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Insights

2026 Deloitte Halloween Survey

A treat of a tradition

Halloween spirit and spending are no trick

Halloween has materialized into a household tradition for many, with 92% of surveyed US households planning to participate in at least one Halloween activity in 2026.

Despite mixed economic sentiment, consumer spending intentions haven't wavered, with most retail shoppers expecting to match or exceed last year’s Halloween spend, budgeting for an average of $285 per household. And most of these shoppers say they can comfortably afford their planned Halloween celebrations.

Surveyed consumers expect most of their Halloween-related shopping activity to be concentrated in a tight late-summer or early-fall window and skew heavily toward in-store, everyday retail formats rather than specialty or online channels. However, the most enthusiastic Halloween shoppers—those kicking off their spending before mid-August—plan to spend more on average and have the broadest participation across all activities and retail categories.

Top takeaways

Casting a wide spell on households

92% expected participation

For a traditionally smaller holiday, Halloween draws outsized participation, with 92% of surveyed households planning to participate and families with kids engaging across more categories.

Shoppers not spooked to spend on Halloween

$285 planned household spend

Households plan to spend an average of $285 across retail categories, events, activities, and dining ($219 on retail spending and $66 on experiences).

An early start summons monster spending

1.7x higher expected spend for earlier shoppers

The earliest Halloween shoppers get a jump on their spending before mid-August and plan to spend more on average across all activities and retail categories.

Source: 2026 Deloitte Halloween Survey.

Most say they'll celebrate Halloween, but households with kids plan to do more

6

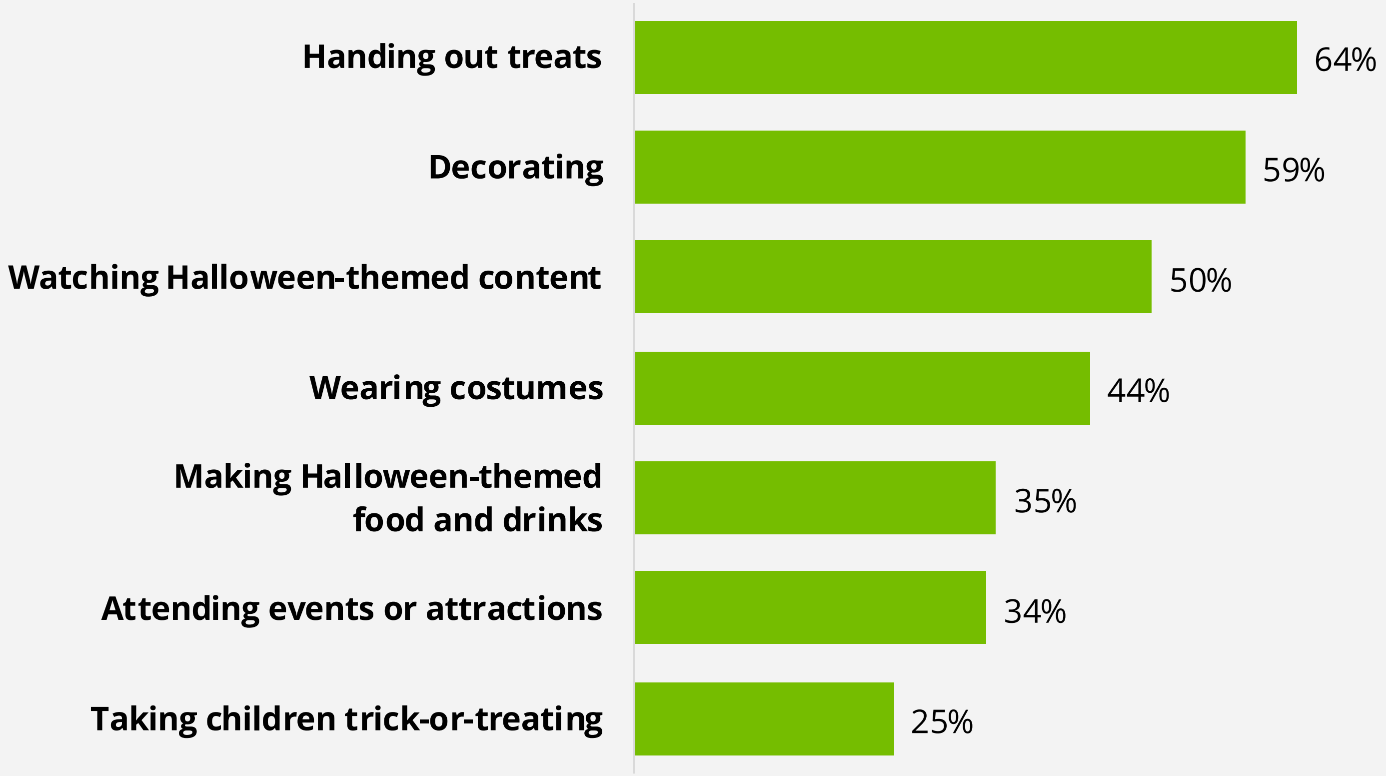
Halloween activities is the average that households with children plan to participate in *versus 4 for households without children*

Notes: n = 1,500; Question: "Which of the following activities or actions do you or members of your household plan to do for Halloween 2026?"

Source: 2026 Deloitte Halloween Survey.

92% of surveyed US households plan to participate in at least one Halloween activity, with treats, décor, and themed entertainment leading the way

Top seven Halloween activities



Respondents plan to spend this spooky season amid a mixed economic outlook

One-third of households plan to spend more than last year, as shoppers indicate they can afford some Halloween fun

$285 Average spend across all households*

$219 Average retail spend across all households

$66 Average experience spend across all households

34% of surveyed retail spending households plan to spend more versus 2025; only 11% plan to spend less[1]

Of those planning to spend more on retail products, **4 in 10** say they are allotting more of the household's budget to Halloween this year[2]

Spend trends amid mixed economic sentiment

58% of respondents expect the economy to remain the same or improve, while 42% expect it to weaken in the year ahead[3]

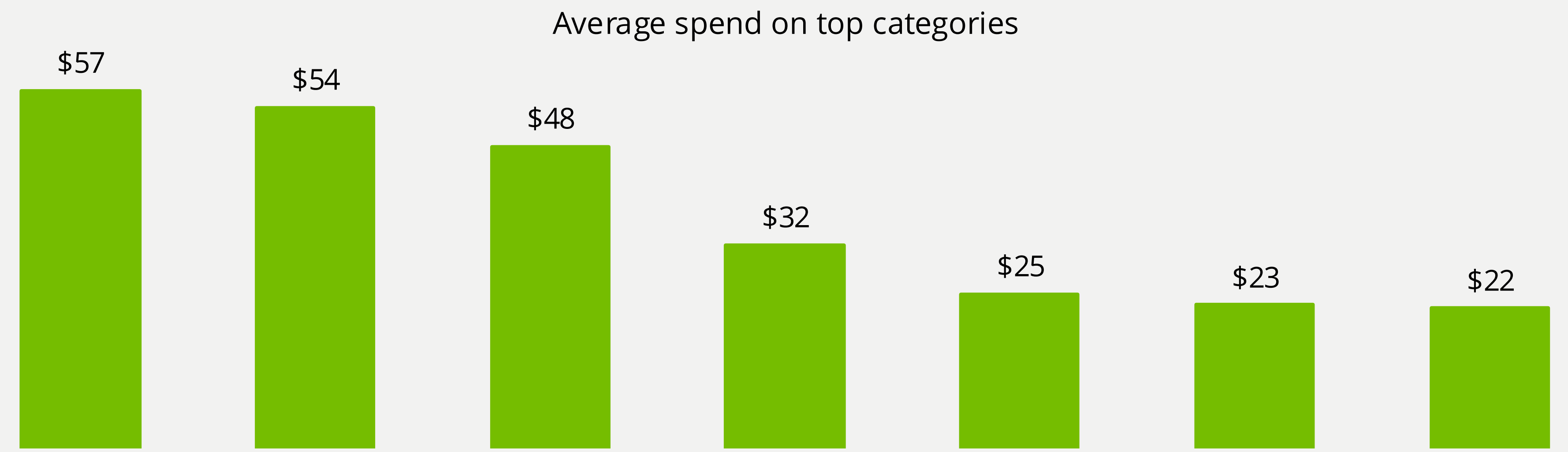
71% of spenders say they can comfortably afford their planned Halloween celebration[4]

1 in 5 spenders plan to use buy now, pay later or other financing methods[5]

Notes: *Deloitte calculations on Halloween spend based on annual consumer survey projections of households (n = 1,500); Questions: (1) "Compared with what your household spent in 2025, how much does your household expect to spend in 2026 for Halloween?" (n = 1,378); (2) "You indicated that your household expects to spend more on Halloween-related retail items in 2026 than in 2025. Which of the following do you expect will contribute to your household's higher retail spending?" (n = 1,378); (3) "In your household's opinion, what is the overall outlook for the US economy in 2027 compared with today? Would you say it will likely…?" (n = 1,500); (4) "To what extent do you agree or disagree with the following statements?" (percentage agree/strongly agree) (n = 1,382); (5) "To what extent do you agree or disagree with the following statements?" (percentage agree/strongly agree) (n = 1,382).
Source: 2026 Deloitte Halloween Survey.

Core Halloween categories capture both reach and spending power

Costumes and décor have the largest share of planned spend, while candy reaches the broadest set of shoppers



	Costumes and accessories	Decorations	Candy, food, and beverages	Dining and social outings	Events and attractions	Pumpkins and carving supplies	Party supplies
Percentage shopping the category	63%	67%	88%	35%	27%	63%	36%
Share of planned spend	20%	19%	17%	11%	9%	8%	8%

Notes: n = 1,500; Question: "What is the best estimate of the total amount your household expects to spend in each of the following categories for Halloween 2026?" (excludes uncategorized spending on retail, experiences, or services); Refer to the appendix for category definitions.
Source: 2026 Deloitte Halloween Survey.

Over half of surveyed households plan to start shopping by September

56%

of retail shoppers plan to make their first Halloween purchase by the end of September[1]

37%

of retail shoppers expect to complete most Halloween shopping before Oct. 1[2]
versus 70% of early shoppers

Respondents plan to concentrate the majority of spending in September and early October

Notes: Questions: (1) "When does your household expect to make its first purchase of Halloween-related retail items for Halloween 2026 (include purchases made online or in-stores)?" (n = 1,378); (2) "To what extent do you agree or disagree with the following statements?" (percentage agree/strongly agree) (n = 1,378).
Source: 2026 Deloitte Halloween Survey.

Early shoppers are Halloween's most engaged enthusiasts and have unique behaviors

Respondents who start their Halloween shopping before mid-August expect to spend 1.7x more on average, creating opportunities for retailers

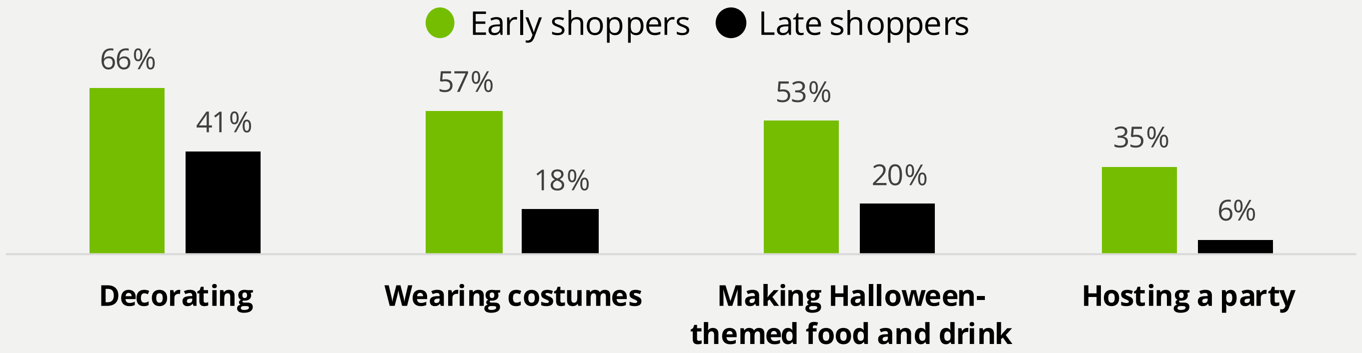
1.7x higher average retail spend expected among early shoppers than others[1]

$476 for early shoppers
$284 for others

40% of early shoppers plan to reduce other discretionary spending to fund Halloween[2]

77% of early shoppers say shopping deals, reusing décor or costumes, or DIY lets them spend more on other Halloween priorities,
versus 64% of others[3]

Early shoppers embrace Halloween activities at a higher rate[4]



Preferred retail formats of early shoppers[5]

Retail formats	Percentage of **early shoppers**	Percentage of **late shoppers**
Discount or dollar stores	50%	37%
Specialty Halloween stores	45%	15%
Craft and hobby stores	41%	12%
Online or e-commerce retailers	41%	9%

Notes: Questions: (1) "What is the best estimate of the total amount your household expects to spend in each of the following categories for Halloween 2026?" (n = 1,378); (2) "To what extent do you agree or disagree with the following statements?" (percentage agree/strongly agree) (n = 184); (3) "To what extent do you agree or disagree with the following statements?" (percentage agree/strongly agree) (n = 184 early shoppers; 1,194 others); (4) "Which of the following activities or actions do you or members of your household plan to do for Halloween 2026??" (n = 184 early shoppers; 164 late shoppers); (5) "Thinking about the retail items your household expects to purchase for Halloween 2026, at which of the following types of stores or sales channels will your household make these purchases?" (n = 184 early shoppers; 164 late shoppers).
Source: 2026 Deloitte Halloween Survey.

Respondents are driven by deals when choosing where to shop

67%

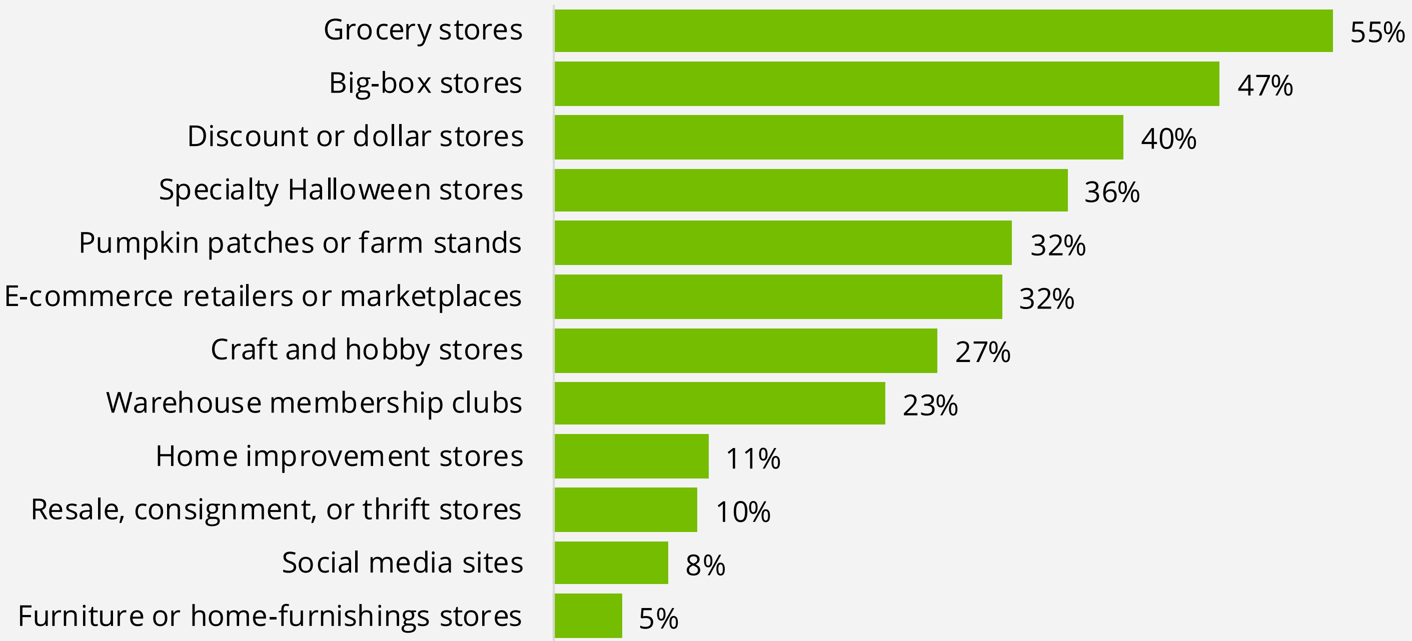
of planned Halloween spending is expected to occur in store versus **33%** online[1]

Top five purchase drivers[2]

1	Price or affordability
2	Overall value for the money
3	Sales, discounts, or promotions
4	Quality or durability
5	Product availability

Everyday retail formats form the core of the Halloween shopping journey, with the majority of Halloween purchases expected to occur in-store

Where households plan to make Halloween purchases[3]



Top three formats where households expect to spend the most[4]

1 Mass merchants or big-box stores

2 Supermarkets or grocery stores

3 Specialty Halloween stores

Notes: n = 1,378 for all questions; Questions: (1) "Thinking about the retail items your household expects to spend on, approximately what percentage of that spending will occur online versus in-store or in person?"; (2) "When deciding which Halloween products to purchase, which factors are most important to your household?"; (3) Thinking about the retail items your household expects to purchase for Halloween 2026, at which of the following types of stores or sales channels will your household make these purchases?"; (4) "Where does your household anticipate spending the most money on Halloween retail purchases this year?"
Source: 2026 Deloitte Halloween Survey.

Halloween inspiration remains rooted in tradition, while generative AI starts to shape decisions

1 in 5

of all surveyed Halloween spenders say they'll use gen AI tools for recommendations and comparisons to influence their Halloween spending decisions[1]

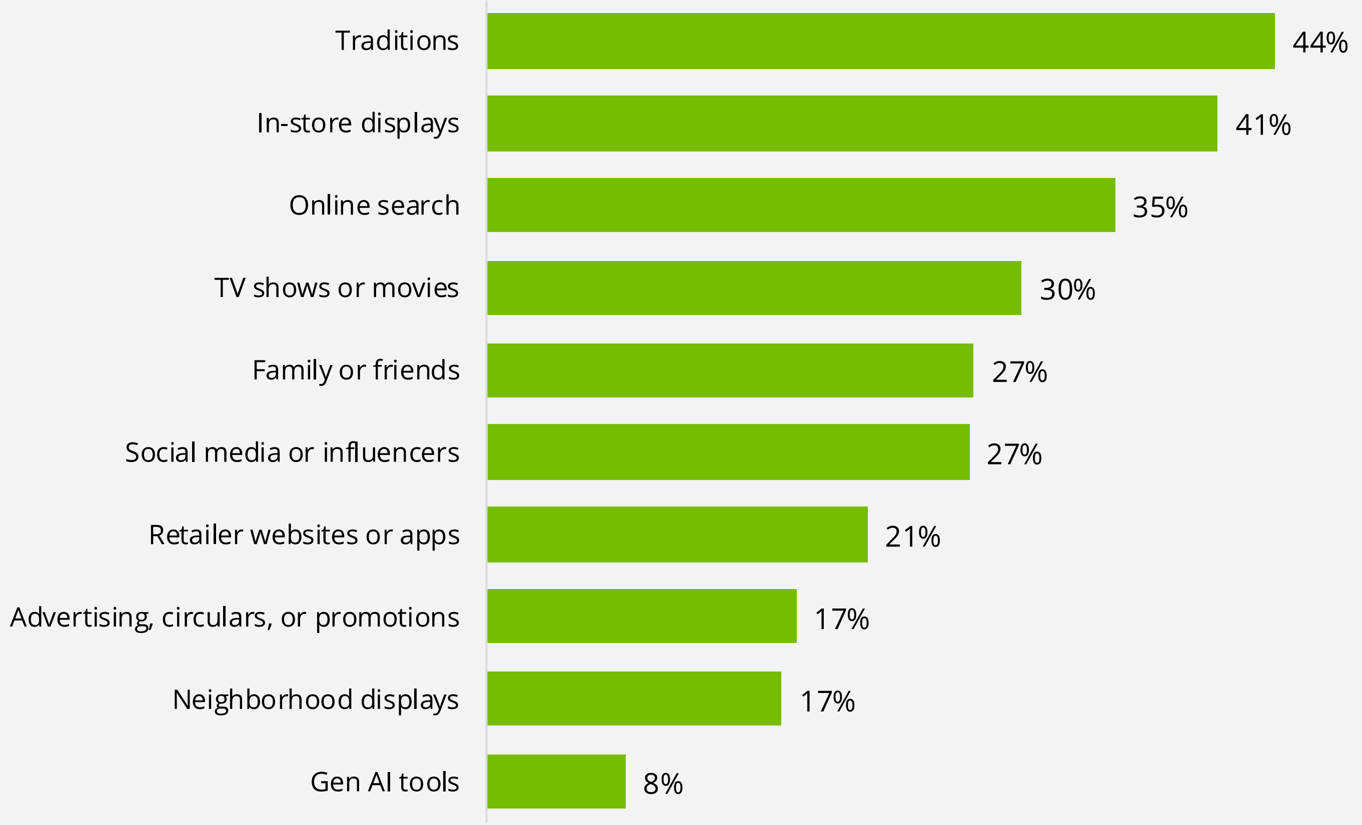
32%

of early Halloween shoppers plan to use gen AI in their shopping decisions[1]

Notes: Questions: (1) "To what extent do you agree or disagree with the following statements?" (percentage agree/strongly agree) (n = 1,378); (2) "Where does your household get ideas or inspiration for the Halloween-related retail items it expects to purchase or rent for Halloween 2026?" (n = 1,378).
Source: 2026 Deloitte Halloween Survey.

For retailers, in-store displays offer an opportunity to inspire and influence purchases

Halloween inspiration for retail items[2]

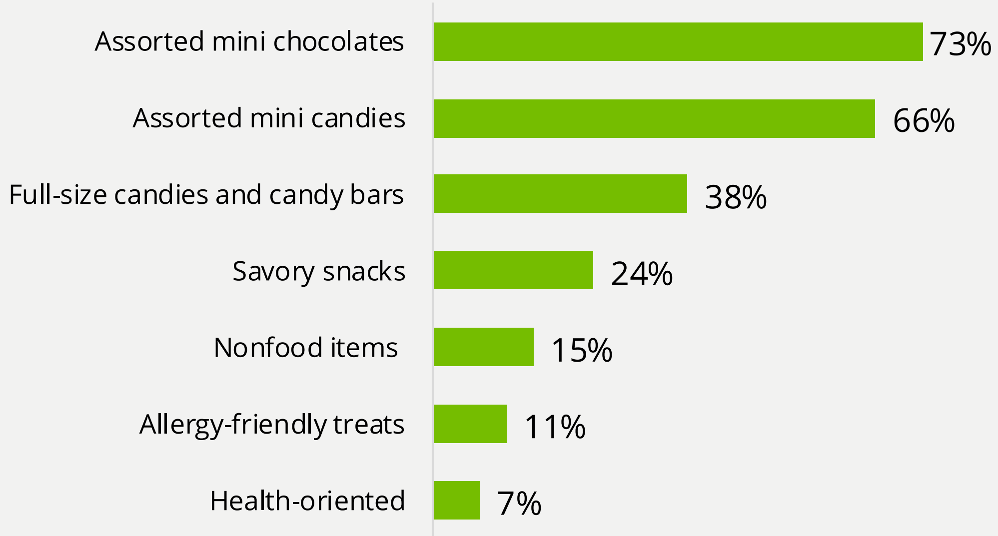


Mini treats are the biggest take, while costumes range from heroes to monsters

Mini chocolates and candies dominate doorstep handouts, while the top costume plans balance pop-culture characters with traditional or scary looks

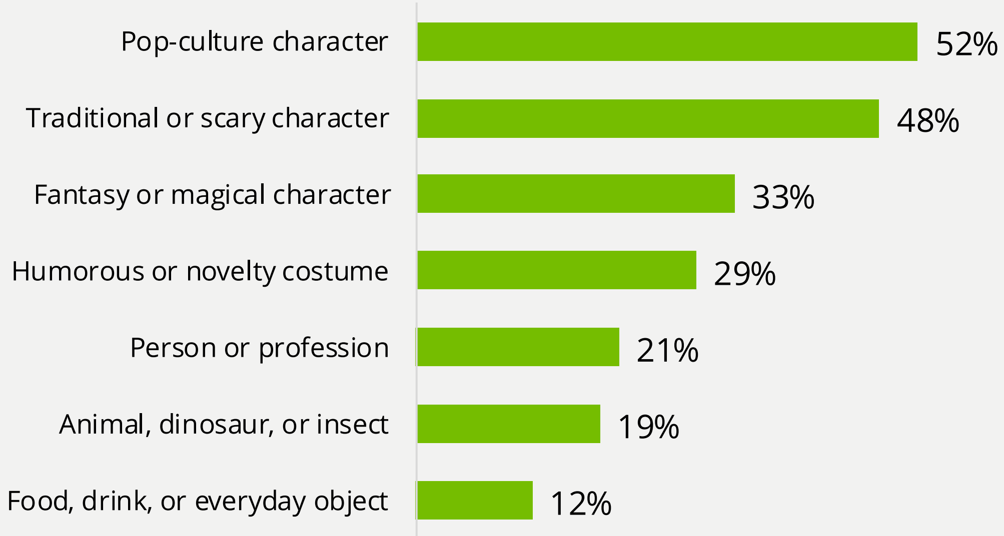
64% of households plan to hand out candy or treats[1]

Handouts planned for trick-or-treaters[2]



44% of households plan to dress up in costumes[1]

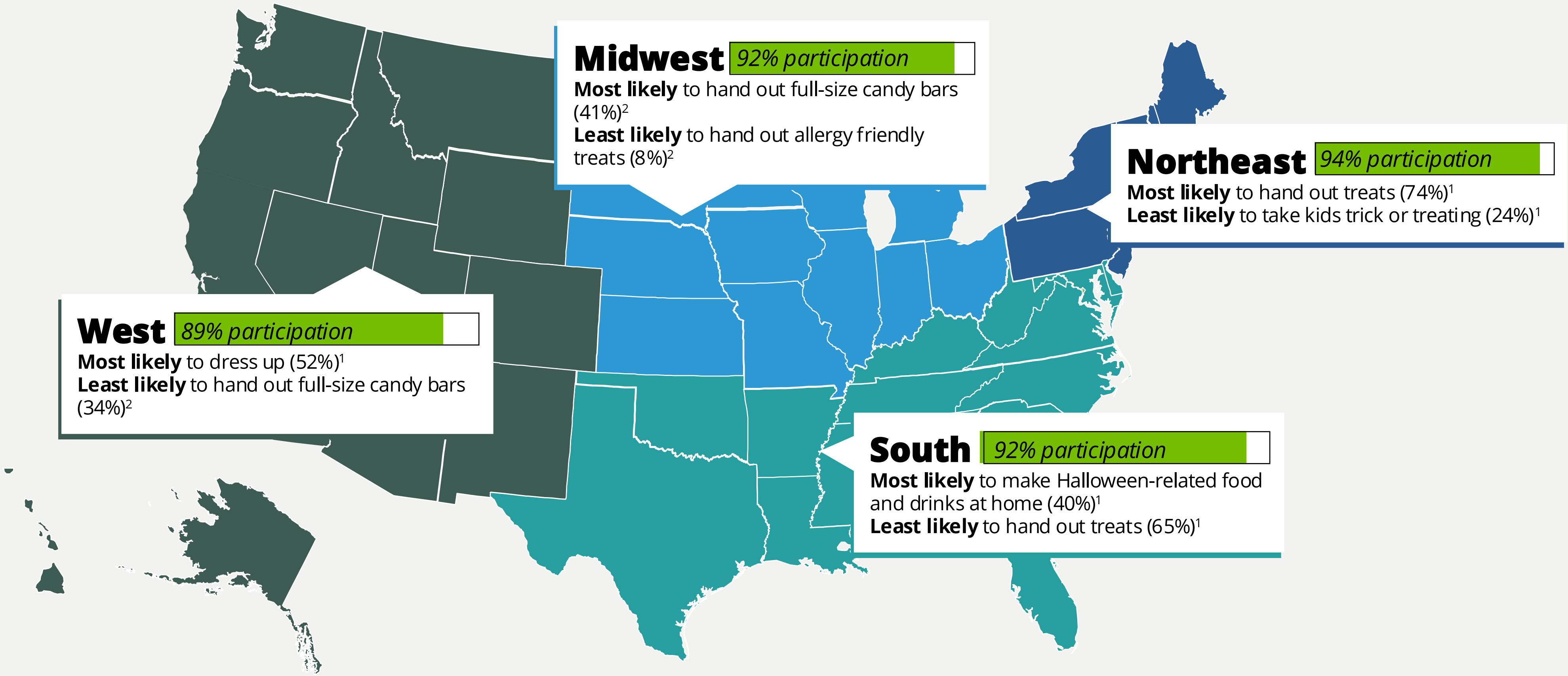
Halloween costume types households expect to use[3]



Notes: Questions: (1) "Which of the following activities or actions do you or members of your household plan to do for Halloween 2026??" (n = 1,500); (2) "What type of candy or goods do you plan to hand out to trick or treaters?" (n = 957); (3) "Which of the following types of costumes does your household expect to use for Halloween 2026?" (n = 658).
Source: 2026 Deloitte Halloween Survey.

Halloween has a regional personality

National participation is high, but regional respondents differ on their preferred tricks and treats



Notes: Questions: (1) "Which of the following activities or actions do you or members of your household plan to do for Halloween 2026?" (n = 1,500); (2) "What type of candy or goods do you plan to hand out to trick or treaters?" (n = 957).
Source: 2026 Deloitte Halloween Survey.

Appendix

Categories	Definitions
Costumes and accessories	Purchases or rentals of adult, child, and pet costumes, including masks, wigs, makeup, props, and costume footwear
Decorations	Yard props, animatronics, inflatable displays, string lights, doorway decor, window clings, and table centerpieces, excluding pumpkins and pumpkin-carving supplies
Candy, food, and beverages	Prepackaged candy, chocolates, trick-or-treat snacks, baked goods, and other food and beverages
Pumpkins and carving supplies	Real carving or decorating pumpkins, gourds, straw bales, cornstalks, and pumpkin-carving tools or kits
Party supplies	Thematic party tableware, paper plates, napkins, cups, party favors, and gift wrap
Events and attractions	Tickets or admission fees for Halloween attractions like haunted houses, pumpkin patches, corn mazes, theme park Halloween nights, or party venues
Dining and social outings	Meals, drinks, or nightlife spending at restaurants, bars, and lounges while out celebrating Halloween

About the survey

Survey timing

Aug. 18 to Aug. 26, 2026

Sample

The nationally representative survey polled 1,500 US households with respondents over 18 years, who were knowledgeable about household Halloween plans and spending. The quota-controlled sample reflects key demographic and household characteristics. It covers Halloween participation and expected spending, including households with no planned Halloween spending. The margin of error is ±2.5 percentage points for the full sample.

Methodology

The survey was conducted online using an independent research panel.

Thank you

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