

# HALLOWEEN

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**\$576M**

Amount spent on pet Halloween costumes annually

**18%**

Percentage of Halloween celebrants who will dress up their pets this year

## Top 10 pet costumes for 2019

- 1 Pumpkin
- 2 Hot dog
- 3 Bumble bee
- 4 Devil
- 5 Cat
- 6 Dog
- 7 Lion
- 8 "Star Wars" character
- 9 Super hero
- 10 Ghost

## FUN AND FOE FOR DOGS AND CATS

Make this Halloween all about treats, not tricks, for your pet.

**Halloween** is the 2nd most **common** holiday for pets to get lost

Make sure your pet always wears a **collar with ID**, and consider microchipping



Designate a quiet room where **pets can hang out with the door closed** during festivities



**Pet Poison Helpline** sees a **spike in emergency calls during Halloween week**, making it their busiest time of year.

### Dress-up dangers



#### Panic and injury

Tight or constricting costumes can pinch and choke, causing your pet to panic.



#### Choking or strangulation

Make sure your pet's costume is free of anything that hangs or dangles, like fabric, strings and bows.

Average **claim costs\***

Chocolate toxicity  
**\$429**

Sugar-free gum and candy toxicity  
**\$430**

Nationwide pet insurance covers treatment costs for accidents, injuries and more.

Get a quote at [petinsurance.com](https://www.petinsurance.com)

\*2018 Nationwide claims data

Underwritten by Veterinary Pet Insurance Company (CA), Columbus, OH, an A.M. Best A+ rated company (2018); National Casualty Company (all other states), Columbus, OH, an A.M. Best A+ rated company (2018). Agency of Record: DVM Insurance Agency. Nationwide, the Nationwide N and Eagle, and Nationwide is on your side are service marks of Nationwide Mutual Insurance Company. ©2019 Nationwide. 19INF7030

