



## INSIGHT

- Halloween takes place on **31<sup>st</sup> October** and is one of the biggest seasonal consumer events in the UK after Christmas and Easter.
- Retail spending is expected reach over **£470 million**.
- **73% of parents** with children 6-12 participate in Halloween.
- **71%** of millennials will spend money on Halloween.
- 68% of Halloween shoppers will spend up to **£25**, the remaining 32% will spend up to **£85**.
- 52% of UK Halloween shoppers plan to be prepared for trick or treaters by spending on celebratory food & drink.
- **160 million** is expected to be spent on fancy dress costumes.

## RATIONALE

- Families with children will be on the streets to celebrate Halloween. This is a perfect opportunity for brands to use OOH to target key audiences.
- There is also a rise in millennials using Halloween as a social event.
- This is a great opportunity for retailers and FMCG to promote its products such as sweets, food/drinks, costumes and other party and social accessories.
- There are tactical one day opportunities as well as the half term week leading up to the **31<sup>st</sup> October**.

