



Halloween 2023 Shopping in Canada Survey | National Consumer Research – Caddle & RCC

About 48.8% of Canadians who celebrate Halloween plan to spend more than \$50.



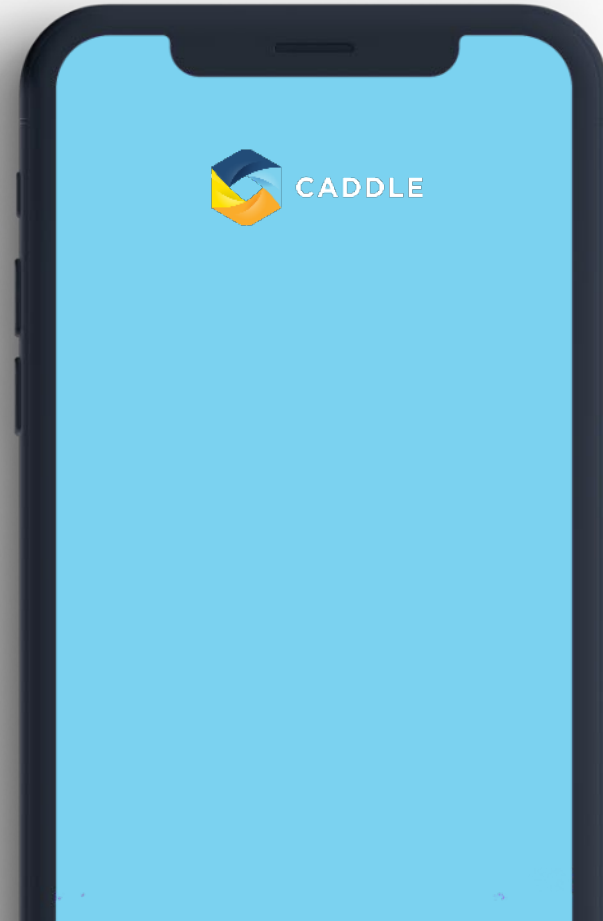
Make better decisions, faster, with access to rapid insights at every stage of the consumer journey

Methodology

Caddle, in partnership with the Retail Council of Canada (RCC), surveyed Canadians from coast to coast to better understand consumers' shopping intentions around Halloween.

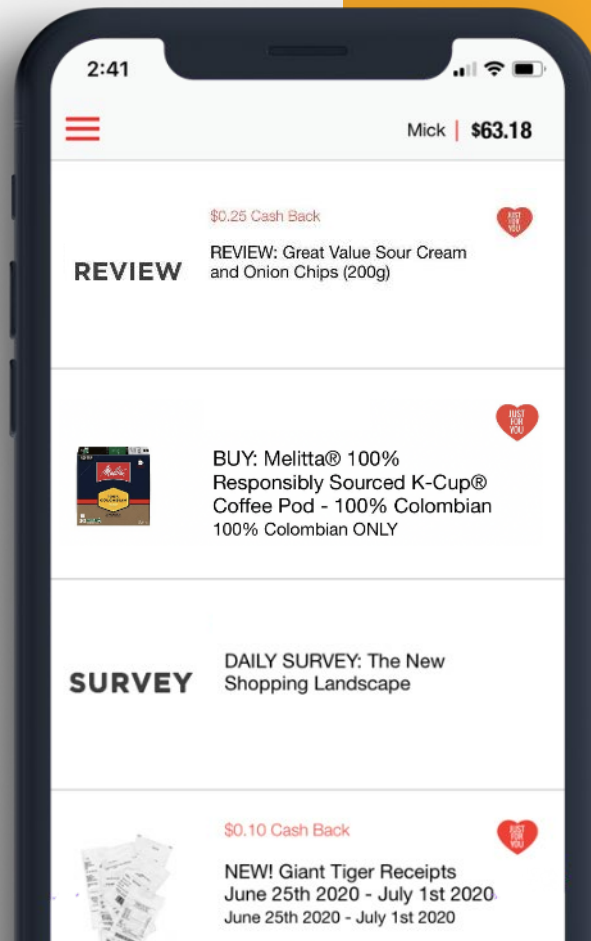
Surveys were conducted in September 2023 using Caddle's mobile platform and online panel amongst a representative randomized sample of $n=9,789$ and $n=9,467$ Canadian adults.

All data presented is owned by Caddle and has a Margin of Error of 1% or lower. The survey was self-commissioned and paid for by Caddle, Inc.



AskCaddle®

Caddle® is the largest daily and monthly active panel in the Canadian market. Our mobile-first insights platform rewards Canadians for sharing data and engaging with brands.



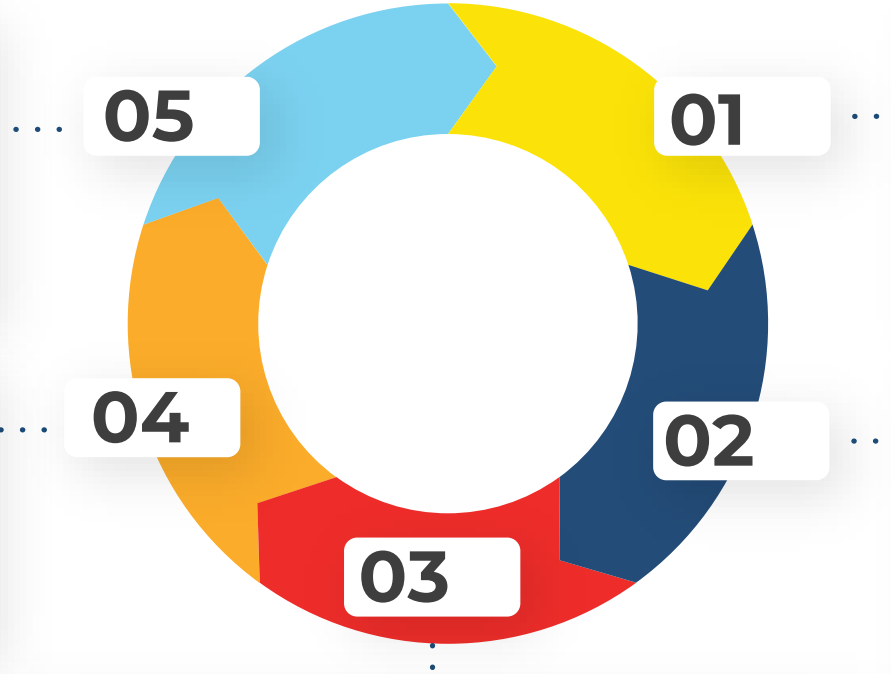
Key Findings on Halloween

Where Are Canadians Shopping for Halloween?

Big Box and Food & Beverage retailers take the biggest share of Canadian's wallets on Halloween.

What Are Canadians Buying for Halloween?

Canadians will spend most of their budgets (62.2%) on candies and eating out to celebrate Halloween.



Who celebrates Halloween?

More than half, 57%, of Canadians this year will make purchases to help them celebrate Halloween.

What are this year's spending patterns?

81.8% of Canadians expect to spend more or the same for Halloween this year compared to last year.

How Much Are Canadians Spending on Halloween?

About 48.8% of Canadians who celebrate Halloween plan to spend more than \$50.

Key Takeaway 1 for Halloween

More dedicated Halloween shopping this year

45%

Our survey indicates 45% (vs 28% in 2022) will make a shopping trip specifically with the intention to buy for Halloween celebrations.



Key Takeaway 2 for Halloween

More shopping with Local retailers

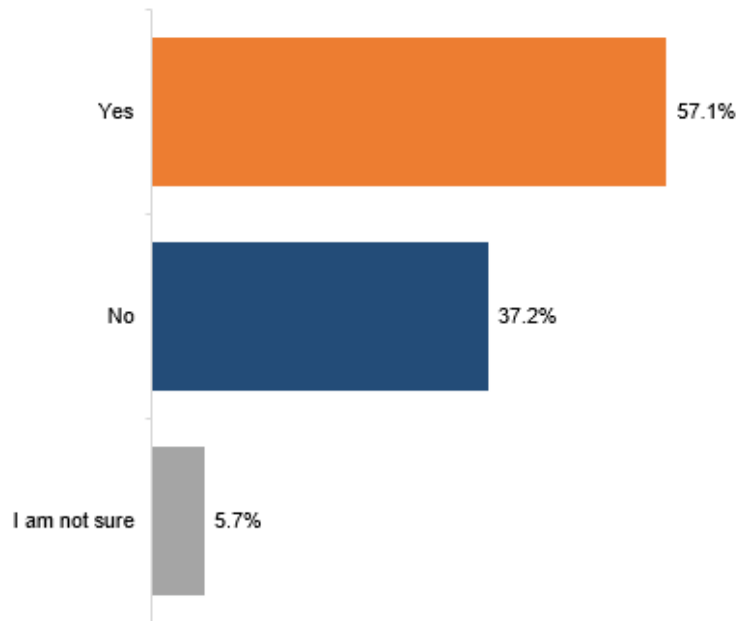
87%

Canadians are eager to support their local retailers this Halloween with 87% (vs 55.2% in 2022) saying they prefer to support a local shop this year for their Halloween purchases.

More Canadians this year will be making Halloween purchases

- 57.1% vs (45% in 2022) of Canadians make Halloween purchases.
- Females (60%) are a bit more likely to do more of the Halloween shopping buying vs males (54.1%).

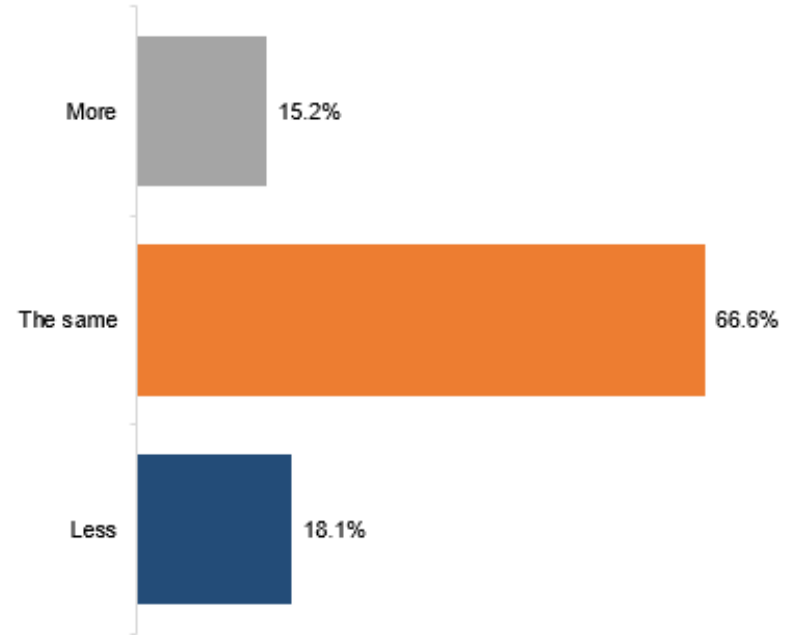
Do you typically make purchases related to Halloween?



81.8% of Halloween celebrating Canadians plan to spend the same or more as in 2023

- While in 2022 the number of Canadian planning to spend more vs 2021 was 85%, this comparison is relative to a year in which COVID impacted Halloween activities and therefore is does not suggest a trending decline in excitement around the holiday.

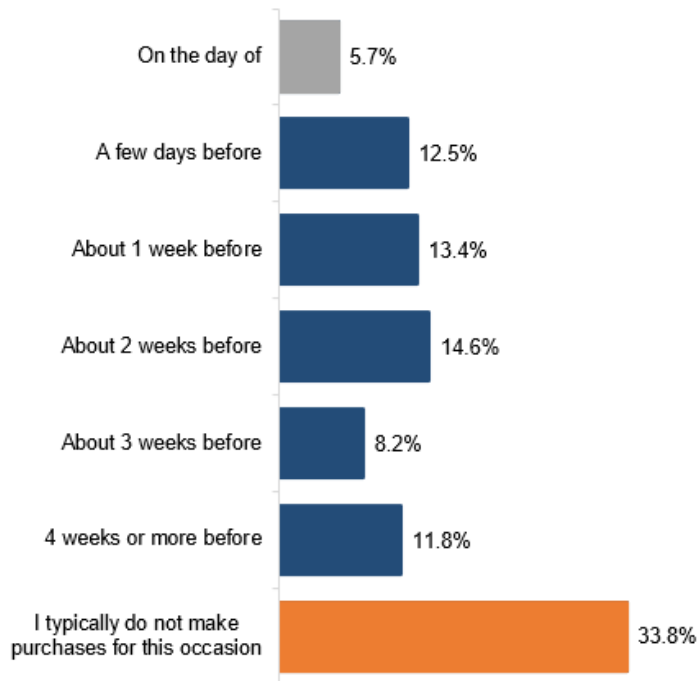
Would you expect to spend more or less for Halloween this year compared to last year?



Only 34.6% of purchases for Halloween are made 2-4 weeks before the holiday

- The largest group (14.6%) makes purchases about 2 weeks before the holiday.
- The 2nd largest group (13.4%) makes purchases about 1 week before.

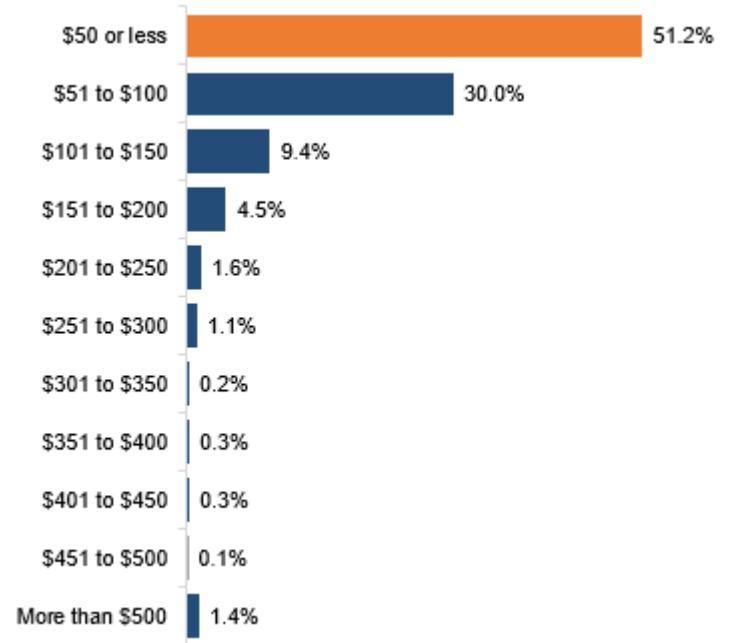
How far in advance do you make purchases related to Halloween?



About 48.8% of Canadians who celebrate Halloween plan to spend more than \$50, compared to 54.3% in 2022

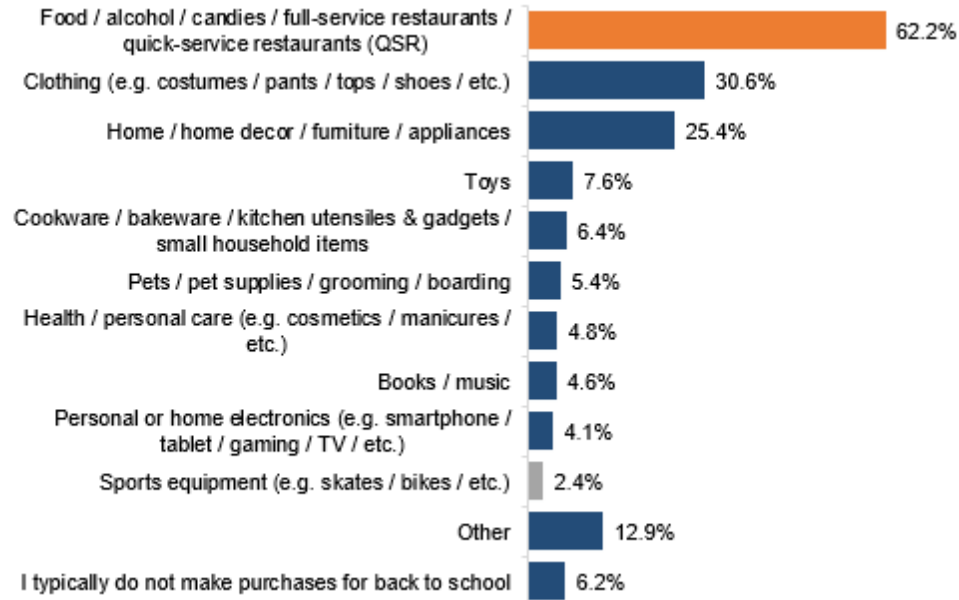
- While most Halloween celebrating Canadians (81%) plan to spend the same or more as in 2023, there is a growing percentage Canadians this year who will spend under \$50, (51.2% vs 45.7% in 2022). This suggests that those who have traditionally spent less on Halloween, they may spend even less this year.

How much do you normally spend in total for Halloween?



Food, Alcohol, Candies, Full-service and Quick service restaurants are the top spending category for Halloween

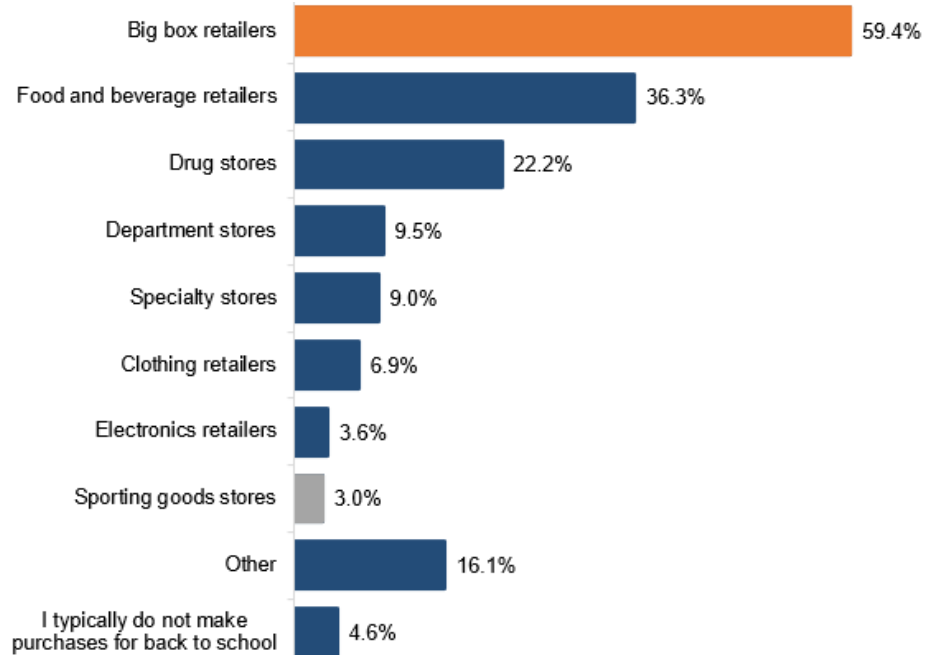
Which of the following do you spend money on as gifts or as items specifically associated with Halloween?



For those celebrating Halloween, top spending categories include Food/alcohol/candies/restaurants (62.2%), Clothing (30.6%), and Home/home decor (25.4%)

Big Box and Food and Beverage retailers take the biggest share of Canadian's wallets on Halloween

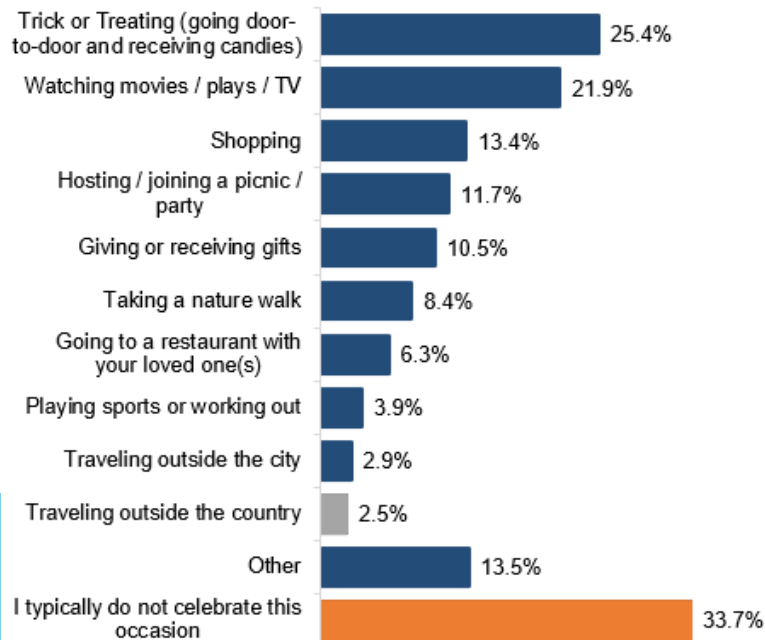
Which of the following stores do you normally make purchases related to Halloween?



For those celebrating Halloween, the top three retail destinations are Big Box retailers (59.4%), Food and Beverage retailers (36.3%), and Drug stores (22.2%)

Trick or Treating on Halloween is the number 1 way to celebrate Halloween

Which of the following Halloween activities do you typically participate in?

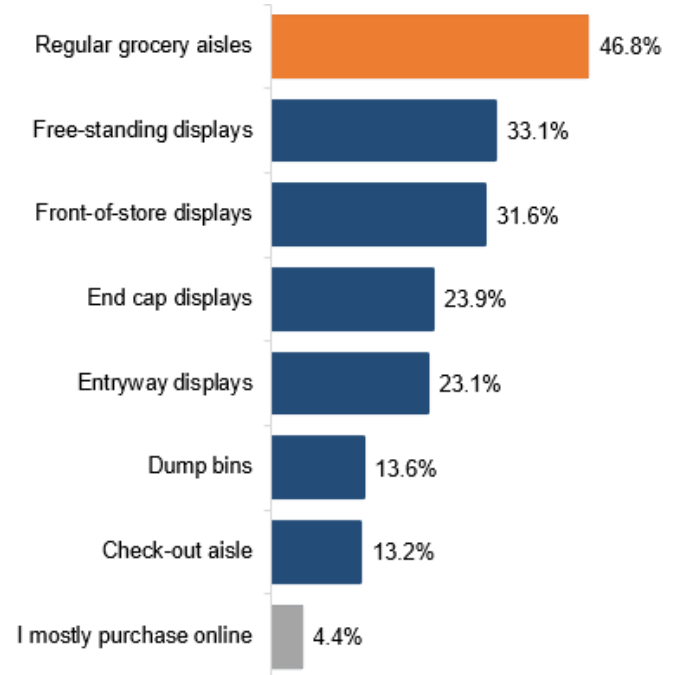


The top three activities Canadians normally do during the Halloween holiday include Trick or Treating, watching movies/ play/ TV, and shopping.

Around half of Canadians (46.8%) search for products in the regular grocery aisles

- 33.1 % of Canadians make purchases from free-standing displays, followed by front-of-store displays (31.6%).
- 4.4% of Canadians purchase something for Halloween online.
- In 2022, only 3.9% of Canadians purchased something for Halloween online.

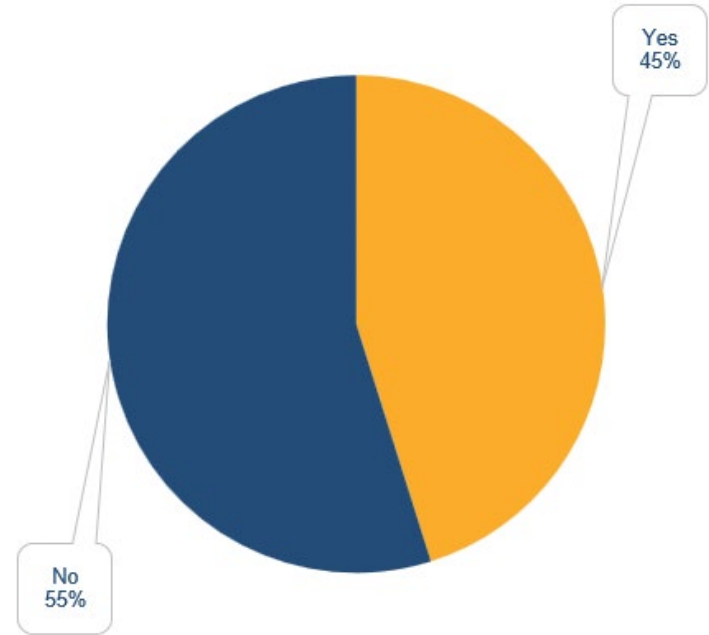
Where in the store do you normally purchase the items for Halloween?



This year, 45% of Canadians will make a dedicated shopping trip to buy things for Halloween

- 55% of Canadians do not make a dedicated trip for Halloween shopping.
- In 2022, the number of people making a dedicated trip for Halloween purchases was only 28%.

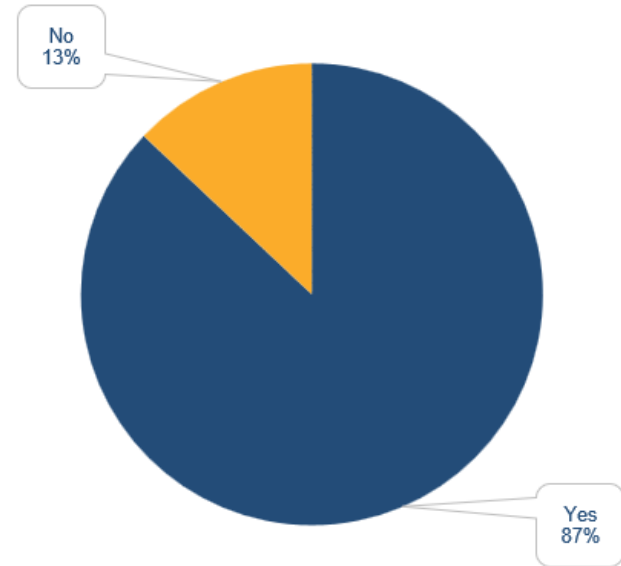
Do you normally make a dedicated trip to buy things for Halloween?



An overwhelming majority (87%) would prefer to shop at a local store instead of online this Halloween

- This year, only 13% of Canadians prefer to shop online for Halloween.
- In 2022, only 55.2% of Canadians wanted to shop in person due to COVID-19 restrictions.

Would you prefer shopping locally in person instead of online this year for Halloween?





Let's talk insights.



Anuj Punni

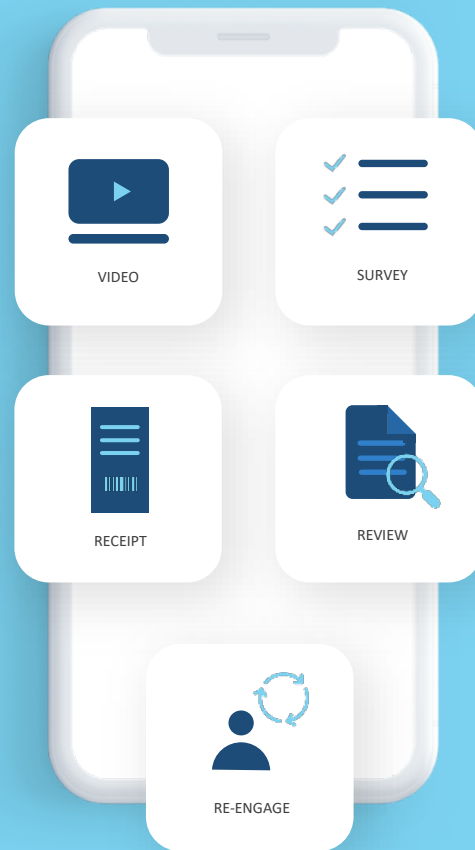
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How It Works

Capture relevant insights for any challenge or opportunity. Engage seamlessly with shoppers at every stage of the consumer journey by leveraging the **Caddle suite of tools**.

Caddle rewards panel members for actions ranging from video, survey, receipt capture, reviews, and more.





100% Owned & Operated Panel



Largest Daily Active Panel in Canada



Unmatched Panel Diversity



**Large Canadian Representative
Samples**



Micro-Niche Audience Access



Purchase & Declared Panel Data