

Halloween Spending in the US Expected to Hit a Record High of \$9.1 Billion in 2017



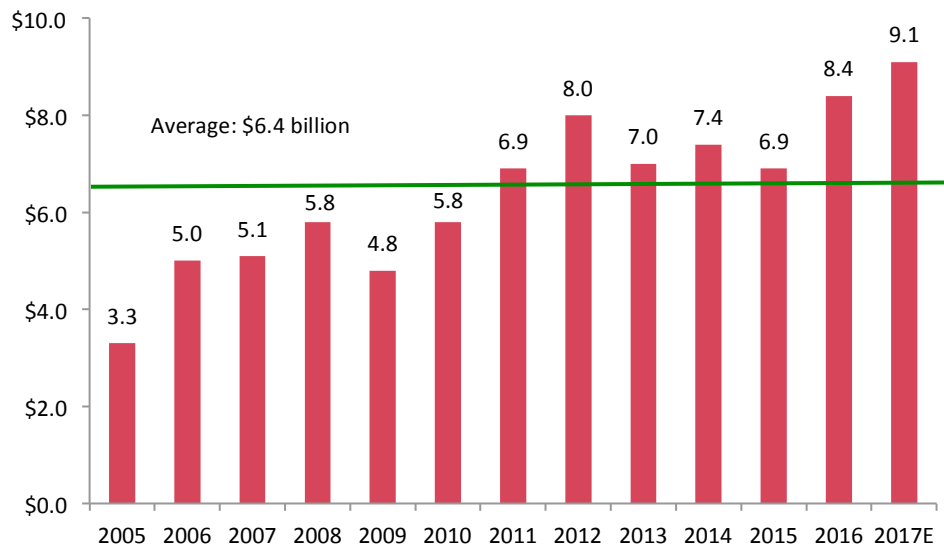
- 1) US Halloween spending is expected to reach \$9.1 billion this year, according to an annual survey by the National Retail Federation (NRF) that was conducted by Prosper Insights & Analytics. That spending figure is 8.3% higher than last year's record \$8.4 billion in Halloween spending.
- 2) Physical retail stores and online searches are the most popular sources of inspiration for Halloween costumes, according to survey results.
- 3) Discount stores remain the number-one Halloween shopping destination, while home décor and home improvement stores have grown the most in popularity, with 20% more survey respondents planning to visit such stores this year to buy Halloween items.

Halloween Spending Expected to Reach a Record High This Year

Total Halloween spending in the US is expected to reach \$9.1 billion this year, up from a record \$8.4 billion in 2016, according to an annual survey by the NRF and Prosper Insights & Analytics. The spending estimate is the highest in the survey's 14-year history. Since 2005, Halloween spending in the US has averaged \$6.4 billion per year.

A total of 179 million Americans plan to participate in Halloween this year, up from 171 million from last year. US consumers are expected to spend an average of \$86.13 on the holiday this year, up 3.9% from last year's \$82.93. Men plan to spend an average of \$96 on Halloween this year, about \$20 more than women, who plan to spend an average of \$77. Only 12.9% of those surveyed say their Halloween spending will be impacted by the economy, versus 14.1% of respondents in last year's survey.

Figure 1. Total US Halloween Spending (USD Bil.)



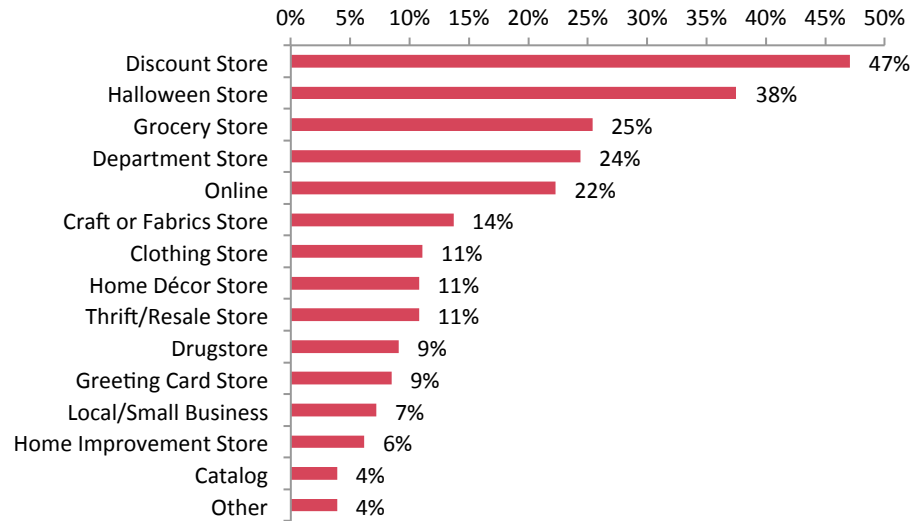
Source: NRF Annual Halloween Spending Survey, conducted by Prosper Insights & Analytics

Of the total \$9.1 billion in anticipated spending this year, costumes will account for the biggest share, at \$3.4 billion, followed by candy and decorations, at \$2.7 billion each, and greeting cards at \$410 million.

Discount Stores Continue to Be the Top Halloween Shopping Destination

Discount stores are expected to be the top Halloween shopping destination, continuing a trend seen over the past few years: 47% of survey respondents said they are going to shop at discount stores for Halloween items this year, the same percentage as last year. Some 38% of those polled said they will shop at Halloween specialty or costume stores, while 25% plan to shop at supermarkets, 24% at department stores, and 22% online. Home décor and home improvement stores have seen the largest gains in terms of their popularity as Halloween shopping destinations: the percentage of survey respondents who said they plan to shop at these stores grew by more than 20% from last year.

Figure 2. Where Halloween Celebrants Plan to Shop

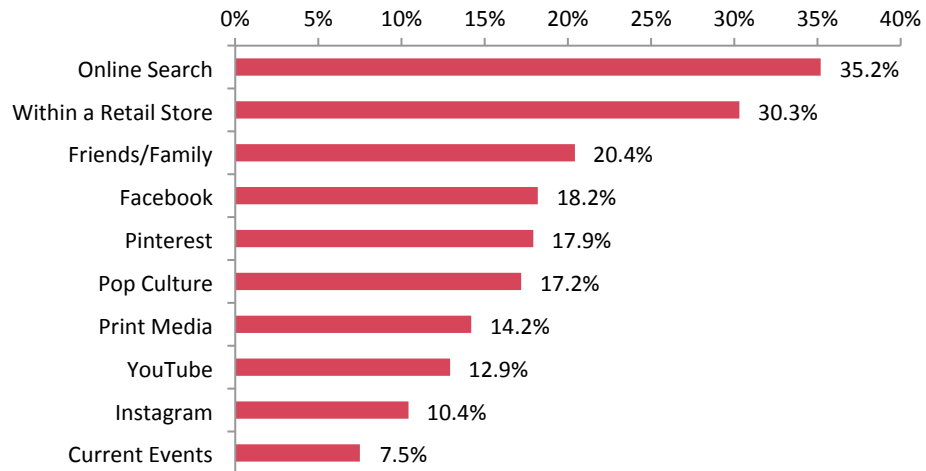


Source: NRF Annual Halloween Spending Survey, conducted by Prosper Insights & Analytics

Online Searches Inspire More than a Third of Costume Ideas

Online searches and physical retail stores are the most popular sources of inspiration for Halloween costumes. More than a third of survey respondents said they will search for costume ideas online and 30.3% said they will look for ideas in stores.

Figure 3. Halloween Shopping and Inspiration



Source: NRF Annual Halloween Spending Survey, conducted by Prosper Insights & Analytics

Social media is also inspiring Halloween shoppers who are looking for the perfect costume. Some 18.2% of those surveyed said they will use Facebook for inspiration, while 17.9% will look to Pinterest, 17.2% to pop culture and 12.9% to YouTube. The survey showed that 10% of respondents plan to turn to Instagram for Halloween inspiration this year, and Instagram saw the highest year-over-year growth (of roughly 12%) in terms of being named as a source of Halloween inspiration.



Lots of Kids Will Dress Like Superheroes, and Plenty of Adults Will, Too

The NRF survey indicates that the top costume for children this year will be action hero/superhero, while witch will be the top costume for adults. Many plan to dress up their pets, too: 10% of consumers surveyed said they will dress their cat or dog as a pumpkin, hot dog, dog, lion or pirate. The table below lists the top 10 Halloween costumes for children and adults this year, according to the survey.

Figure 4. Top 10 Halloween Costumes for 2017

Ranking	Children	Adults
1	Action Hero/Superhero	Witch
2	Batman Character/Princess*	Batman Character (Batman, Catwoman, Harley Quinn, etc.)
3	Animal (Cat, Dog, Monkey, etc.)	Animal (Cat, Dog, etc.)
4	Spider-Man	Pirate
5	Star Wars Character	Marvel Superhero (Spider-Man, Captain America, etc.)
6	Witch	Vampire
7	Pirate/Marvel Superhero (Excl. Spider-Man)*	Zombie
8	Disney Princess	DC Superhero (Excl. Batman, Wonder Woman)/Star Wars Character*
9	Ghost	Slasher Movie Villian (Jason, Scream, etc.)
10	Wonder Woman	Wonder Woman

*Tie

Source: NRF Annual Halloween Spending Survey, conducted by Prosper Insights & Analytics



FLASH REPORT

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