



HALLOWEEN 2022

BY THE NUMBERS

FIU

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\$10.6 BILLION

Total U.S. Halloween spending, exceeding last year's record of \$10.1 billion



\$100

average planned spending for Halloween candy, décor, cards and costumes.

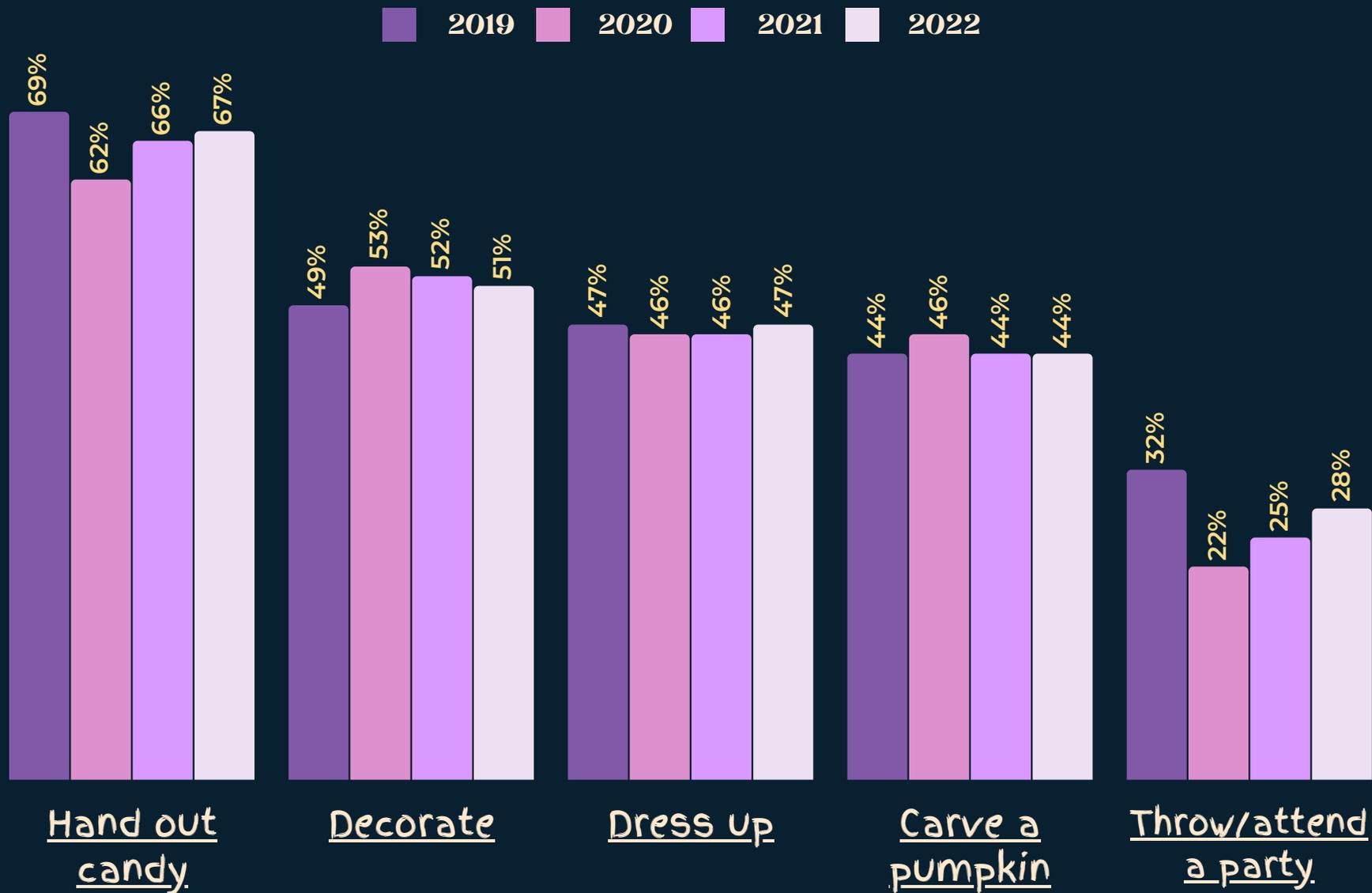
Source: Halloween Participation Returns to Pre-Pandemic Levels with Record Spending (2022). National Retail Federation.

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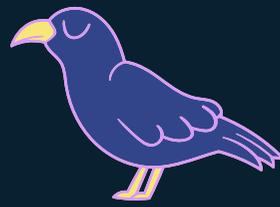
TOP CELEBRATION PLANS



Source: Retail Holidays and Seasonal Trends, Halloween (2022).
National Retail Federation,



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3,320

of U.S. confectionary and nut stores that sold candy and other confectionary products in 2020

780



of formal wear and costume rental establishments in the U.S. in 2020

Source: U.S. Census Bureau, 2020 County Business Patterns.

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