

halloween purchasing

Americans spent a record amount last year; use this data to plan your strategy for attracting this year's consumers.

Halloween is hot. In fact, the most recent Halloween survey from the **National Retail Federation (NRF)** found that consumers expected to spend \$8.4 billion in 2016, an all-time high for the survey and a 21.7 percent increase from 2015. Here's more data about Halloween spending, all gleaned from the NRF survey.

spending over the years



- 2016: \$8.4 billion
- 2015: \$6.9 billion
- 2014: \$7.4 billion
- 2013: \$7.0 billion
- 2012: \$8.0 billion

per-person spending

U.S. consumers expected to spend an average of \$82.93 in 2016, up 11.6 percent from \$74.34 in 2015.

171 million

That is the number of Americans who planned to participate in Halloween activities in 2016.

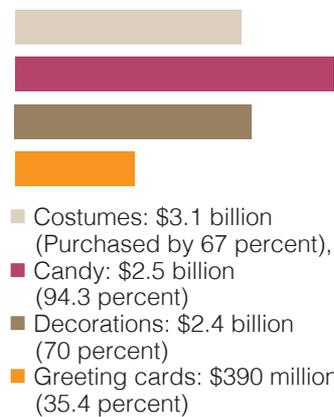
women vs. men

Here's how men and women differ in their Halloween celebrations:

Activity	Men	Women
Spending:	\$88.05	\$78.07
Decorate home/yard:	40.5%	56.3%
Start shopping in September:	30.7%	37.1%
Start shopping in the last two weeks of October:	24.6%	18.8%

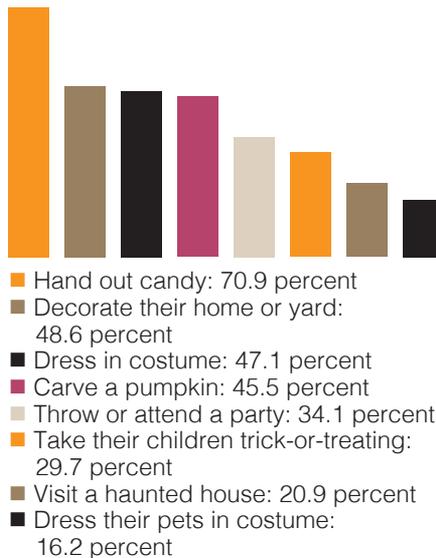
what they buy

Here's the breakdown for Halloween purchases in 2016:



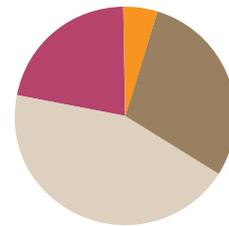
spooky-fun plans

Here's how Americans celebrate the holiday:



early shoppers

Most Americans shop by the middle of October.



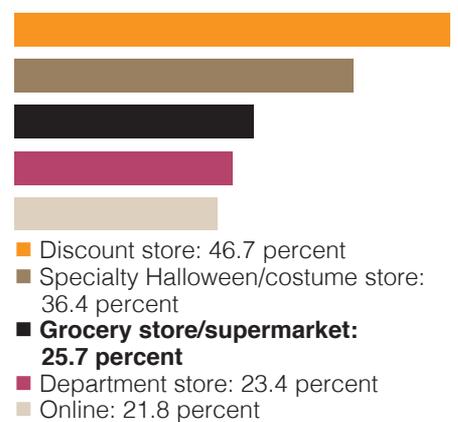
- Before September: 5.0 percent
- September: 29.0 percent
- First two weeks of October: 44.4 percent
- Last two weeks of October: 21.7 percent

"Consumers are eager to celebrate Halloween, especially given that eight in 10 Americans will shop by mid-October. That is the highest we have seen in the survey history. Americans will enjoy taking advantage of early-bird promotions both online and in-store as they kick off the fall season."

-- Pam Goodfellow of Prosper Insights, which conducted the survey with the NRF

where people shop

Consumers reported where they shop for the season:



the millennial market

Millennial consumers, those ages 18-24, are the most likely of all generations to celebrate Halloween, NRF reports. **sf**