

Halloween Insights

2019



Snooper

Why Halloween matters?

With Halloween increasing popularity Down Under, Australians leverage the occasion to spend time with their children, gather together with the family and party with friends. As a result, the estimated spend on confectionary for this year is \$159M, according to Mars Wrigley's latest research, and brands battled in-store to grab a bite of this Halloween treat. (source: Food & Drink business)

Amongst all respondents who are getting involved in Halloween this year...

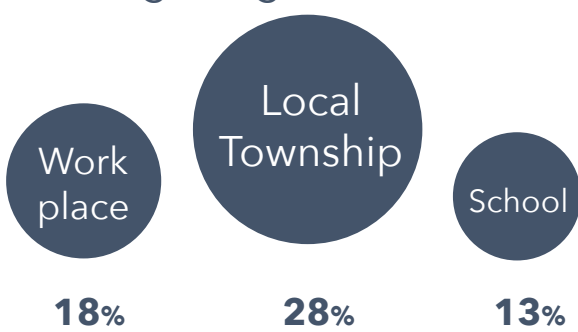
80% will be celebrating on Halloween Day (31st of October)

71% are planning to dress up



"Halloween is fun, the kids get to dress up and use their imagination! A lovely walk with the family brings everyone together."

Communities getting involved in Halloween



Other activities include going to a party or hosting a party.

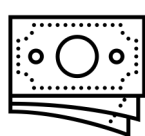


How are Australians celebrating?



69% mentioned they will be involved in trick-or-treating

How are they planning Halloween?



\$20 to \$51

is the average budget spent on Halloween across categories. \$20 is the average budget for confectionery only.

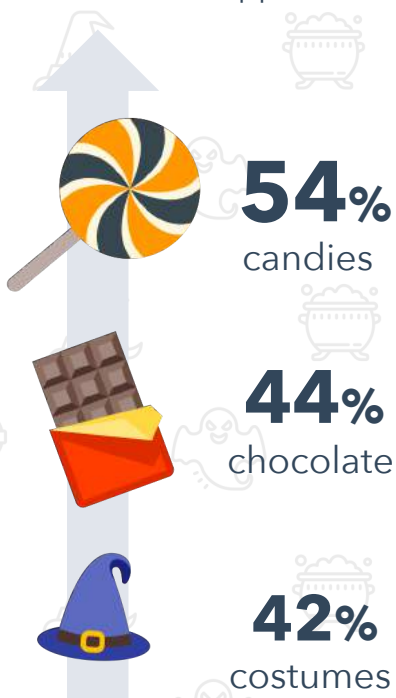


People who spend more on Halloween, plan their shopping in advance, while people who spend mostly in confectionery are more likely to be influenced by what they see in store

"We shop for Halloween in the **week leading up to the 31st** and have in the past had to make last minute trips to **get extra lollies** after underestimating the amount of trick or treaters."

What are they buying?

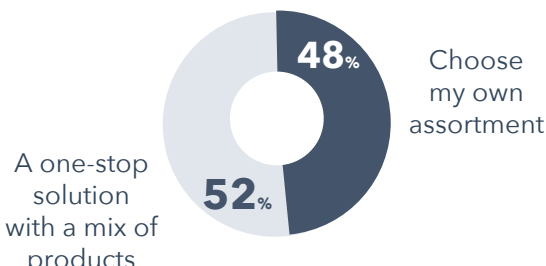
Categories mentioned by our shoppers



40% of respondents are allocating more than 50% of their budget in confectionery

The main reason for buying confectionery at Halloween is **trick or treat**, followed by family sharing. Other options such as party with friends/at the office were not as popular.

When choosing Halloween confectionery products, shoppers prefer:



Deep dive on confectionery

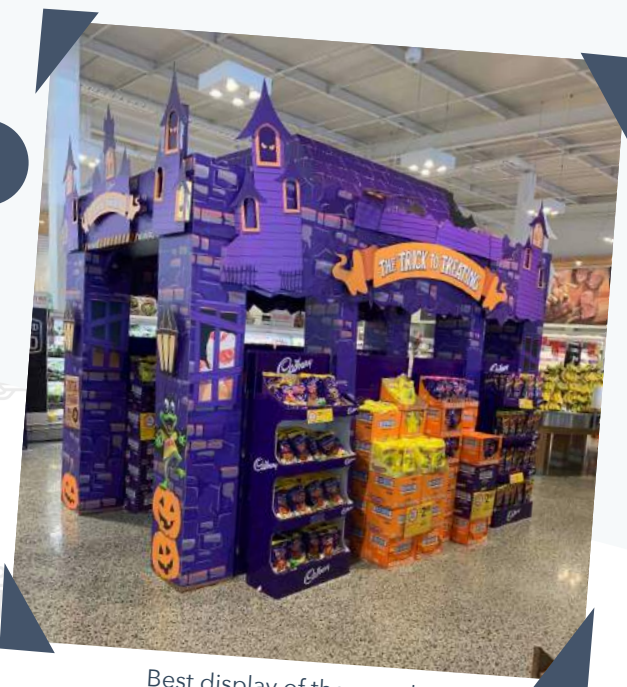
"**Buying confectionery** is definitely part and parcel with the holiday for us and honestly no one's debating that it's **the kids favourite aspect** of Halloween."

Which brand do they associate with Halloween?



Cadbury was the #1 brand mentioned* (65%) followed by Allen's (16%)

*without being prompted by a list



Best display of the month in October

Why in-store execution is important during Halloween?

Main drivers of purchase

Across all Halloween categories

38% Price Promotion

33% Value for money

16% Relevant for children



Brand is mainly mentioned by shoppers who spent more than \$100.

Halloween themed packaging was mostly selected as main driver by people who buy confectionery and costumes.



91% Shop for Halloween in-store



26% Shop for Halloween online

68%

decide what they will buy in-store or last minute

65%

are not likely to purchase online if prompted by email

Winning the Halloween battle is about **being visible** in-store and having **attractive promotions** as shoppers are mainly looking at prices.

How other industries leveraged the occasion

The growing market opportunity inspired players in other categories as well. You don't have to be in confectionery to leverage this occasion!



Chobani



Fanta

Want to know how your in-store execution looks like? Contact **customer-success@snooper-app.com** and get in touch with our team of specialists!

Don't forget to inspire the children!

Although parents are the ones buying all the treats, it's the children who are driving the Halloween spirit in their family. See what our Snoopers say about the event:

"I consider Halloween to be an important festive occasion because my children love it. They even say **it is their favourite holiday**."

I don't really get into it but **my children like it** so I go out last minute to buy biggest bag of sweets I can find for the trick and treaters.

I find it quite **important to buy candy** for the event as I don't want to disappoint potential trick or treaters that come to my door.

I don't consider it important but because **my kids like to trick or treat**, the whole family dresses up and goes door knocking."