



Trick or Treat

Halloween 2018





\$9.1 B

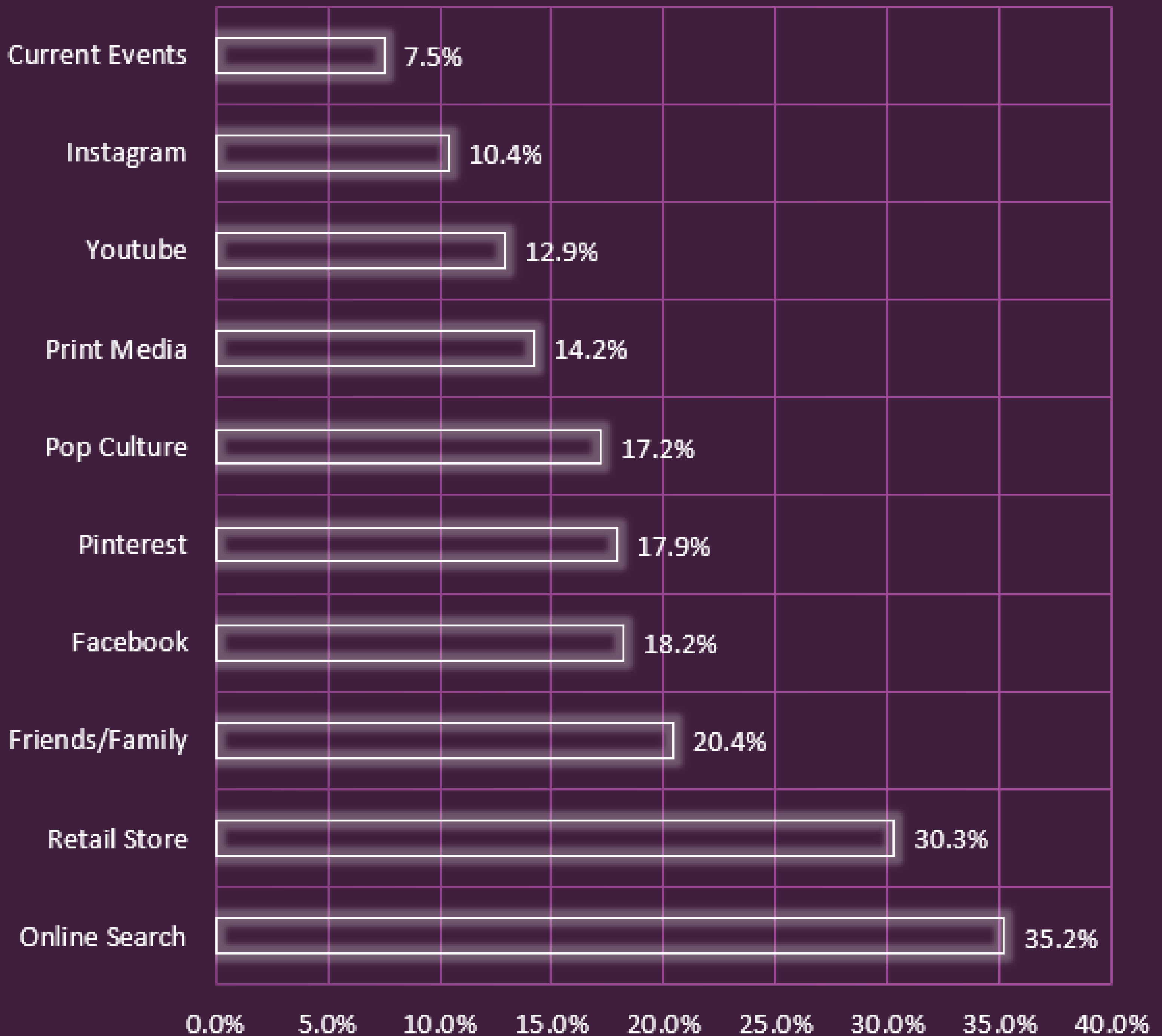
Total U.S. Halloween
spending

\$86.13

Average planned
Halloween spending
per household



Inspiration For Halloween Costumes

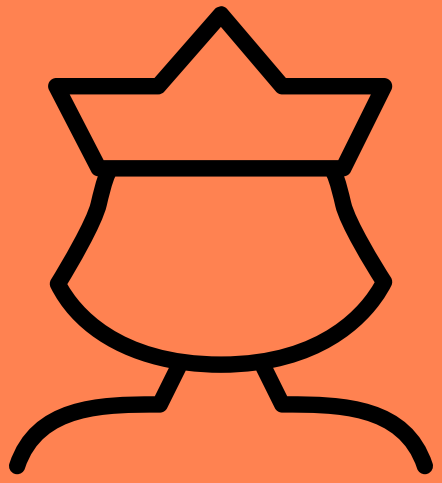




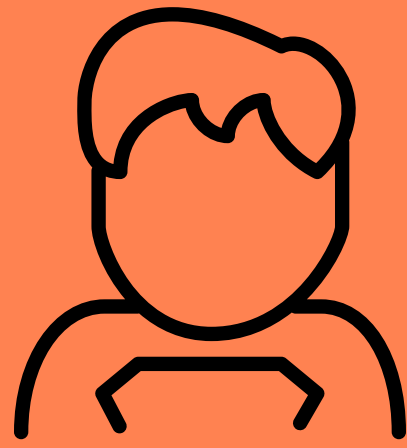
Top Costumes



Kids



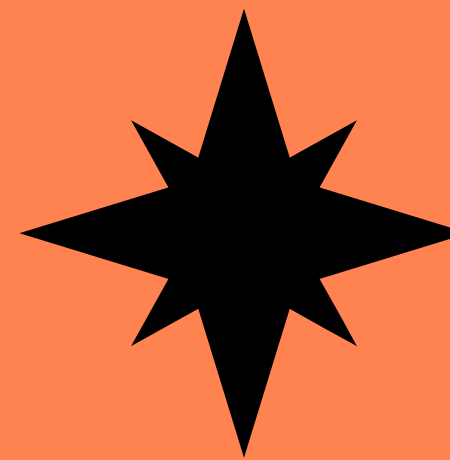
Princess



Superhero



Batman



Star Wars
Character

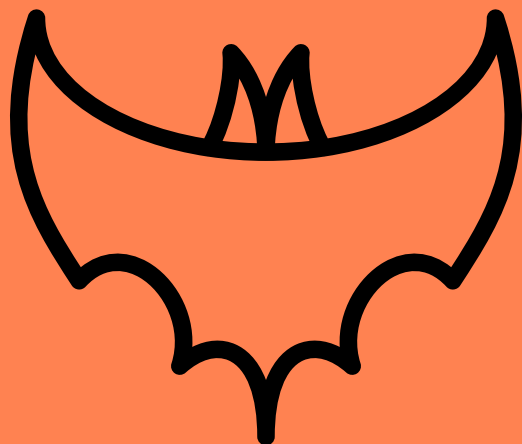


Witch

Adults



Witch



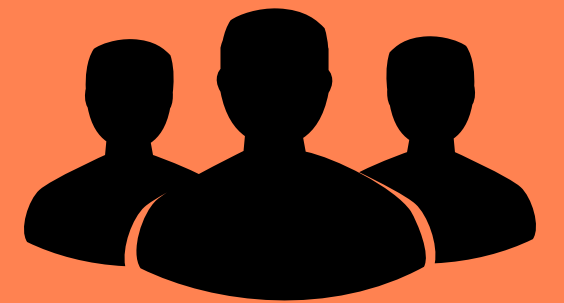
Vampire



Zombie



Pirate

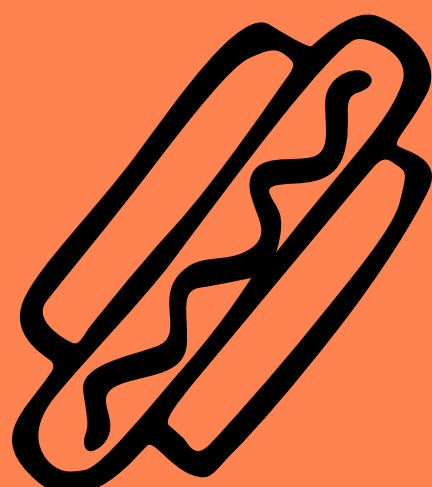


Avengers
Character*
Excluding Spider-Man

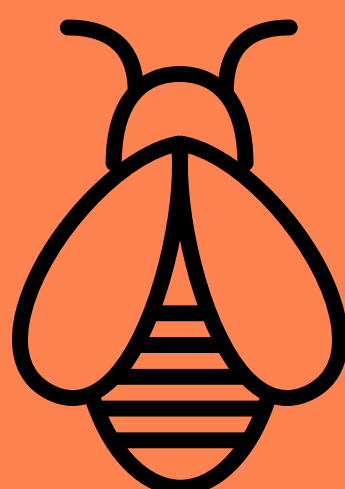
Pets



Pumpkin



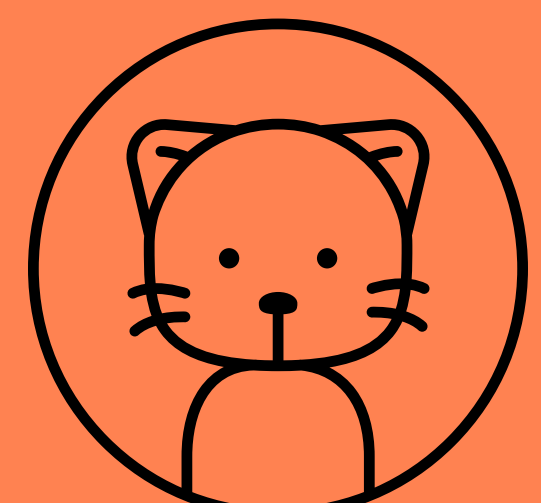
Hot Dog



Bumblebee



Devil



Cat



41.1M

Estimated # of potential
trick-or-treaters in 2017



40,411

of people employed by U.S. manufacturing
establishments that produced chocolate and
cocoa products in 2016



3,430

of U.S. confectionery and nut stores that sold candy and other confectionery products in 2016



991

of formal wear and costume rental establishments in the United States in 2016

Sources: U.S. Census Bureau, National Retail Federation

FIU

Metropolitan
Center