



2022 CONSUMER SURVEY REPORT

Halloween Preview



A SINGLE DATA SOURCE. INFINITE INSIGHTS.



We asked 1,014 people about their upcoming Halloween shopping plans.

Numerator's 2022 Halloween Survey was fielded between 9/27/2022-10/3/2022 to 1,014 individuals. The report showcases overall consumer plans as well as comparison to their Halloween purchases last year.

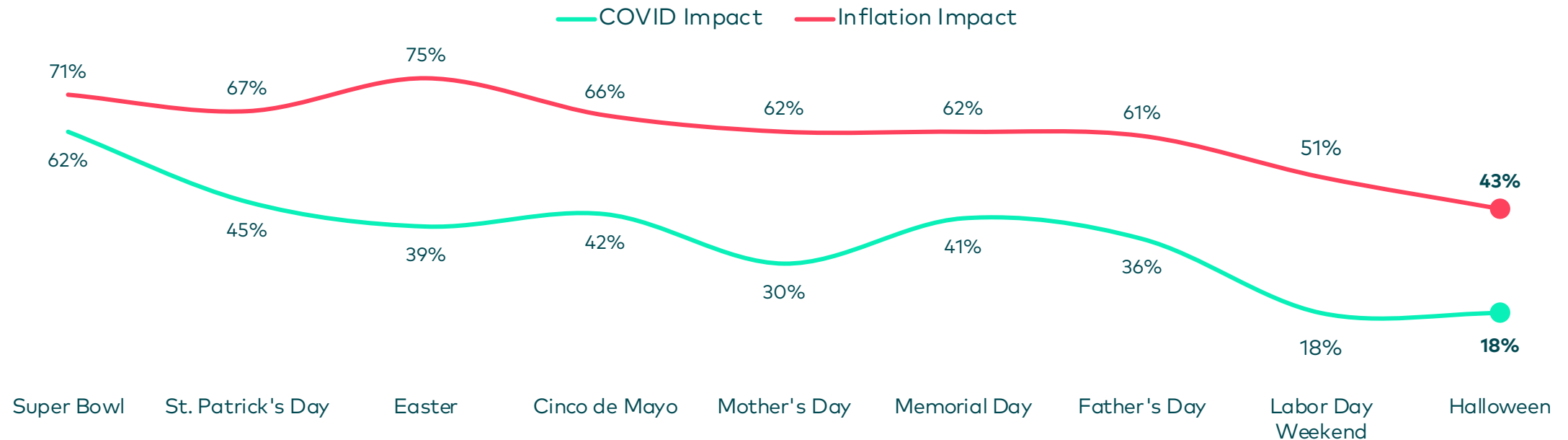
A qualitative survey was conducted between 9/27/2022-10/3/2022 to 10 consumers. The responses created themes and context for this year's Halloween.

Halloween is looking to be the most 'normal' holiday of 2022.

Expected impact from inflation this Halloween are at their lowest points to-date and COVID concerns are still low. However, 2 in 5 consumers still expect inflation to impact their Halloween plans, while 18% expect impacts from COVID-19.

EXPECTED COVID & INFLATION IMPACT

% who expect moderate or significant impact

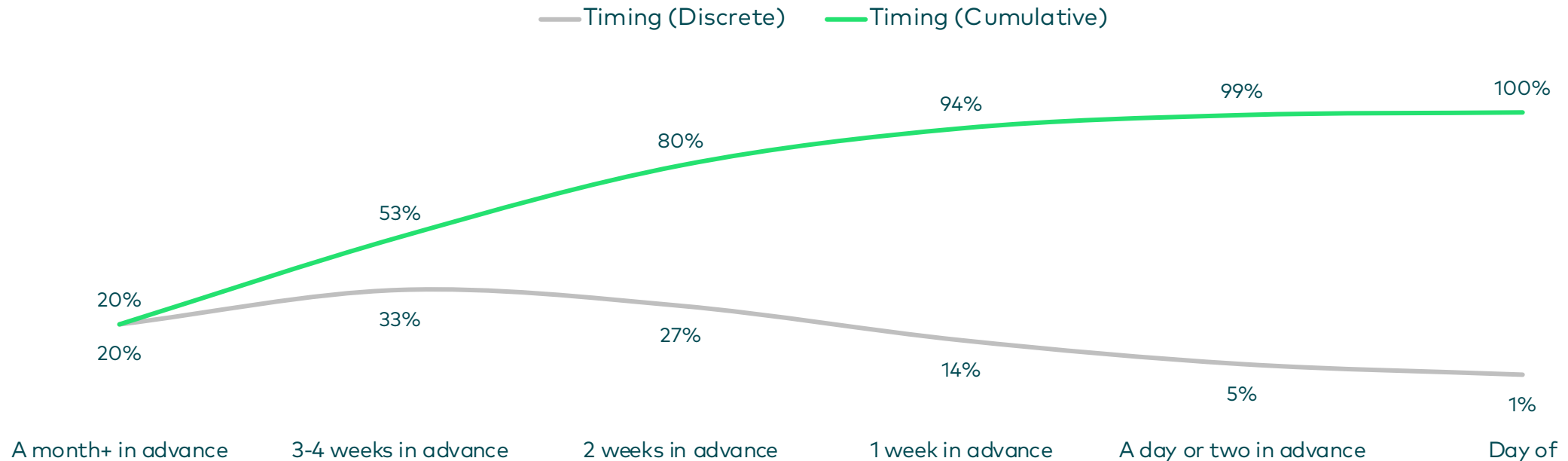


Halloween planning & shopping usually happens at the start of the month.

By the middle of October nearly 4 in 5 shoppers will have been in the Halloween mindset, with nearly all households planning one week in advance.

EXPECTED SHOPPING TIMING

% of Halloween Shoppers



Consumers aren't planning to make a lot of concessions for Halloween.

Many consumers mention wanting children to have fun this year given the past few years being hindered by COVID restrictions.

“ [I'm]considering handing out candy, **that's not something I would've done in the past two years**, but I might just do it.

I have this nice big candy bowl and if I don't hand out candy, I was also just thinking about stocking it for when people come to visit. But other than that **I don't really see much of a difference.** ”

LISTEN TO THE CLIP

- 41 year-old US female

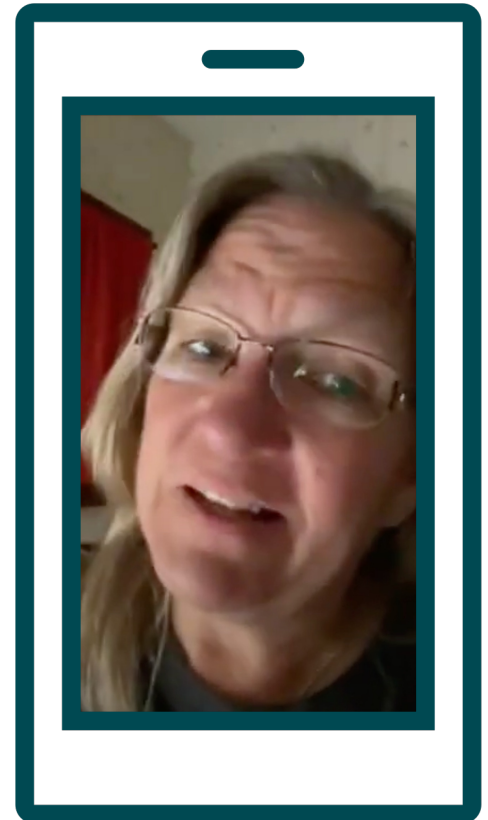


“ I don't think I'll be doing anything different this Halloween.

I just **love handing candy out to the kids** and enjoying their sweet little costumes. ”

LISTEN TO THE CLIP

- 64 year-old US female

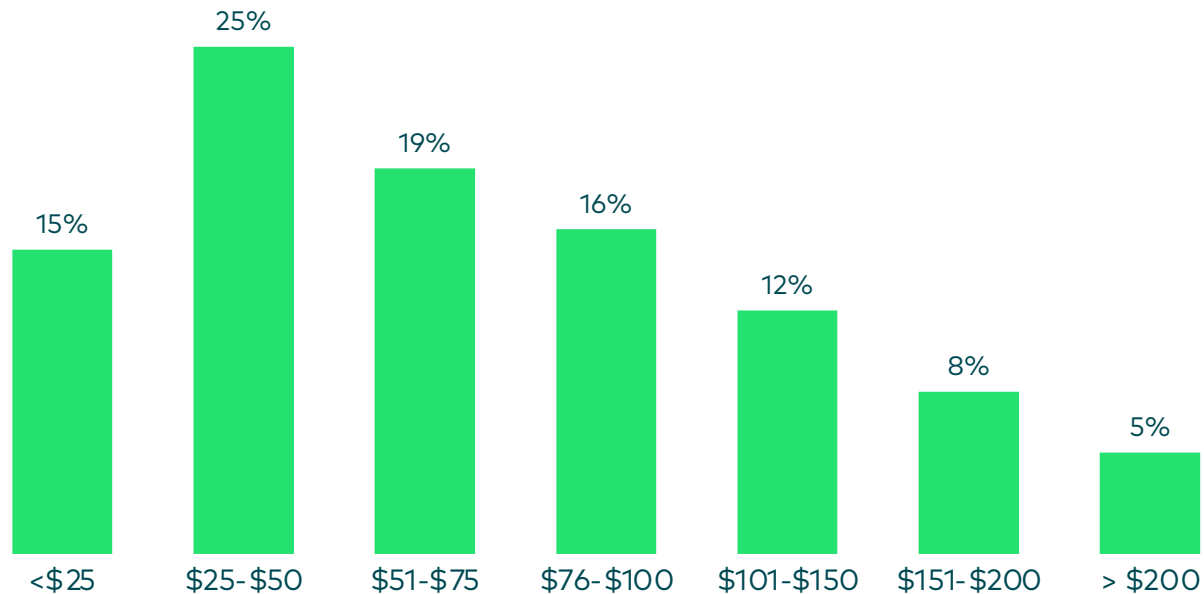


However, consumers still do not plan to spend more this year vs prior years.

A fourth of households plan to spend around \$25-\$50 on the holiday, with nearly 80% spending under \$100.

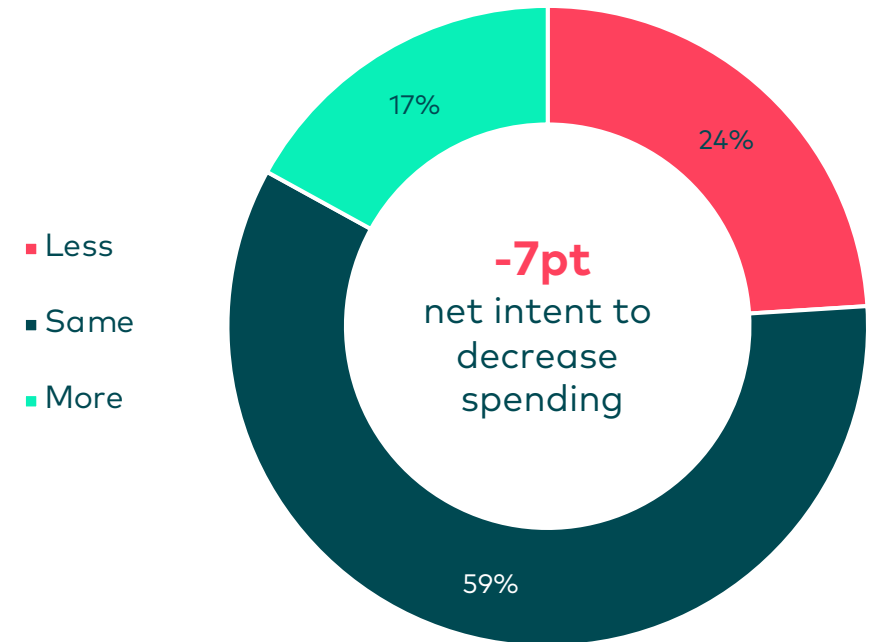
EXPECTED SPENDING

% Halloween Shoppers



SPENDING VS. PAST YEARS

% of Halloween Shoppers



Source: Numerator Halloween 2022 Survey (n= 1,014)

Q. How much do you expect to spend on your Halloween celebrations?

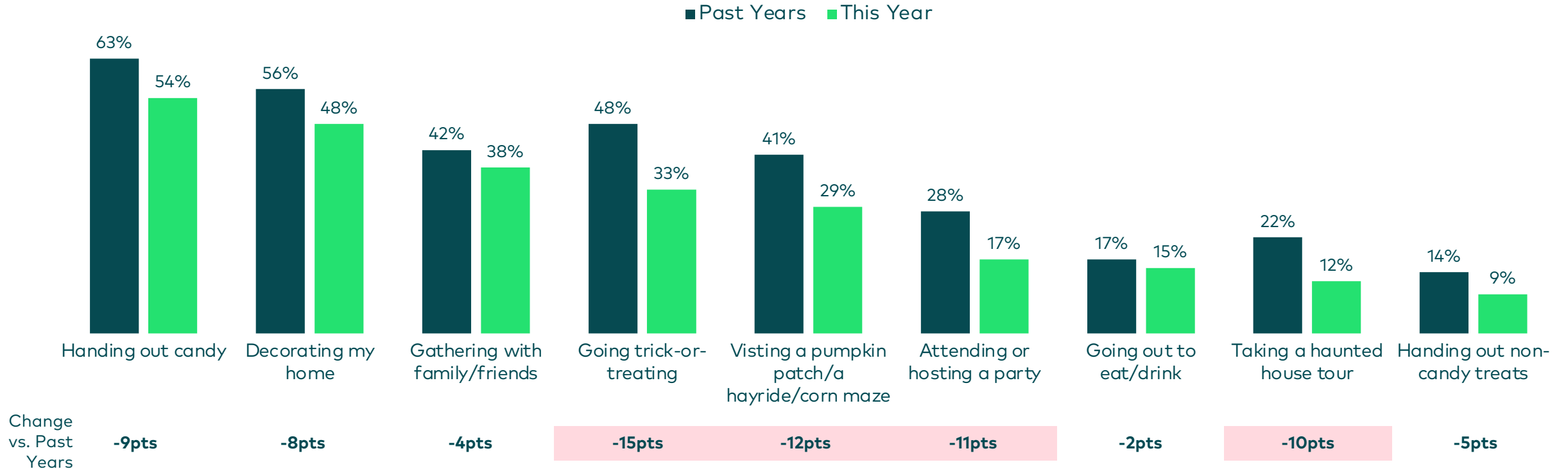
Q. How will your spending differ from past Halloween celebrations?

Reduced spend could be driven by Halloween festivities not fully recovering.

While consumers feel there will be less of an impact due to COVID and inflation, there are less consumers who plan to participate across festivities with more public activities seeing the largest declines this year compared to prior years.

CELEBRATION PLANS

% of Halloween celebrators



Source: Numerator Halloween 2022 Survey (n= 1,014)
 Q. How have you typically celebrated Halloween in past years?
 Q. How do you plan to celebrate Halloween this year?

Although consumers feel a return to normal, they acknowledge a change.

Brands and retailers need to think of ways to jumpstarting or reimagine Halloween traditions to adjust for consumer who still are hesitant even though concern for COVID is low.



“ This [face masks] is probably the biggest thing that’s facing us as we think about Halloween celebrations and gatherings with people. ”

[LISTEN TO THE CLIP](#)

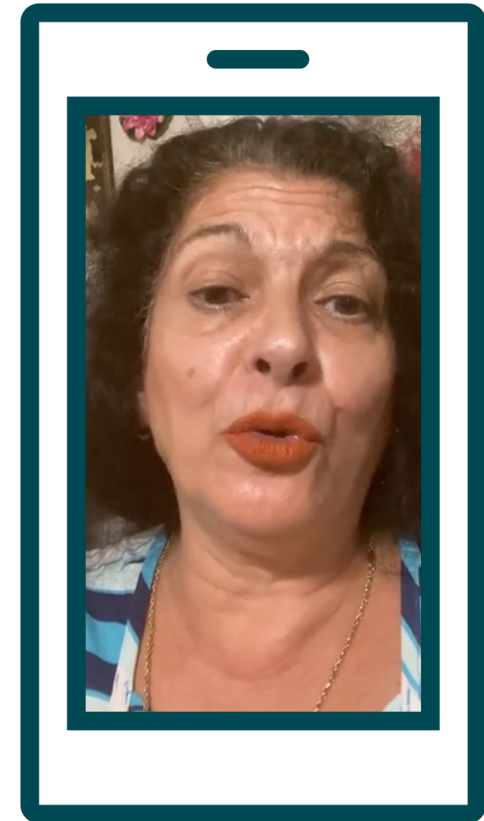
- 55 year-old US male

“ I’m not planning to do anything different for Halloween that I normally don’t do, which is go buy candy... ”

But since COVID, that hasn’t been happening a lot. So to me, **Halloween is sort of fading in its weight and losing its flavor**, but that’s ok. I still have the Halloween candy here for unexpected visitors when they come. ”

[LISTEN TO THE CLIP](#)

- 63 year-old US female

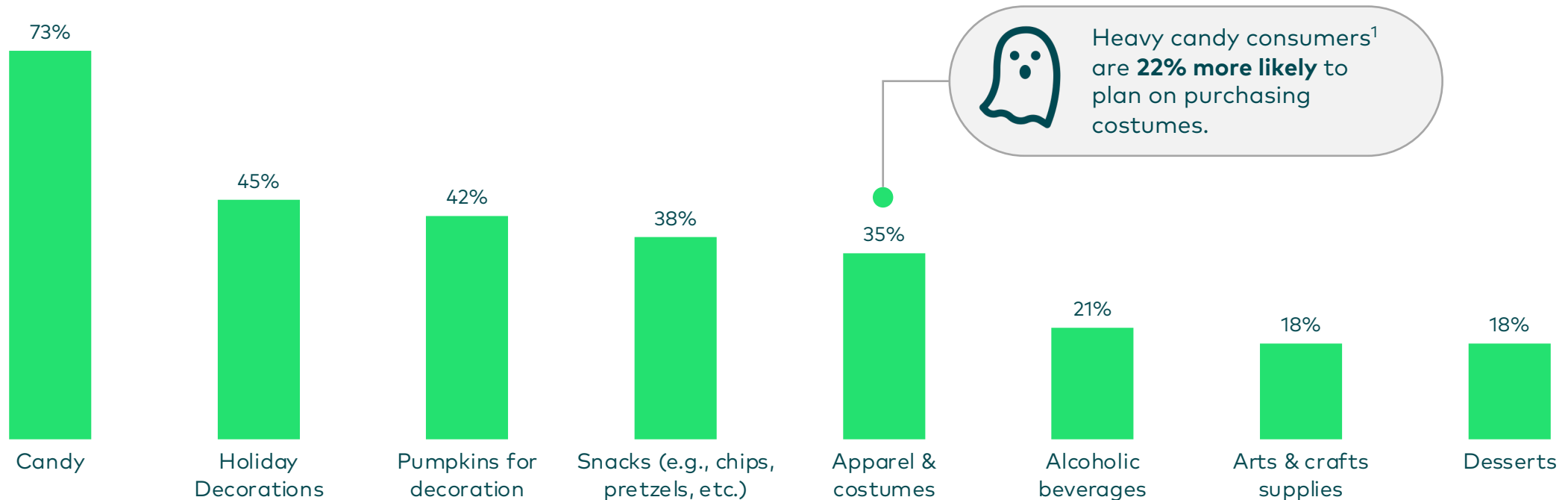


Regardless, celebrators will continue to buy typical Halloween fare.

Candy tops the list with nearly 3 in 4 households planning to buy for the holiday. Decorations and pumpkins are also expected to be purchased and found in over 40% of homes this year. 1 in 3 plan to purchase costumes—driven by heavy candy shoppers.

PURCHASE PLANS

% of Halloween Celebrators



Source: Numerator Halloween 2022 Survey (n= 1,014)

Q. What item(s), if any, will you purchase for Halloween this year?

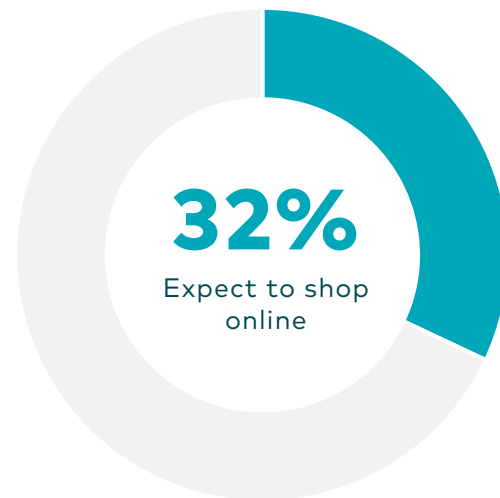
¹Heavy candy consumers defined as top 50 percentile in candy spending for the past 52 weeks.

Mass retailers are the most likely to win the Halloween trip.

Most Halloween shoppers plan to make their trips in-store (84%), but nearly a third of shoppers do expect to shop online. Of those planning to shop online for Halloween, over 4 in 5 (85%) plan to shop Amazon and half expect to shop Walmart.com.

PURCHASE LOCATIONS

% of Halloween shoppers



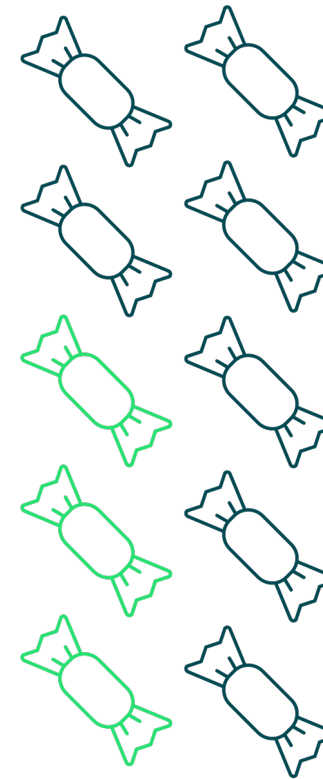
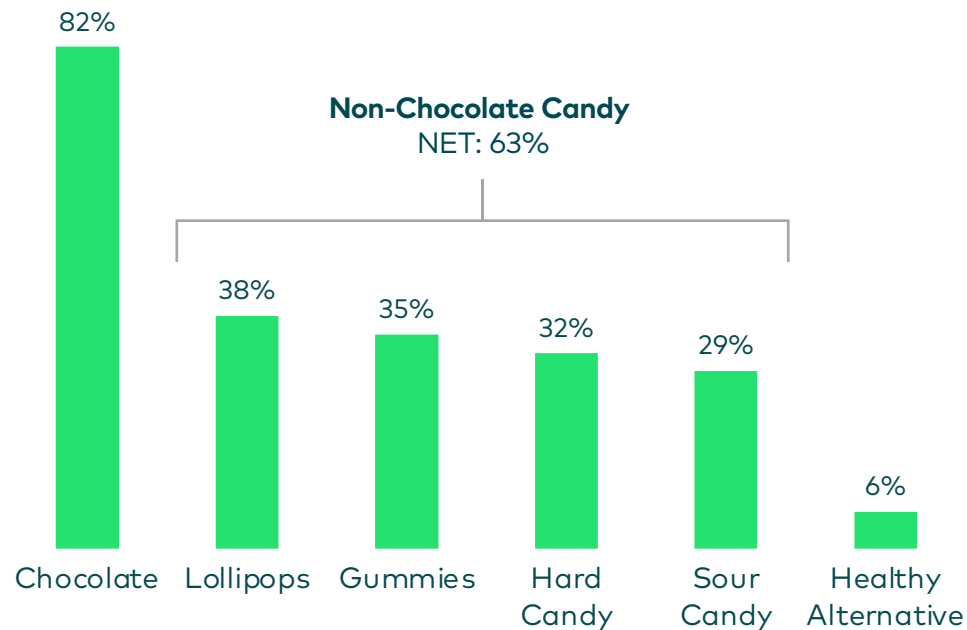
Source: Numerator Halloween 2022 Survey (n= 1,014) How will you shop for Halloween?
Q. Where do you plan to purchase items for Halloween?

Trick-or-treaters can expect an assortment of candy, but the brands given might be different this year.

Most household will offer up chocolate with almost 2 in 3 offering non-chocolate items. Of those impacted by inflation, 3 in 10 expect to trade down on brands.

INTENT TO PURCHASE BY CANDY TYPE

% of Halloween Celebrators Planning to Purchase Candy¹



Nearly **3 in 10** households affected by inflation plan to buy **cheaper candy brands**²

Source: Numerator Halloween 2022 Survey (n= 1,014)

¹Q. What candy item(s) do you plan to hand out?

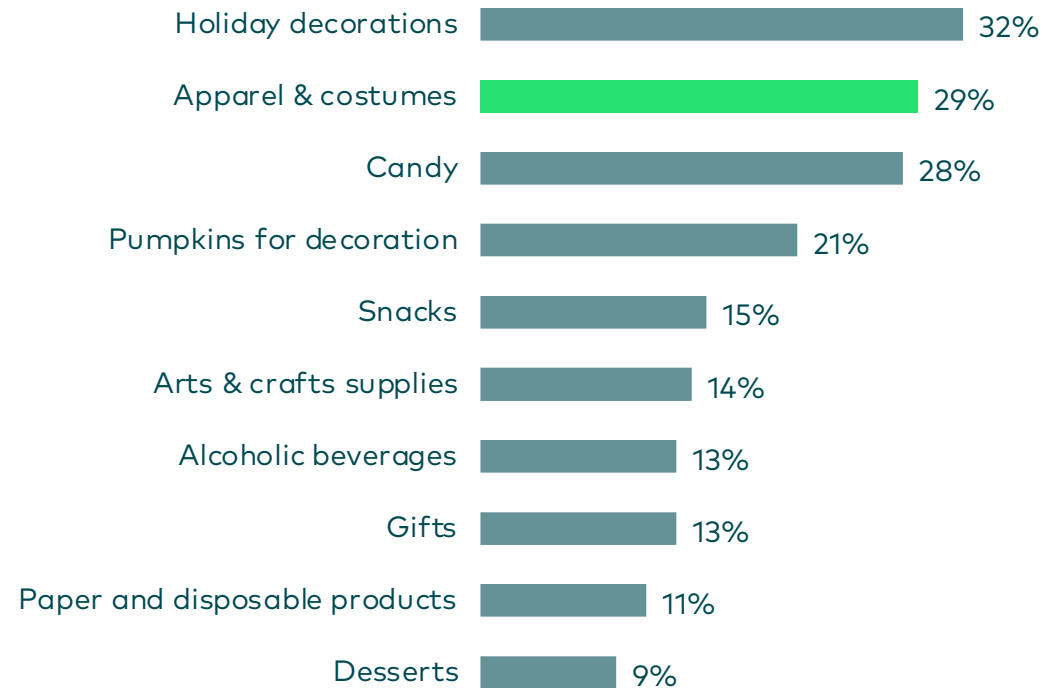
²Q. How, if at all, will inflation impact your Halloween this year?

Costume purchasing could also see a hit with households cutting back.

Nearly 30% of Halloween shoppers plan to cut back spending on costumes with 44% of households impacted by inflation planning to do some form of upcycling with existing costumes or being frugally creative.

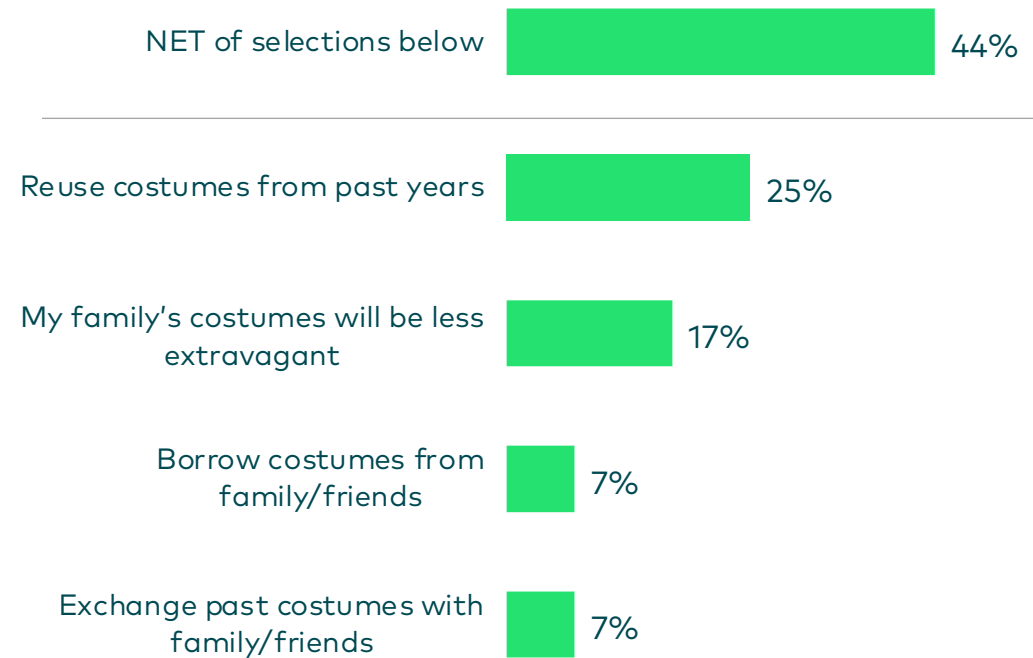
ITEMS PLANNED TO CUT BACK DUE TO INFLATION

% of Halloween Celebrators



INFLATION IMPACT ON COSTUME PURCHASING

% of Halloween Celebrators



Source: Numerator Halloween 2022 Survey (n= 1,014)

Q. On which items, if any, will you cut back spending this Halloween because of inflation?

Q. How, if at all, will inflation impact your Halloween purchasing this year?

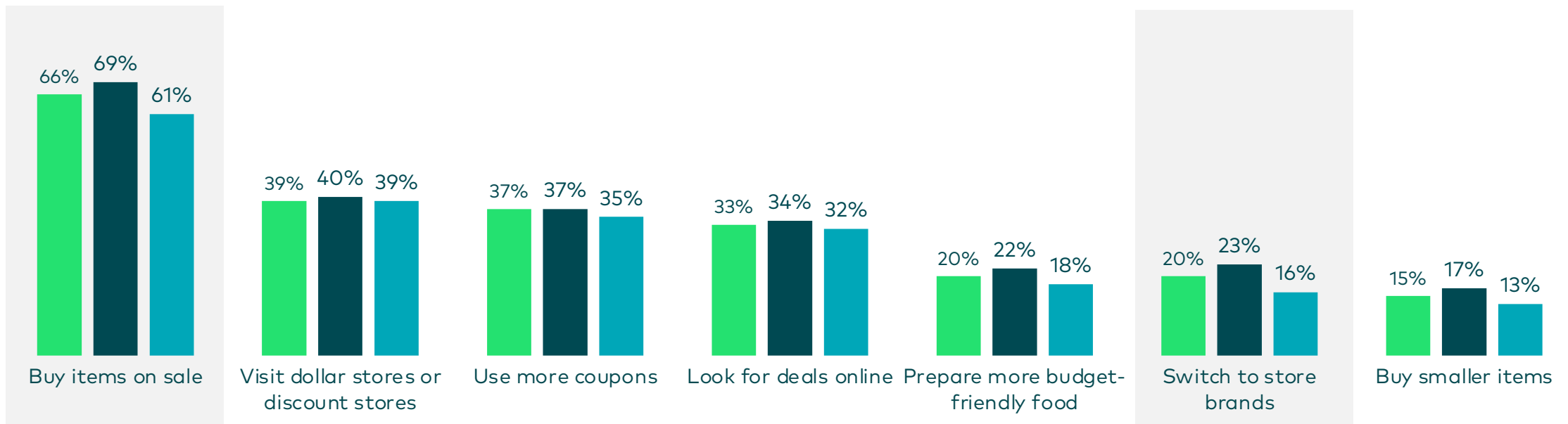
Sales & private label are ways heavy candy consumers are looking to save.

Finding a deal is going to be the primary driver in combatting inflation. Store shifting, coupons and online shopping are secondary ways to save. Beyond sales, heavy candy shoppers are 43% more likely to rely on store brands compared to light shoppers.

INFLATION IMPACT ON HALLOWEEN SHOPPING

% of Halloween shoppers

■ Total ■ Heavy Candy Consumers ■ Light Candy Consumers



Source: Numerator Halloween 2022 Survey (n= 1,014)

Q. Which measures, if any, will you take to save on your Halloween shopping due to inflation?

¹Heavy & light candy consumers defined as top 50 and bottom 50 percentile in candy spending for the past 52 weeks, respectively.



Numerator

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