

Halloween

CATALINA® Snackable Insights



BUYERS SPEND

58% MORE PER TRIP
WHEN HALLOWEEN CANDY IS IN BASKET



\$32.96
ALL TRIPS

VS

\$52.14
TRIPS WITH CANDY

Handing out **Gummies & Jelly Beans** keep tricks at bay in the **West**



\$
BUYS LEAST

\$\$\$
BUYS MOST

Trick or Treaters in the **Northeast** want **Chocolate**



EVERYONE LOVES HALLOWEEN...

but not everyone loves the same candy!



In the **Midwest** the Great Pumpkin brings **Chocolate & Toffee/Caramel**



Gummies & Jelly Beans are favorite treats in the **South**



INFORMATION BASED ON CATALINA DATA, 4 WEEKS ENDING 11/1/2018

Powered by the richest shopper database in the world, Catalina helps you find high-value buyers—based on their behaviors and preferences—so you can convert them into loyal fans.

SCAN THE QR CODE TO LEARN MORE!