEEN SAVING TIPS

**BUY**

CANDY IN BULK FROM A WAREHOUSE CLUB.

**WAIT**

UNTIL **OCTOBER 30** TO BUY PUMPKINS—THEY TYPICALLY DROP IN PRICES CLOSE TO HALLOWEEN.

**FIND**

FREE HALLOWEEN ACTIVITIES IN YOUR COMMUNITY.

**BUY**

DECORATIONS AT DOLLAR STORES OR SURPLUS STORES.

HALLOWEEN IS A TIME FOR SHOPPING AND SAVING. PLAN AHEAD TO GET TERRIFYINGLY GOOD DEALS.

### SOURCES:

<https://nrf.com/resources/halloween-headquarters>

<http://money.usnews.com/money/blogs/my-money/2014/10/01/7-ways-to-save-money-on-halloween>

<http://www.forbes.com/sites/nadiaarumugam/2013/10/25/dishing-the-dirt-on-halloween-candy-consumption/>