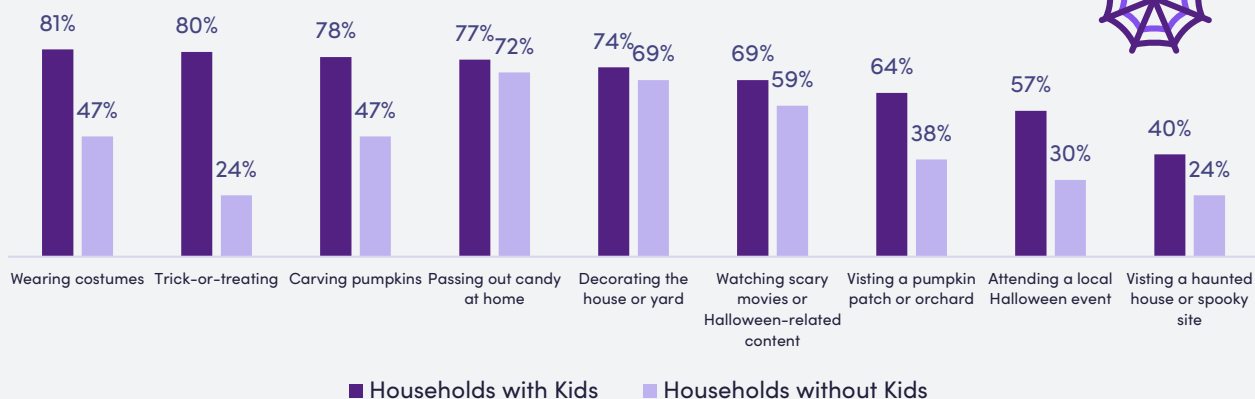


Consumer Digest

Issue 9: 2025

Welcome to this edition of the Consumer Digest, our periodic newsletter where we provide relevant, informative, and actionable insights around consumer trends. Whether you're planning the perfect costume, decorating your home, or stocking up on candy, we've rounded up everything you need to make this Halloween spook-tacular!

Households with Kids are more engaged in Halloween activities!



Q. Which of the following Halloween activities do you participate in? (households with kids, n=124) (households without kids, n=276)

84.51°

Halloween parties: To be a host with the most on Halloween you must bring your décor A-game, cook up snacks on theme & provide full-size candy.



88%

Indoor
Halloween
Decor



85%

Halloween-
themed sweet
snacks



84%

Outdoor
Halloween
décor



74%

Halloween-
themed savory
snacks



68%

Halloween
Themed Drinks



56%

Full-size
candy

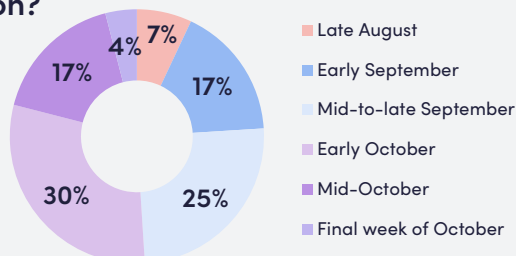
Q. Which of the following are typically present at the Halloween parties you host or attend? (households holding or attending parties, n=171)

30% of people claim that Halloween is their FAVORITE holiday

Q. Please indicate how much you believe each of the following describes your feelings towards the Halloween season: (n=400)
Please note this claim is based on T2B % on a 7-point agreement scale

When's the Right Time to Start the Halloween Season?

While majority of households plan & celebrate Halloween during the month of October (51%), there are quite a few getting a head start in September (42%).



Q. When do you start planning for, or participating in, Halloween activities? (n=400)

Halloween Spending: How Does It Compare to Last Year?



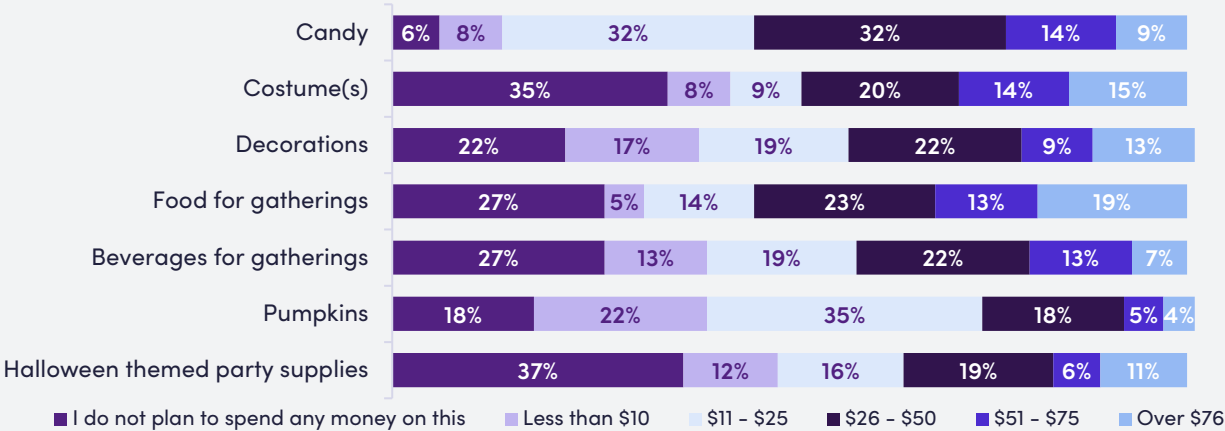
Q: Will you spend more, less, or about the same on Halloween this year compared to last year? (n=400) (households with kids n=124), (households without kids n=276)

Q: Which of the following Halloween supplies do you plan to reduce your spending on this Halloween? (households that plan to spend less on Halloween this year vs. last year, n=76).

Halloween spend is directionally **higher** for households with kids than those without.

Households reducing spend are focusing on **décor and candy**

How much will households spend on Halloween this year?



Q: How much do you plan to spend on the following Halloween items this year? (n=400)



Where shoppers are planning to shop for Halloween: in-store is favored.

Candy

Physical Mass Grocery Store (54%)
Physical Mass Retail Store (53%)
Club Store (24%)

Decorations

Physical Mass Retail Store (45%)
Online Mass Retail Store (24%)
I will not be purchasing this year (22%)

Costumes

I will not be purchasing this year (36%)
Temporary Halloween Store (26%)
Physical Mass Retail Store (22%)

Makeup

I will not be purchasing this year (53%)
Physical Mass Retail Store (24%)
Temporary Halloween Store (18%)

Q: Where do you anticipate purchasing the following from this year? (n=400)



Halloween Costume Inspiration: What's Trending This Year? (Hint: It Depends on Your Age)

Adults

1 Classic Halloween theme

2 Favorite movie, TV or book character

3 Original or DIY idea

Kids

1 Favorite movie, TV or book character

2 Favorite hobby, interest, or personal passion

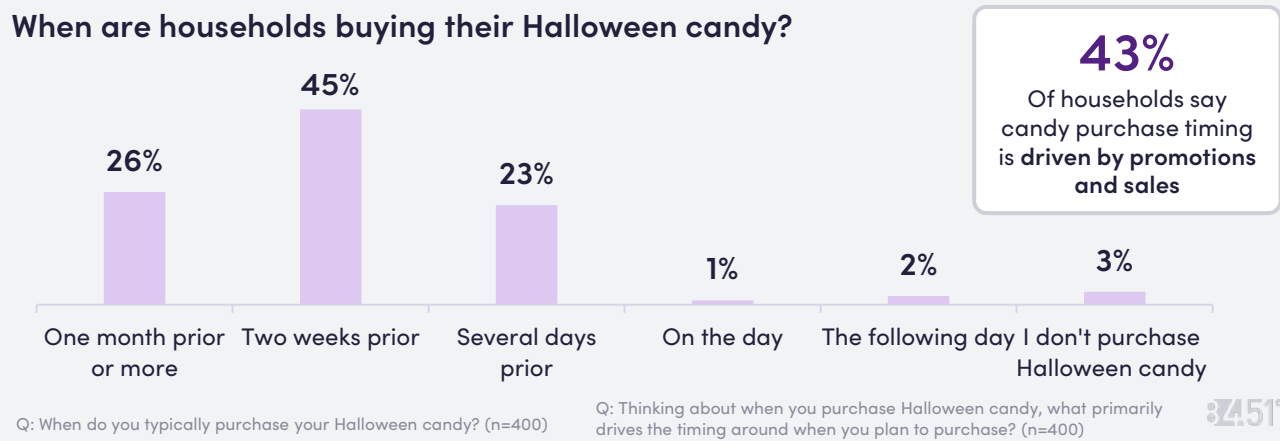
3 Current trend or pop culture moment

Q: When planning a Halloween costume for yourself, what typically inspires your choice? (Adults that plan to wear costumes, n=229)

Q: When your child is planning a Halloween costume, what typically inspires their choice? (households with kids that plan to wear costumes, n=118)



Sweet Tooth Secrets: What Candy Consumers Crave, Love, and When They Stock Up!



Top Halloween Candy Varieties: Chocolate Reigns Supreme!



61% of households buy value packs to ensure they have enough for trick-or-treaters

64% of households prefer to buy Multi-Brand variety packs of candy

Q: How well do each of the following statements describe your approach to purchasing candy for Halloween? (n=400), please note this claim is based on T2B % on a 7-point agreement scale

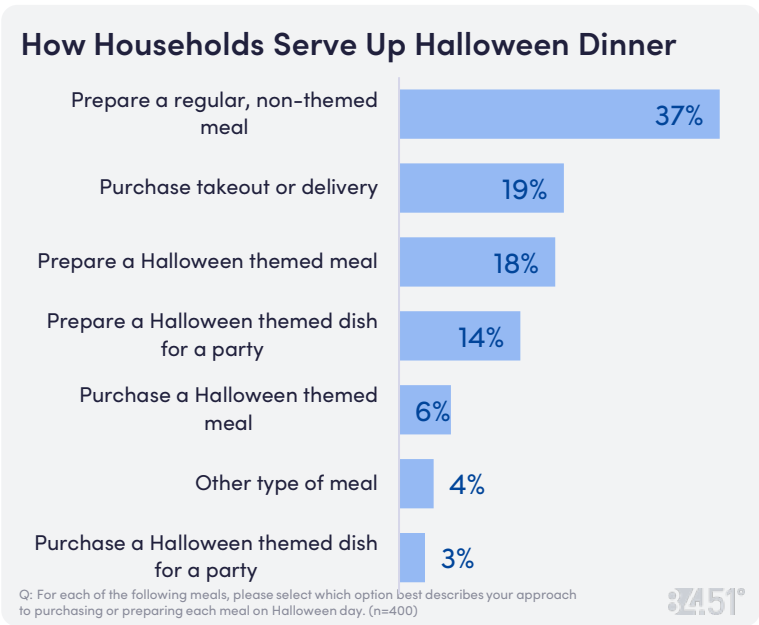
Q: Which of the following candy packaging styles do you prefer? (n=400)

Candy doesn't ride alone!

Top items in the cart with Candy:

1	Halloween Décor
2	Pumpkins/Gords
3	Baked goods
4	Desserts
5	Alcoholic Beverages
6	Trick-or-Treat Bucket
7	Non-alcoholic beverages
8	Make-Up
9	Frozen Meal for Halloween Dinner
10	Costume
11	Quick Serve Meal for Halloween

Q: What other Halloween items are you likely to pick up when you are purchasing candy? (n=400)



This publication is developed by the same research and insights experts who provide consultation to help grow your business.



STRATUM

Powered by cutting-edge science, we use 1st-party retail data from over 62 million U.S. HHs to fuel a more customer-centric journey.

84.51° Stratum combines rich customer behavior insights with retail performance measures to deliver science-powered insights that drive results.

84.51° Consumer Research

We know that reliable insights start with trustworthy data. That's why we've always prioritized quality—working exclusively with verified households (leveraging double-verified behavioral sample) to ensure accuracy and integrity at every step. These practices aren't new to us—they're just part of how we operate. It's our way of making sure the insights you rely on are grounded in reality, not noise. If you ever want to learn more about how we protect data integrity, we're always happy to share.

Dig deeper with 84.51° Consumer Research & Digital Journey

84.51° Consumer Research

- Learn which Halloween campaigns resonated and the reasons why to develop stronger creative in 2026.
- Understand consumer reaction to in-store or digital displays through mission-based activities to optimize Halloween strategies for next year.



Digital Journey

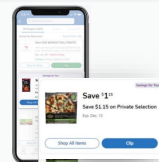
With the rise in ecommerce during Halloween Season, comes a need to understand how the digital shopper searches for Halloween candy

- What search terms are shoppers utilizing for Halloween candy and what terms are most popular?
- Where on the site are shoppers engaging with my products and at what rate does engagement lead to conversion?
- What does the basket building process look like?

Connect with us at Insights@8451.com

Deliver on custom objectives through Targeted Digital Coupons

Leverage Targeted Digital Coupons to create custom, tailored digital-only offers that utilize 84.51° personalization sciences to deliver your campaign specific objectives.



- Remind households to stock up on their candy no matter when they buy**, drive trial of new products, recapture lapsed households and re-engage repeat purchases.
- Recommended:** Campaign length 4-6 weeks, with a 2-week post-period redemption window.
- Drive stronger sales uplift with media amplification** and 84.51° Collaborative Cloud: 6.64x aROAS, 0.94x iROAS, +18.31% Sales uplift.

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Unlock Exclusive Shoppable Opportunities with Pinterest and Influencers

Reach households whenever their Halloween season starts on Pinterest or through Influencer Campaigns!



Influencer: Turn Engagement into Purchases

- Enhance brand awareness** and **expand reach** through strategic influencer activations. Co-branded messaging inspires users to **engage** with and **purchase** your product.
- Generate **impulse buys** or cart building moments by reaching your brand's **most relevant shoppers**.

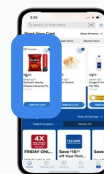
Pinterest: Inspire & Inform

- Take shoppers from online inspiration to, **in-store purchase**, their *preferred place to shop this Halloween*. Among weekly Pinterest uses, Pinterest ranks #1 for in-store use during grocery shopping.

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Reach relevant shoppers through Product Listing Ads

Product Listing Ads are a pay-per-click solution where brands can set a bid price to **boost individual products across highly trafficked placements in search results** and other customized carousels across Kroger.com and mobile app.



- Basket Builder:** Get your items in the basket via personalized, science-driven carousels across the site & app.
- Search & Browse:** Boost products when users are actively shopping for Halloween Candy and adding products to their cart.
- Savings:** Re-engage past buyers or attract savings-oriented households with sales or digital coupons.

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