

TRICKS, TREATS & TRENDS

A snackable
summary of
consumer insights
for Halloween

Updated July 23, 2024

In partnership with



Methodology

Ipsos Omnibus

Ipsos U.S. Omnibus is a multi-client online, device agnostic survey fielded each business day among a nationally representative sample of US adults 18+.



Field Dates:
4/11/2024 - 4/16/2024



Total Respondents
(n=3,000)

These are some findings from an Ipsos survey, conducted on behalf of Mars, Incorporated, among n=2,256 adults in the U.S., age 18 and up, who indicate plans to celebrate Halloween. The survey was conducted online, in English, between April 11-16, 2024. The starting sample for the survey was a representative sample of n=3,000 U.S. adults, including an oversample of n=105 Gen Z adults, who were then screened on how, if at all, they plan to celebrate Halloween. The credibility interval, a measure of precision used for online, non-probability polls, for this survey is plus or minus 2.5 percentage points.

Questionnaire

Counting down to Halloween: A spooktacular look at how consumers celebrate & shop for the holiday.

TOP HALLOWEEN RITUALS



PASSING
OUT CANDY
52%

Most likely to: **BOOMERS:** 58%
GEN X: 56%



DRESSING
UP
36%

Most likely to: **MILLENNIALS:** 54%
GEN Z: 53%



SOCIAL
GATHERINGS
35%

Most likely to: **GEN Z:** 52%

BASE: Planning to Celebrate Halloween (n=2,256)
Q1. How do you plan to celebrate Halloween this year?

SPOOKY SEASON RETAIL TRENDS

(Among those who plan to purchase candy)



PLAN TO BUY
CANDY IN STORE

59%

In-store shoppers

More concerned about **running out** of candy: **43%**

More likely to buy packs with a **single brand**: **50%**



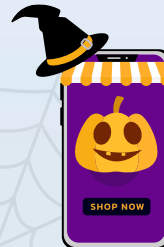
PLAN TO BUY
CANDY IN STORE &
ONLINE

24%

Omnichannel shoppers



61%
buy Halloween-
specific candy



PLAN TO BUY
CANDY ONLINE

17%

Online shoppers

Plan for Halloween (**7.9 WEEKS IN ADVANCE**) &
purchase candy (**2.9 WEEKS IN ADVANCE**) sooner

64% consider their reputation when buying
candy to pass out or fill in a bowl for hosting

BASE: Halloween Candy Purchasers (n=2,107)

Q5. Do you plan to purchase any of your Halloween candy online through a retailer website, delivery service or mobile app?

New insights added July 23, 2024

Key generational differences help to illustrate the Halloween experience.

GEN Z AND MILLENNIALS



Plan to celebrate by **dressing up**



Plan **6.8 weeks** in advance



More likely to go **bigger than past years**
(Although most expect plans to be in line with last year)



More likely to purchase candy **online**
(Although most purchase in store)



More likely to purchase **packs with multiple varieties**



More likely to purchase **gummy, fruity & sour candy**
(Although chocolate is most popular)

GEN X AND BOOMERS



Plan to celebrate by **passing out candy or treats**



Plan **later** (5.3 weeks for Gen X and 3.1 weeks for Boomers)



Expect plans to be **the same or smaller than past years**



Purchase candy **in store**



More likely to purchase **packs with a single brand**



Younger generations are changing the game- striving for bigger & better across a variety of activities, candy flavors and even purchase channels.



For older generations, passing out candy is a way to participate in the holiday with minimal planning, sticking to traditional varieties and purchase channels.

32%

Of Gen Z expect their Halloween plans to **be bigger than past years.**

17%

Most likely to make **multiple trips to purchase candy.**

36%

Plan to celebrate Halloween plan for the holiday **more than a month in advance**, and some Gen Zers plan for Halloween **six months out.**

GEN Z Halloween heroes

MILLENNIALS Trick-or-treat enthusiasts

Millennials, like Gen Z, plan for Halloween **further in advance (6.8 weeks)** and shop both in store and online.

Millennials are more likely to celebrate by **trick-or-treating** and use candy for **out of home occasions.**

7 in 10

Gen Xers expect their Halloween plans to be **in line with last year.**

More likely to purchase packs with a single brand compared to younger generations.

Like Boomers, Gen Xers stick to traditional purchase habits and are **more likely to conduct their shopping in store.**

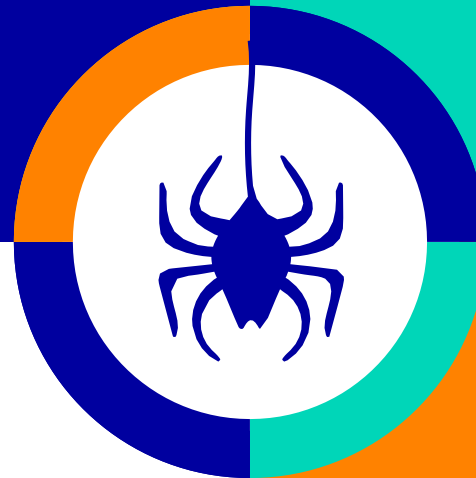
GEN X Transitional celebrations

BOOMERS Here for the candy

7 in 10 Boomers report having **leftover candy after Halloween.**

58%

Of Boomers' Halloween plans involve passing out candy or treats – their **#1 use of candy** during the season.



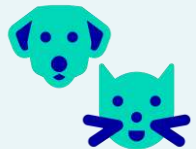
With the majority of Americans planning to celebrate Halloween, **there are generational differences in how people celebrate the occasion.**

Plans for Halloween 2024

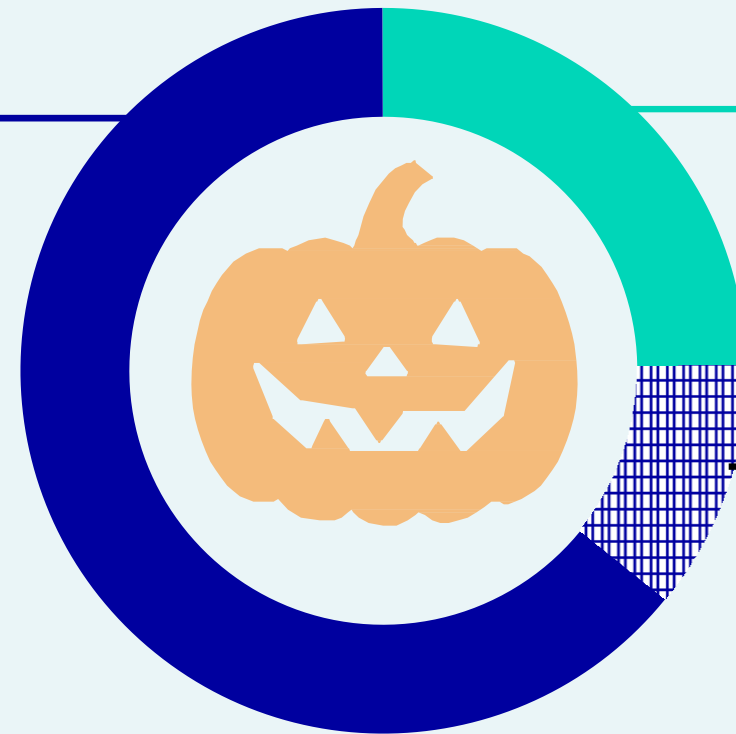
75% Plan to celebrate Halloween

Top Plans Differ by Generation

Gen Z Dressing up (53%) Socializing (52%)	Millennials Dressing up (54%)	Gen X Passing out candy or treats (56%)	Boomers Passing out candy or treats (58%)
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1 in 4 Gen Z
and Millennials
plan to **dress
up their pet**



25%

Don't plan to
celebrate
Halloween

11%

Plan to celebrate
Halloween but
their **plans are
undecided**

Consumers are planning for Halloween and purchasing candy early in the season.

Halloween Planning Timeline 2024

Halloween is
Planned



Halloween Candy is
Purchased



GEN Z + MILLENNIALS

Plan further in advance

(6.8 weeks)

and are more likely to **already be planning for Halloween**

GEN Z

Is most likely to **make multiple trips to purchase candy**

(17%)

BASE: Planning to Celebrate Halloween (n=2,256)

Q2. When will you/your family begin to plan for Halloween?

BASE: Halloween Candy Purchasers (n=2,107)

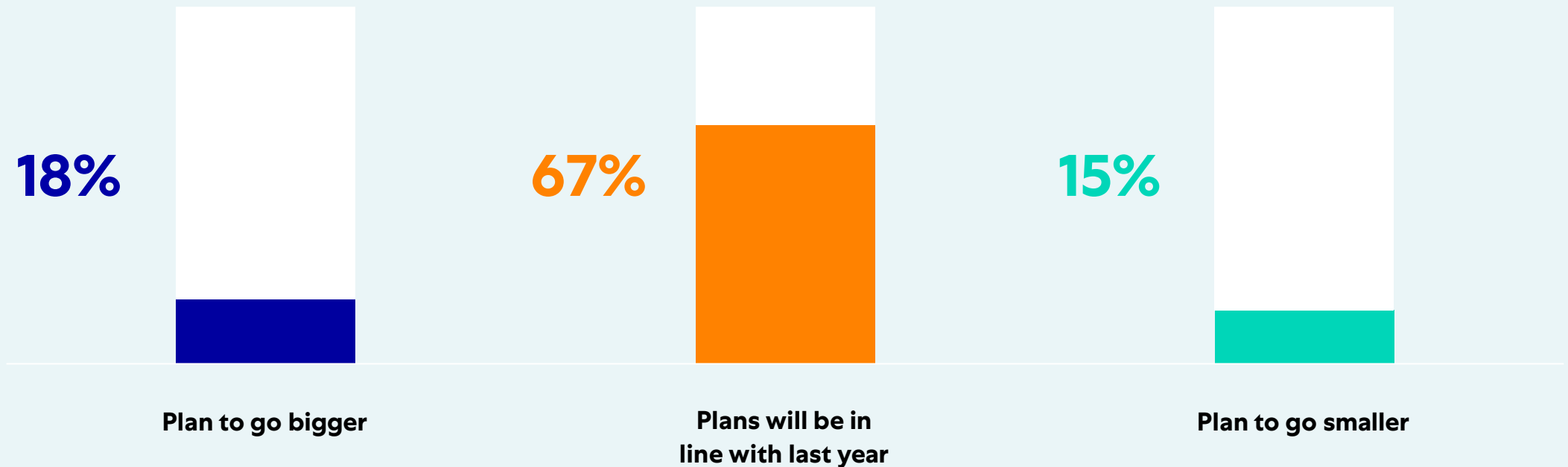
Q8. How far in advance do you purchase Halloween candy?

Among those planning to celebrate Halloween, 85% either plan to go bigger or maintain plans in-line with how they celebrated last year.

Change in Plans vs. Past Years

Among Those Planning to Celebrate Halloween

GEN Z (32%) and MILLENNIALS (28%) are more likely to go bigger.



BASE: Planning to Celebrate Halloween (n=2,256)

Q16. Are you planning to go bigger with your Halloween plans this year compared to past years?

Who is planning to go bigger?

Those planning to go bigger include...



GEN Z & MILLENNIALS*



FAMILIES*



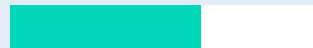
URBAN RESIDENTS*

They are planning to do more activities, including...



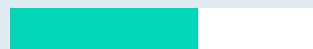
61%

DRESSING UP



60%

PASSING OUT CANDY



They are also more likely to...



PLAN FURTHER IN ADVANCE*

(10.3 weeks)



BUY

packs with **multiple varieties***

(68%)

full size candy*

(45%)

BASE: Planning to Go Bigger (n=408)

Q16. Are you planning to go bigger with your Halloween plans this year compared to past years?

*Over-indexed (120+) vs. Total

One thing generations can agree on? Candy is the top contributor to a positive Halloween experience.

	Gen Z	Millennials	Gen X	Boomers
Candy (31%)	=	↓	=	↑
Socialization (21%)	=	=	=	↓
Value (19%)	↓	=	=	↑
Costumes (17%)	=	↑	=	↓
Spookiness (12%)	↑	=	=	↓

More/less/equally important

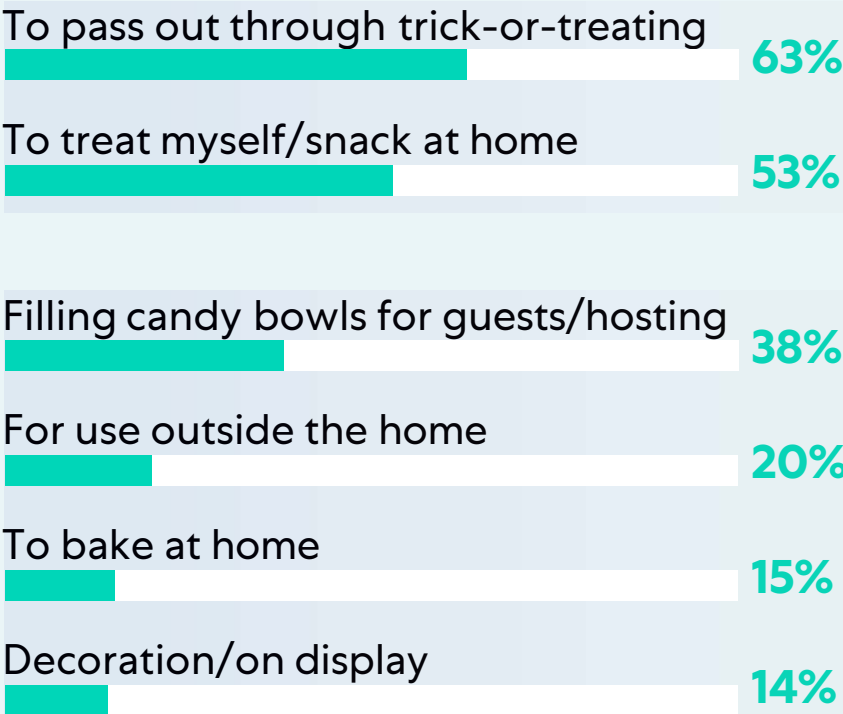
BASE: Planning to Celebrate Halloween (n=2,256)

Q18. When planning for Halloween, which factors contribute most to how you will define a positive seasonal experience?

Generations were indexed vs. total (120+= More important, <80= Less important)

Older generations primarily use candy for trick-or-treating, while younger generations have multiple, varied use cases.

Use of Halloween Candy Purchased



Top Use For:
**MILLENNIALS, GEN X,
BOOMERS**

GEN Z, MILLENNIALS

Most Common Among:

GEN Z, MILLENNIALS

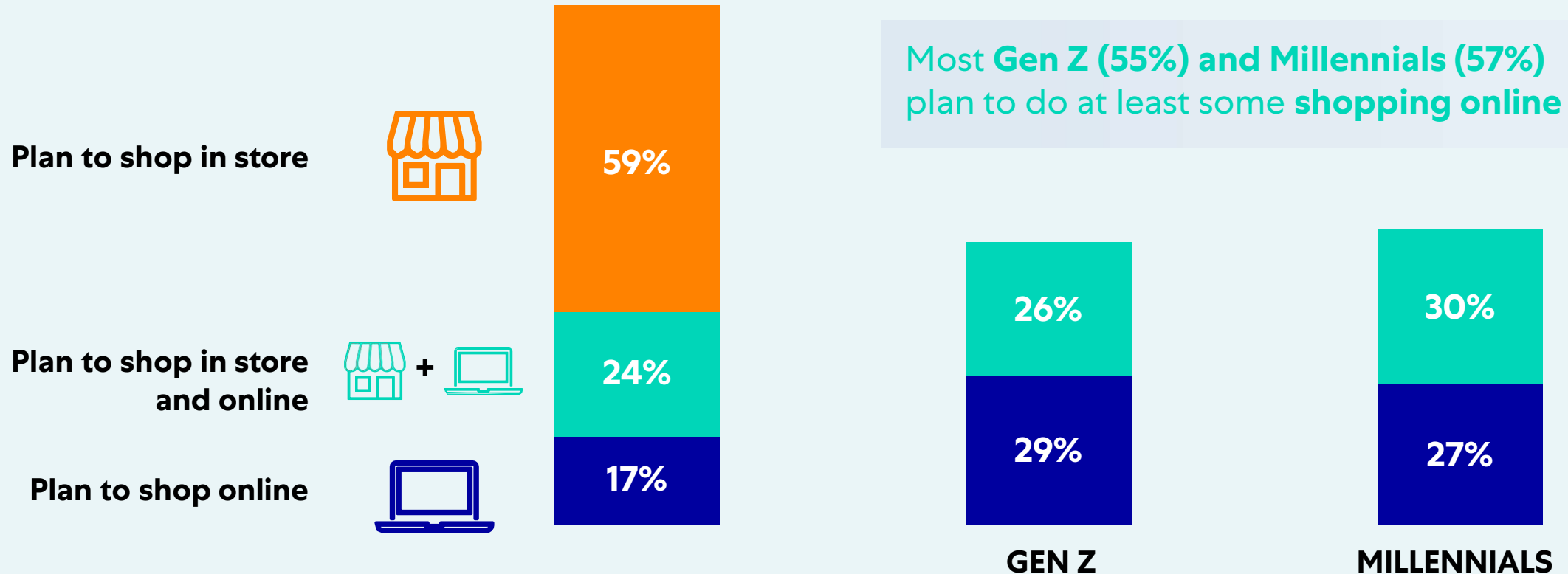
MILLENNIALS

GEN Z, MILLENNIALS

Brick-and-mortar still rules when it comes to Halloween, with majority of candy buyers planning to shop in store.

Planned Purchase Channel

Among Those Who Purchase Halloween Candy



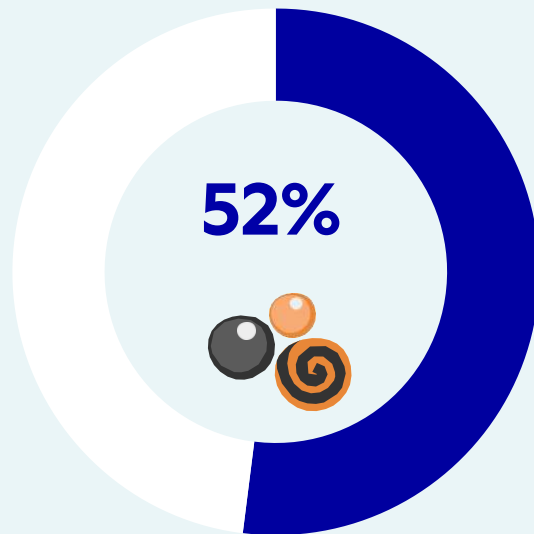
BASE: Halloween Candy Purchasers (n=2,107)

Q5. Do you plan to purchase any of your Halloween candy online through a retailer website, delivery service or mobile app (e.g., Walmart.com, Amazon, DoorDash, etc.)?

Fun size candy is the favorite for Halloween, though full size is a popular choice for Gen Z.

Typical Candy Size Purchased

Among Those Who Purchase Halloween Candy

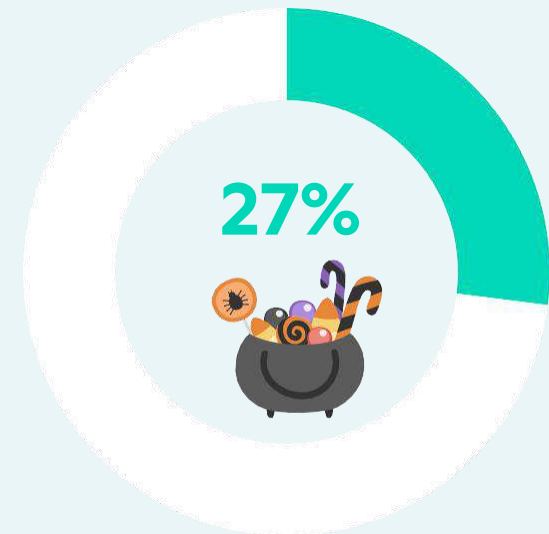


Minis

Most common among
MILLENNIALS (56%)



Fun Size



Full Size

Most common among
GEN Z (41%)

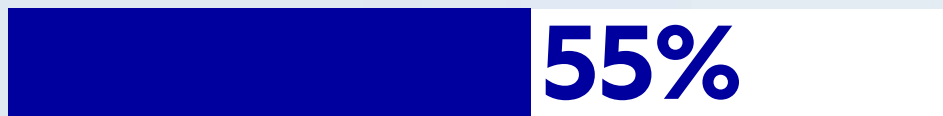
Different generations gravitate toward different packs, with younger generations seeking more variety.

Typical Candy Packs Purchased

Among Those Who Purchase Halloween Candy

More Common Among...

Pack with multiple varieties
(ex. chocolate and fruity)



GEN Z



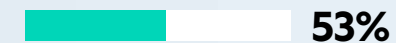
MILLENNIALS



Pack with a single brand



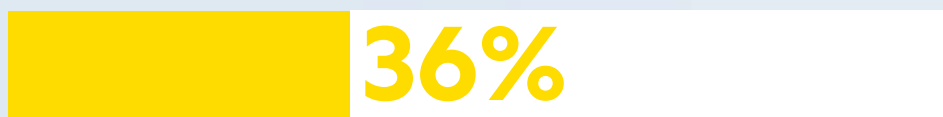
GEN X



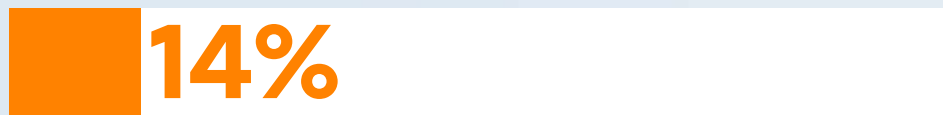
BOOMERS



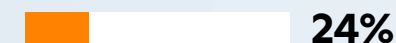
Pack with a single variety
(ex. chocolate or fruity)



Pack with full size candies



GEN Z



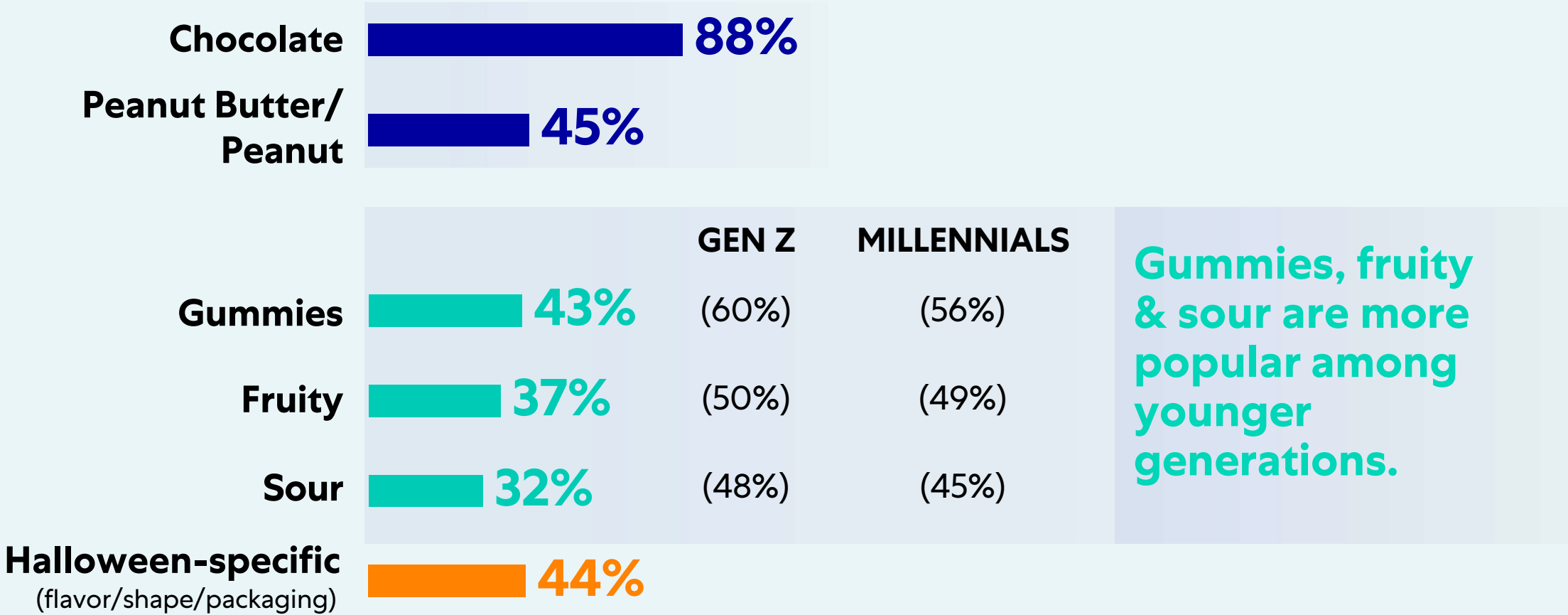
BASE: Halloween Candy Purchasers (n=2,107)

Q7. Which of the following best describes what kind of candy you purchase for Halloween?

Chocolate is the reigning favorite of Halloween, followed by peanut and gummies.

Typical Candy Varieties Purchased

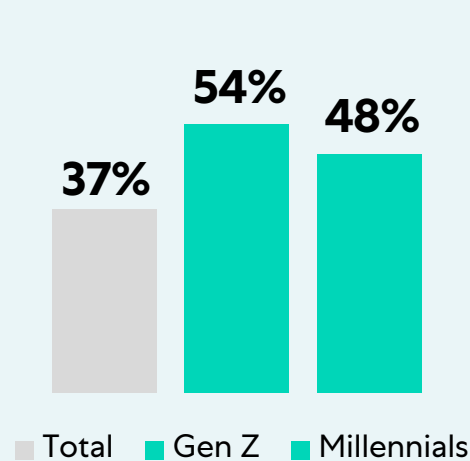
Among Those Who Purchase Halloween Candy



BASE: Halloween Candy Purchasers (n=2,107)
Q4. What type of candy do you typically purchase for Halloween?

Younger generations care more about their reputation as a host and trick-or-treat destination.

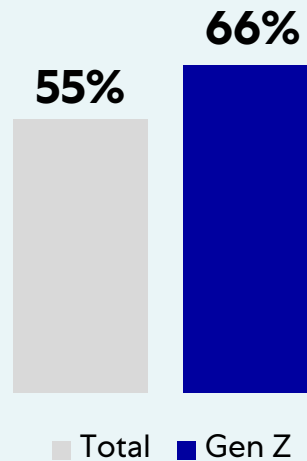
Influence of Reputation



of Halloween Hosts*

State that reputation influences their candy purchases

Pass out through trick-or-treating
Fill candy bowls for guests/hosting



of Trick-or-Treaters

Seek out houses based on candy offerings



Gen Z is most likely to consider their reputation when purchasing candy **(9%)**



Neighborhood reputation is more likely to influence plans for **Gen Z and Millennials (26%)**



Gen Z (15%) and Millennials (14%) are more concerned about their reputation as a house with bad treats

BASE: Those Who Give out Halloween Candy at Home (n= 1,674)

Q10. Does your reputation as a host/trick-or-treat destination (i.e., with trick-or-treaters, house guests) influence the candy you purchase?

BASE: Trick-or-Treaters (n=530)

Q14. Do you seek out houses because of their candy/treat offerings for your trick-or-treating experience?

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