



Halloween 2024 Shopping in Canada Survey | National Consumer Research – Caddle & RCC

53% of shoppers are gearing up for Halloween and 83% plan to maintain or increase their spending.



Understand and amplify the voice of your consumer

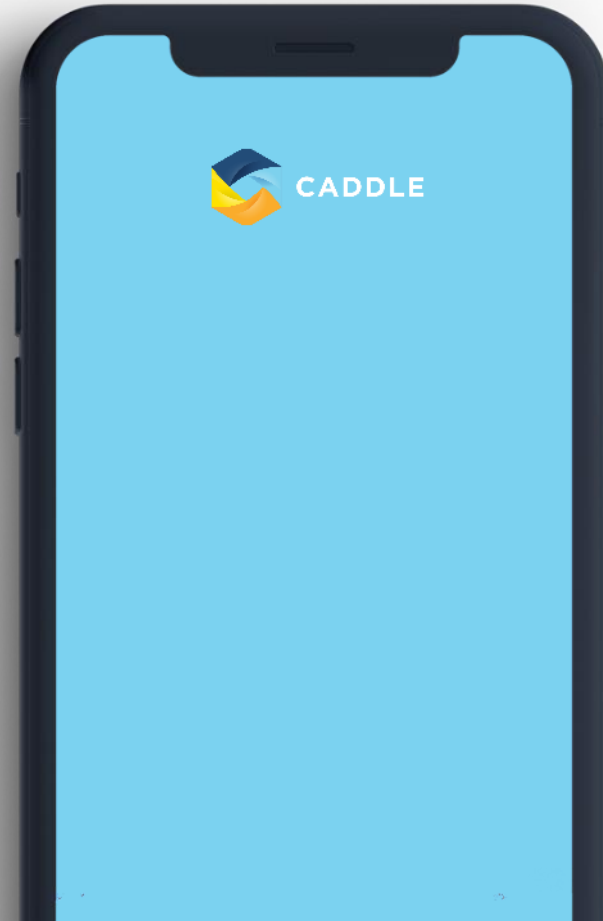


Methodology

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

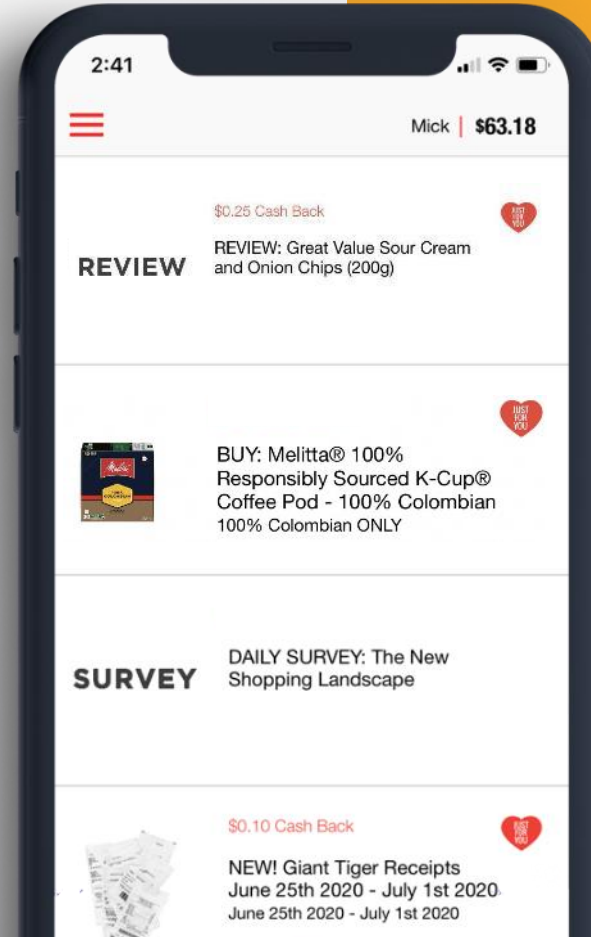
Surveys were conducted in September 2024 using Caddle's mobile platform and online panel amongst a representative randomized sample of $n=9,594$ and $n=9,779$ Canadian adults.

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.



Report Highlights

High Participation, Consistent Spending, and Earlier Shopping:

- 53% of Canadians plan to celebrate Halloween, with 83% spending the same or more than in 2023. 52.6% will spend between \$0-\$50, 29.7% will allocate \$51-\$100.
- Shoppers are preparing earlier, with nearly half (47.1%) purchasing 2-4 weeks in advance (up from 34.6% in 2023) and only 8.7% shopping just before Halloween, down from 18.2% in 2023.
- 51% of shoppers will make a dedicated shopping trip for Halloween purchases, up from 45% in 2023.
- Despite economic challenges, spending patterns show steady enthusiasm for Halloween.

Value Takes Priority:

- “Value” is key for Halloween shoppers, but perceptions of what is of value differ.
- 42.6% don't prioritize brands, 31.4% see brands as adding value, and 25.9% focus on overall value, brand or not.

In-store shopping dominates:

- 73.2% of purchases will likely be made in physical stores, emphasizing the importance of standout displays. Online shopping is anticipated for 23.7% of purchases.

Trick-or-Treating and Treats Lead Spending:

- Trick-or-treating (26%) leads activities, followed by home entertainment (21.5%) and shopping (13.1%).
- Spending is highest on food, alcohol, and candies (62.7%), followed by clothing (30%) and home décor (26.6%).

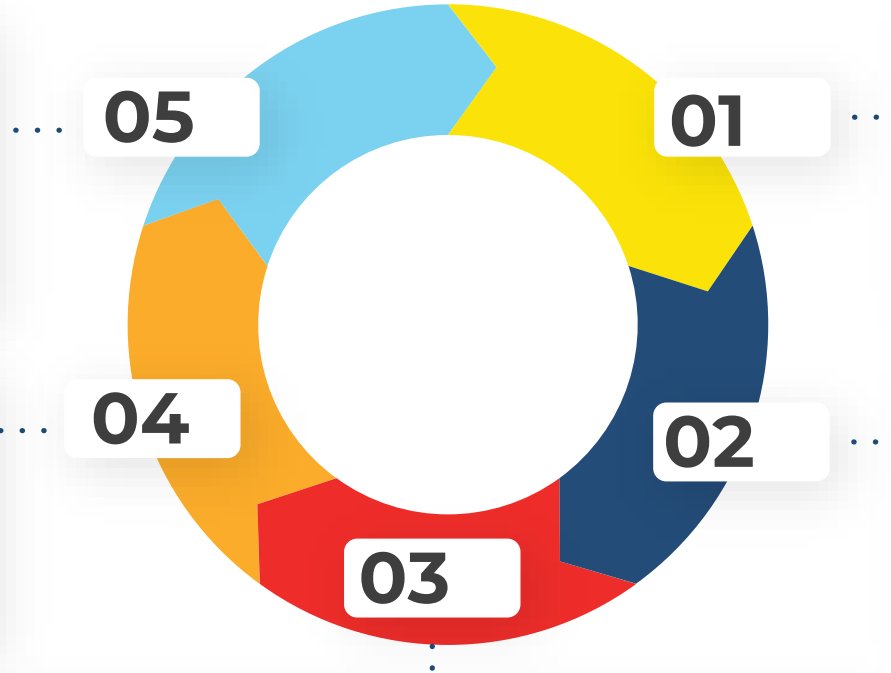
Key Findings on Halloween

Where are shoppers looking for inspiration for shopping for Halloween?

Products seen in stores (36%) and Flyers (33%) are the top inspiration for Halloween shopping lists.

What are shoppers buying for Halloween?

Food, Alcohol, Candies and Restaurants (62.7%) and clothing (30%) are the top spending categories for Halloween.



Who celebrates Halloween?

More than half, 53%, of Canadians this year will make purchases to help them celebrate Halloween.

What are the spending intentions this year?

82.7% of shoppers plan to spend the same or more on Halloween items this year, up from 81.8% in 2023.

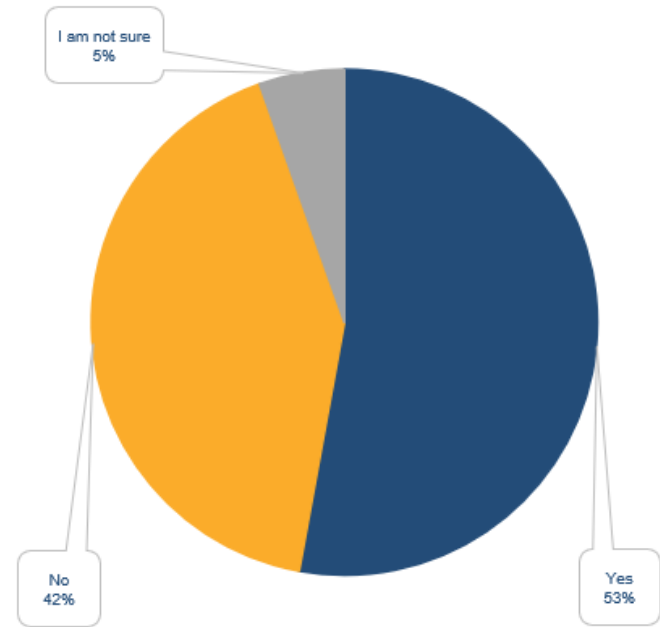
How Much Are Canadians Spending on Halloween?

About 48.4% of Canadians who celebrate Halloween plan to spend more than \$50.

Slightly more than half of shoppers in Canada (53%) will make purchases related to Halloween

- 42% do not make purchases related to Halloween
- Females (57%) are a bit more likely to do more of the Halloween shopping vs males (49%).

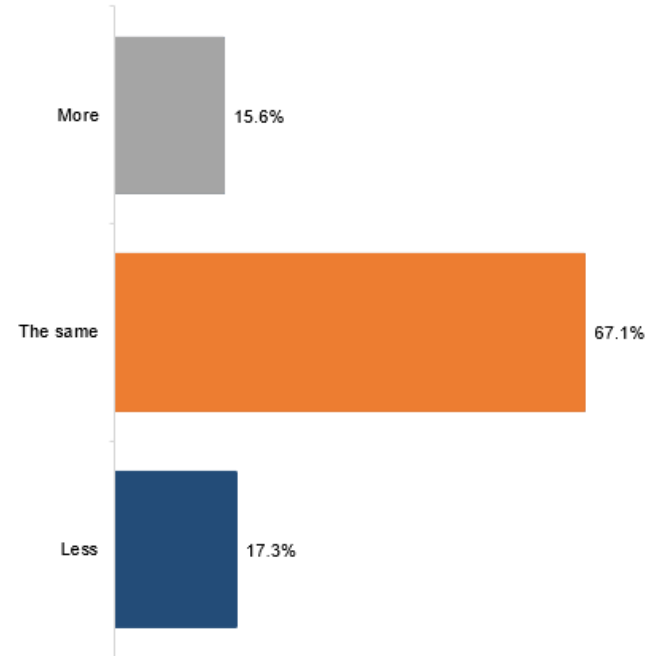
Do you typically make purchases related to Halloween?



Halloween spending in 2024 will increase slightly when compared to last year

- 82.7% of shoppers in Canada plan to spend the same or more on Halloween purchases as they did last year. In 2023 this number was 81.8%.
- 67.1% expect to match last year's spending, while 15.6% are prepared to increase their budget. This is a 0.4 percentage point increase from 2023, when 15.2% were willing to spend more.

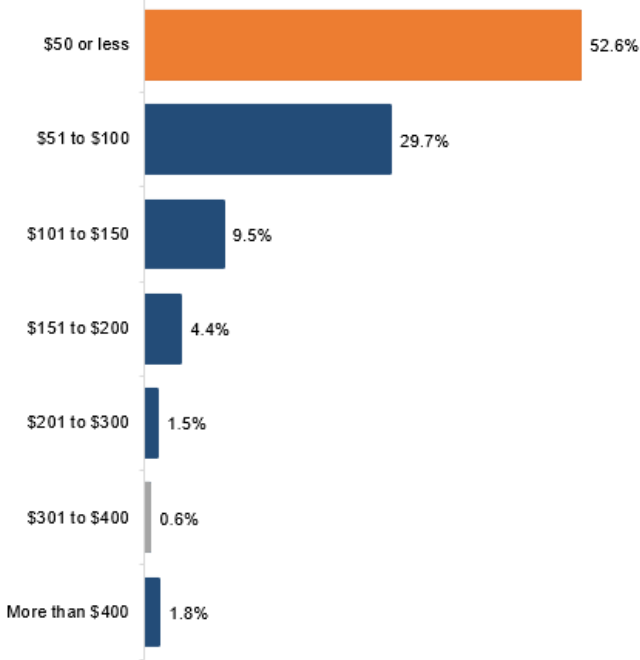
Would you expect to spend more or less for Halloween this year compared to last year?



47.4% of shoppers in Canada plan to spend over \$50 on Halloween

- 47.4% plan to spend over \$50 on Halloween shopping this year, slightly down from 48.8% in 2023.
- Meanwhile, 52.6% intend to spend \$50 or less, an increase of 1.4 percentage point compared to last year's 51.2%.

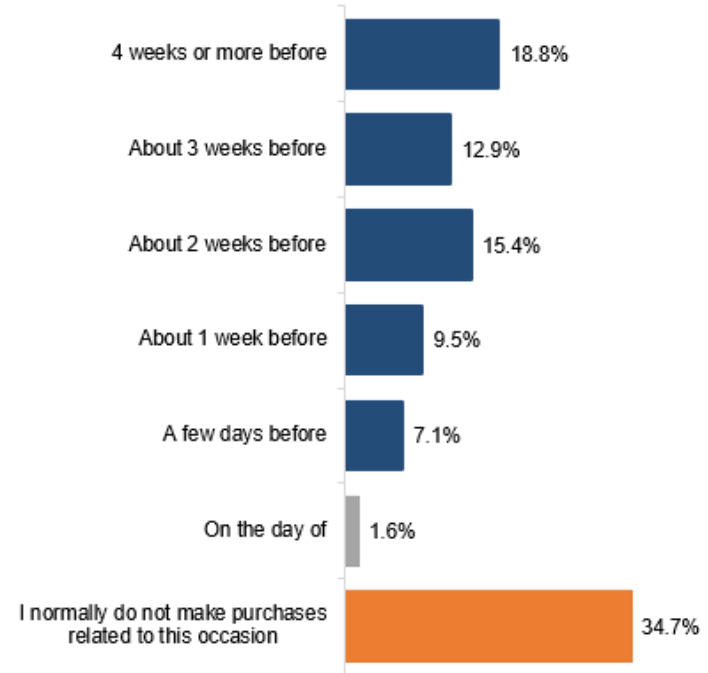
How much do you normally spend in total for Halloween?



Halloween purchases are generally planned in advance

- Consumers are once again looking forward to Halloween. Only 8.7% will start shopping just a few days before Halloween, compared to 18.2% in 2023.
- 47.1% plan to make their purchases 2-4 weeks before Halloween, up from 34.6% in 2023, indicating a trend towards earlier preparation.

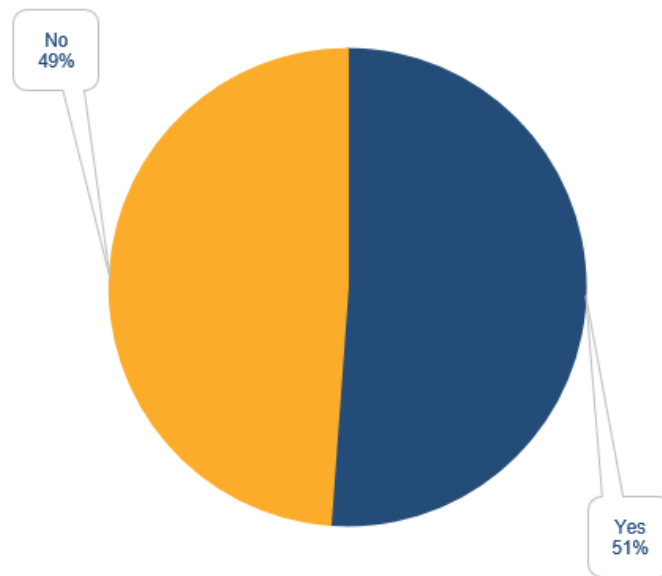
How far in advance do you make purchases related to Halloween?



In 2024, 51% of shoppers in Canada will make a dedicated trip for Halloween purchases, up from 45% in 2023

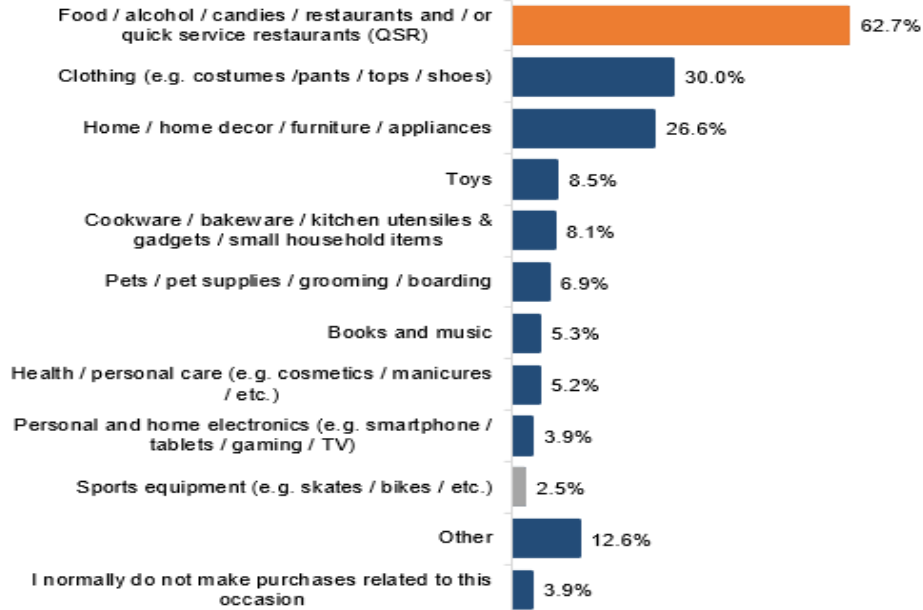
- 49% tack on items to an existing shopping trip.

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



Food/ Alcohol/Candies/Restaurants are the top spending categories for Halloween

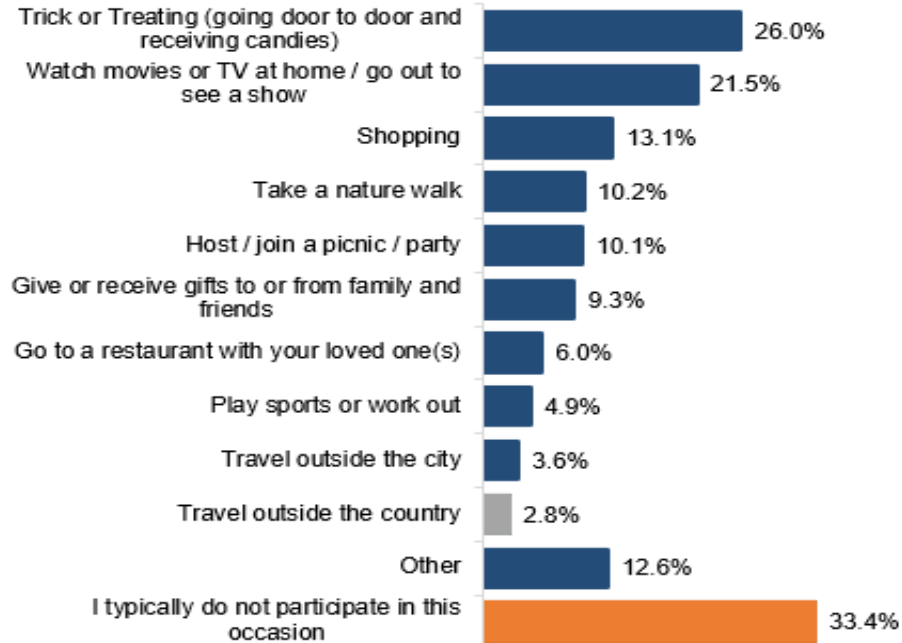
Which of the following do you spend money on as gifts or as items specifically associated with Halloween?



During Halloween this year too, Food/ Alcohol/Candies/ Restaurants (62.7%) is the top spending category similar to 2023. Other spending includes Clothing (30%) and Home/ Home décor /Furniture (26.6%)

Trick or Treating takes the top spot for Halloween activities

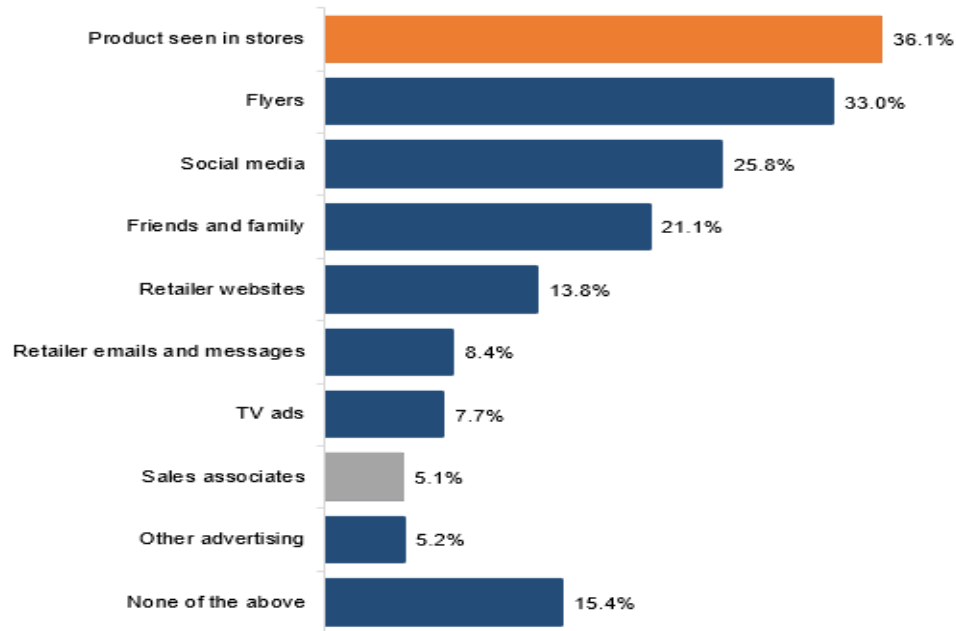
Which of the following Halloween activities do you participate in?



During Halloween this year, Trick or Treating (26.0%) is the top spending category, other activities include Watching movies or TV at home/going out to see a show (21.5%) and Shopping (13.1%).

More than 1 in 3 shoppers in Canada consider the Product seen in stores as their top source of inspiration for Halloween purchases

Where do you look for inspiration for your Halloween Purchases?

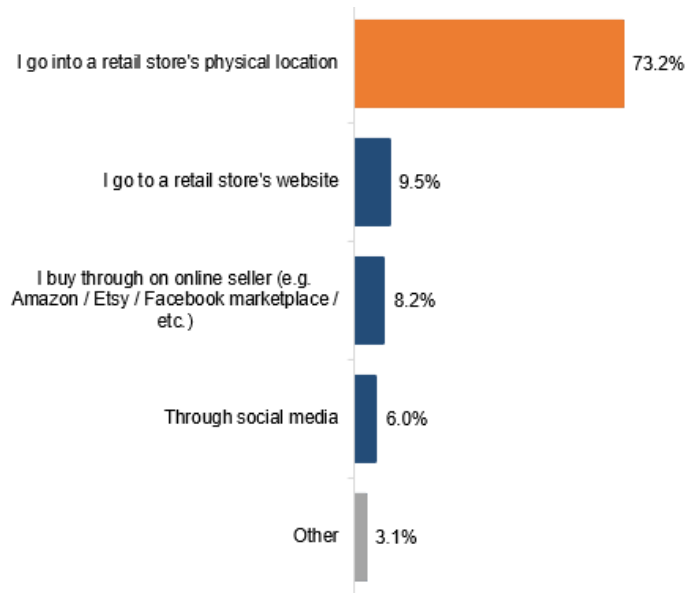


During Halloween, the top three influences for purchases are from Products seen in stores (36.1%) followed by Flyers (33.0%), and Social media (25.8%).

Majority prefer in-person shopping for Halloween needs

- 73.2% of shoppers in Canada prefer to shop in person for their Halloween products. While in-store shopping remains the dominant choice, there are also significant portions of the population turning to other methods.
- Around 9.5% visit a retail store's website for their Halloween shopping.
- 8.2% opt for online sellers such as Amazon, Etsy, and Facebook Marketplace.
- A small fraction, 3.1%, use other means to purchase their Halloween essentials.

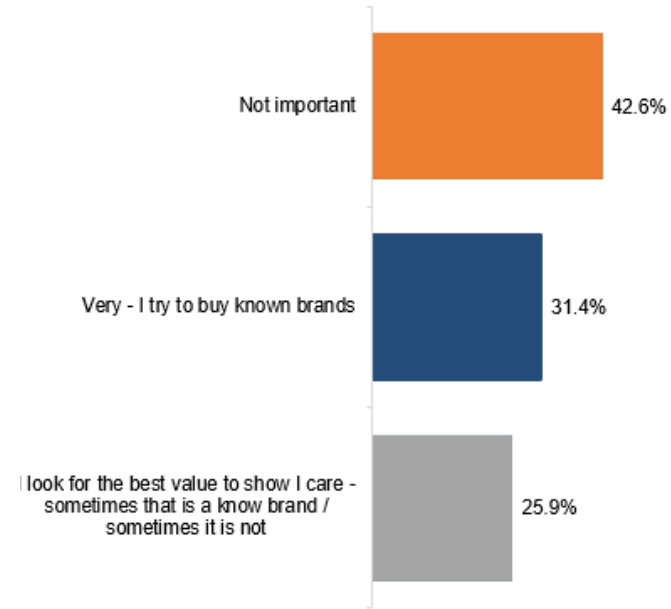
How do you usually make most of your purchases for Halloween?



Shoppers in Canada are looking for "value" this Halloween but the perception of "what is value" differs

- 42.6% of shoppers in Canada don't consider it important to purchase known brands for Halloween items.
- On the other hand, 31.4% prefer to buy known brands, believing it adds significance to their Halloween shopping.
- Meanwhile, 25.9% prioritize finding the best value to show I care - sometimes that is a know brand / sometimes it is not

How important is it to buy a known brand to increase the significance of Halloween?





Let's talk insights.



Anuj Punni

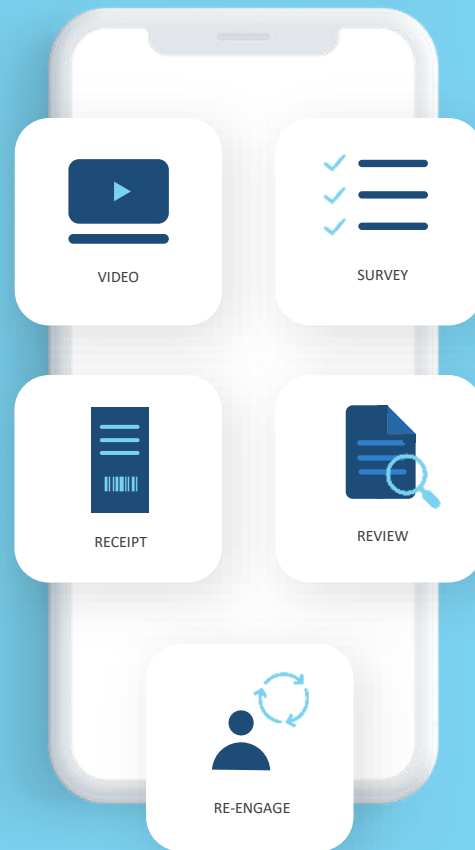
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How It Works

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