

HOW SPIRIT HALLOWEEN TOOK OVER SPOOKY SEASON



IN THE US, HALLOWEEN IS BIG BUSINESS.
THIS YEAR, WE'LL SPEND \$3.6 BILLION ON COSTUMES.
(AND \$3.4 BILLION ON DECORATIONS)



AND THE BIGGEST GHOUL IN TOWN
IS SPIRIT HALLOWEEN. INVADING
STRIP MALLS AND ABANDONED RETAILERS
EVERY FALL, SPIRIT HAS BECOME A
HULKING HOLIDAY JUGGERNAUT.



PAST ESTIMATES HAVE PUT
SPIRIT'S SHARE OF US COSTUME
SALES AT 16%. IF THAT HELD
THIS YEAR, IT'D MEAN \$576 MILLION
IN SALES.



OCT. 1983

JOSEPH MARVER,
OWNER OF "SPIRIT
WOMEN'S DISCOUNT
APPAREL" WAS IN
THE MIDDLE OF
A SALES SLUMP.



ACROSS THE STREET,
A COSTUME SHOP
HAD A LINE OUT
THE DOOR AND
AROUND THE CORNER.



SALE
DRESSES



MARVER TOSSED HIS DRESSES
IN STORAGE, FILLED HIS SHOP
WITH HALLOWEEN GEAR, AND
HAD HIS BEST OCTOBER EVER.



IN A MALL LOCATION THE
FOLLOWING YEAR, MARVER SOLD
\$100,000 WORTH OF COSTUMES IN
30 DAYS.

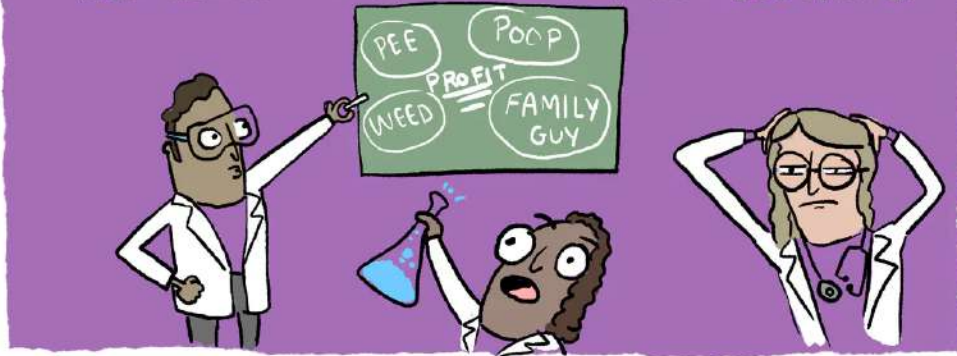


BY 1999, MARVER
HAD AROUND 60
LOCATIONS.



HIS SUCCESS WAS
NOTICED, AND SPENCER
GIFTS PURCHASED
THE BUSINESS.

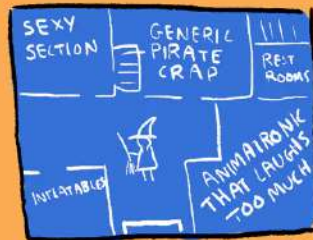
USING THEIR EXPERT KNOWLEDGE OF WHAT STEWIE GRIFFIN
WOULD LOOK LIKE HIGH, SPENCER GIFTS TOOK SPIRIT TO A WHOLE
NEW LEVEL. TODAY, THERE ARE 1,450+ LOCATIONS.



HOW DO THEY MANAGE IT? TEMPORARY RETAIL.
SPIRIT FEEDS ON SPACE, FINDING EMPTY BUILDINGS,
PARTICULARLY THOSE VACATED BY MAJOR RETAILERS
THAT SMALLER BUSINESSES CANNOT FILL.



FROM JANUARY
TO AUGUST, SPIRIT
HUNTS DOWN GUTTED
STORE FRONTS.



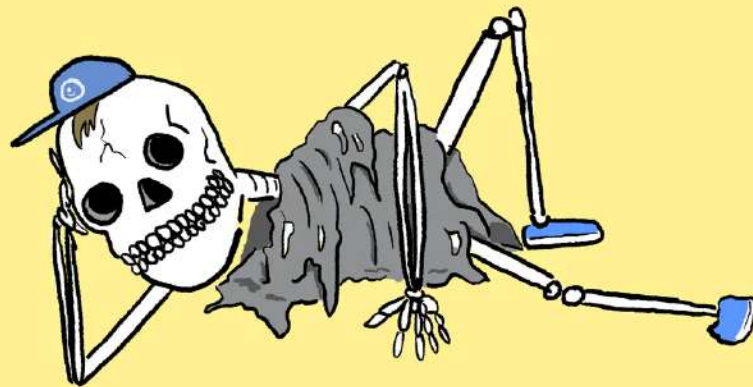
IT PREFERS BETWEEN
5,000 AND 50,000 SQUARE
FEET, BUT CAN MAKE
ANYTHING WORK.



ITS LEASES DON'T
NEED TO BE LONG.
ABOUT 70% OF SPIRIT
SALES HAPPEN DURING
THE TWO WEEKS BEFORE
HALLOWEEN.



AND THAT'S HOW SPIRIT
TOOK OVER HALLOWEEN.



PRETTY SCARY!



***Sometimes it pays to
spy on your neighbor...***



Select Spirit Halloween Stores Will Transform Into 'Spirit Christmas' Complete with Santa Meet-and-Greets



***What is the most
POPULAR candy for
Halloween?***



***What is the
SECOND most
POPULAR candy for
Halloween?***

BEWARE!
TRY IF YOU
DARE

SHRIEKERS!

Skittles®

PER SERVING

110
CALORIES

1g
SAT FAT
100% DV

5mg
SODIUM
0% DV

20g
TOTAL
SUGARS

ABOUT 1.5 SERVINGS PER PACK

*Some are so **SOUR** they will make you **SHRIEK!***

Natural & Artificial Flavors

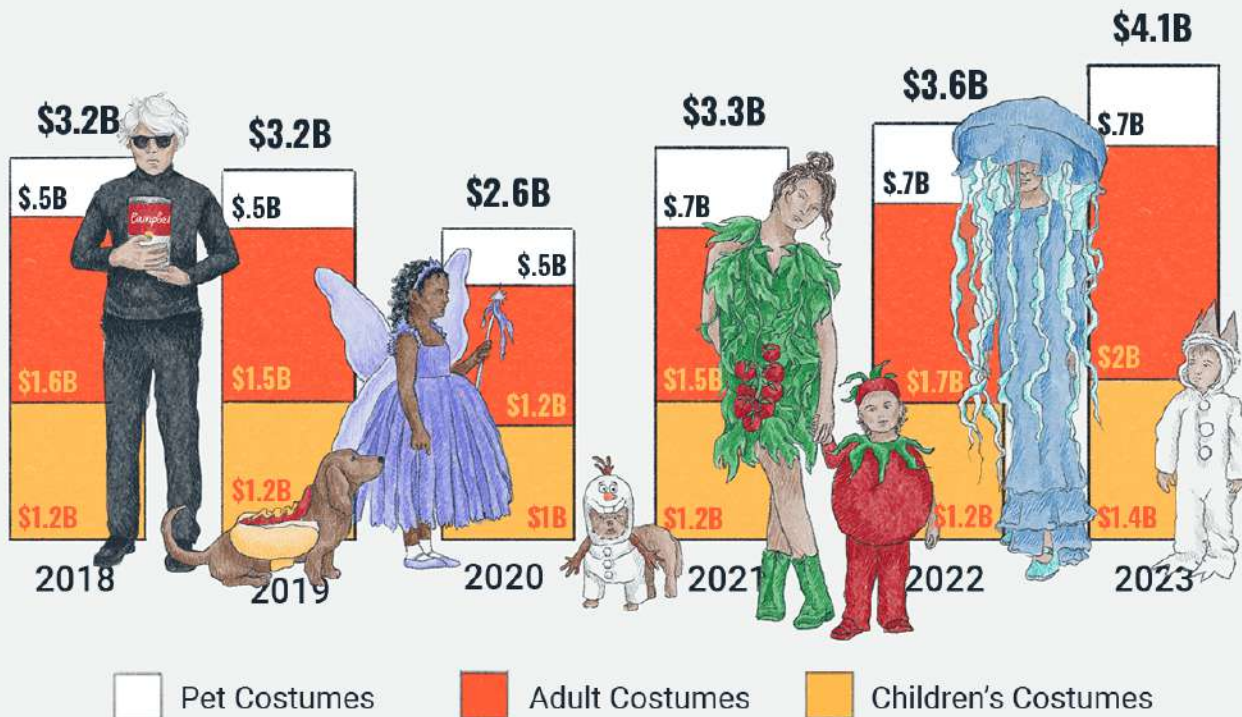
Bite Size Candies

NET WT 3.6 OZ (102.06g)

**SHARE
SIZE**

Mask appeal

This is expected to be the biggest-ever year for US Halloween costume spending.



DATA: National Retail Federation

Home Depot's Skelly is a giant among Halloween decor

The 12-foot skeleton has helped set sales records every year since its release.

Home Depot has sold **four times** as many Skellies so far this year as it did in 2020.



2020



2024

Halloween's MVP is a 12-foot-tall skeleton.

Home Depot's \$300 Skelly, introduced in 2020, is one of the retailer's most popular products. The chain has sold 4x as many Skellies in 2024 as it did in 2020. Recently added a 12-foot grim reaper and 7-foot Frankenstein to its lineup.

US spending on Halloween decorations, specifically, is projected to increase 42% from \$2.6B in 2019 to \$3.8B in 2024

Target introduced an 8-foot Lewis the Pumpkin Ghoul, an 8-foot skeleton named Bruce and 70-inch pumpkin. Lowe's offers 12-foot scarecrows and 10-foot reapers.

***Where to score
Halloween
FREEBIES!***

Where to score Halloween FREEBIES!



Chipotle

Chipotle Rewards members who visit any participating location while wearing a costume can receive one entrée item, such as a burrito, for \$6. This deal begins at 3:00 p.m. local time on Oct. 31 and runs until the restaurant closes.