

**Eat, Drink
& Be Scary**

**Halloween Insights
2022**





From candy and chocolate to costumes and ghostly décor, Walmart is a Halloween destination for millions of shoppers – 90% of U.S. households shop at Walmart every year, and 90% of America lives within 10 miles of a store. We asked our customer community how they plan to celebrate Halloween this fall. Use this guide to find customer insights and Walmart Connect’s tips to strategize your Halloween campaigns.

U.S. shoppers went big for the Halloween season in 2021



65% of consumers celebrated Halloween

Source: Statista: Halloween in the U.S.; November 2021. Proprietary and no endorsement of 3rd party data.

Walmart customers are BOO-sting their Halloween celebrations this year

Looking ahead to this year, we found:

75%

of the Walmart customers surveyed say they anticipate spending more or the same amount at Walmart on costumes as they did last year.

83%

of the Walmart customers we surveyed say they plan to celebrate Halloween this year with a special meal, snack, or party.

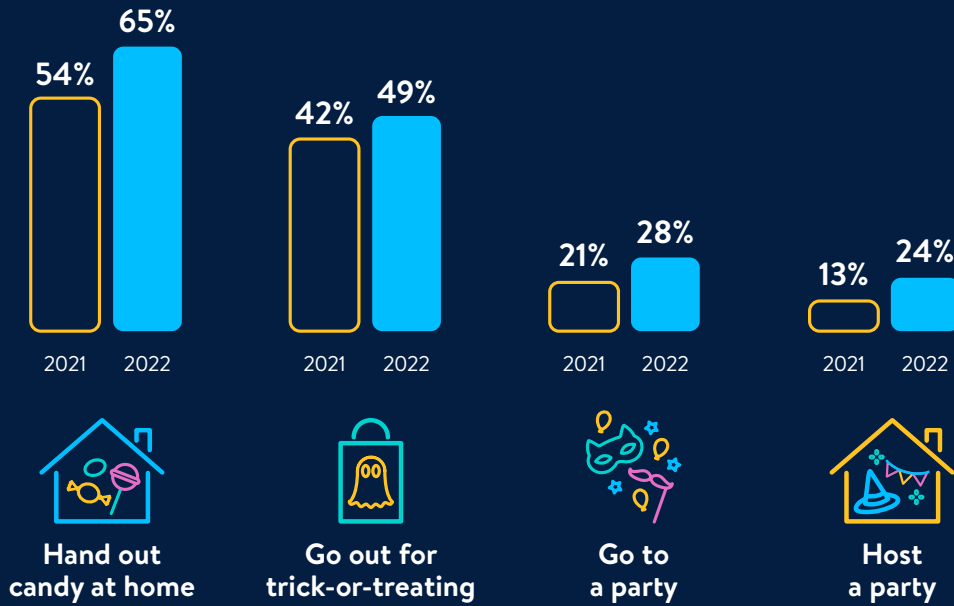
24%

of the Walmart customers surveyed are planning to host a Halloween party this year. That’s nearly double from last year (13%).

The most popular activity is handing out candy to trick-or-treaters.

Source: Proprietary First-Party Data, February 2022, Walmart Customer Spark Community, provided by Walmart Luminate.

How Walmart customers plan to celebrate in 2022



Source: Proprietary First-Party Data, February 2022, Walmart Customer Spark Community, provided by Walmart Luminata.

Customers are relying on Walmart through the highs of inflation Their top reason to shop at Walmart this Halloween continues to be Everyday Low Prices



Source: Proprietary First-Party Data, February 2022, Walmart Customer Spark Community, provided by Walmart Luminata.



Of the customers surveyed, 71% said they anticipate changes to how they shop due to inflation

- 60% will spend more time comparing prices
- 48% will buy more affordable brands
- 35% will spend more time researching products
- 33% will cut back on the number of costumes they buy

Source: Proprietary First-Party Data, March 2022, Walmart Customer Spark Community, provided by Walmart Luminate.



How Walmart is driving a spooktacular Halloween, in-store and online

This Halloween, Walmart is keeping prices low so customers can enjoy every moment this season has to offer. Walmart customers can shop a cross-category site experience to find all their Halloween needs from spooky treats to inclusive costumes for *everybody* under budget. Halloween promotions will appear in-store and online, across paid social, display and search. Additionally, customers can expect a return of three Spooky Street-themed houses in select store parking lots for interactive trick-or-treat family fun.

When Walmart customers will start researching for Halloween

Halloween shoppers tend to start researching well ahead of the holiday, with 62% of Walmart customers starting their research more than three weeks before Halloween.

Walmart customers plan to start their research



Source: Proprietary First-Party Data, February 2022, Walmart Customer Spark Community, provided by Walmart Luminate.



Where are customers shopping

Of the places to shop Walmart products, in-store remains the most popular destination for Halloween shopping, according to Walmart customers surveyed. Many customers are also active online throughout their shopping journey, from discovery to purchase.



80%

In-Store



47%

Walmart.com



34%

Walmart App

Source: Proprietary First-Party Data, February 2022, Walmart Customer Spark Community, provided by Walmart Luminate.

What are customers searching for

Most popular search keywords for the month leading up to Halloween
September through October 2021

1. Halloween Costumes for Women

2. Halloween Costumes for Girls

3. Halloween Costumes for Boys

4. Halloween Inflatables

5. Halloween Decoration

6. Costumes



Source: Proprietary Walmart First-Party Data, April 2022; Reflecting Sept1 - Oct. 31, 2021 data.



Walmart customers anticipate buying more candy and snacks than last year

This Halloween, they plan to buy more:



32%
Candy



32%
Chocolate



32%
Alcoholic Beverages



28%
Snacks

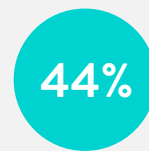
When asked what the most important factors were when selecting food and beverage items for Halloween, Walmart customers said:



Candy/snacks that all my friends/family will enjoy



Brands that I am familiar with/ purchase regularly



Convenient/easy to prepare

Source: Proprietary First-Party Data, February 2022, Walmart Customer Spark Community, provided by Walmart Luminate.



Top Halloween-related food and beverage search terms



on Walmart.com leading up to the holiday

- Candy
- Halloween Candy
- Chocolate
- Halloween Snacks
- Halloween Treats
- Pumpkin
- Candy Bars
- Candy Corn
- Gum
- Chocolate Milk
- Gummies
- Caramel
- Chocolate Candy
- Dark Chocolate
- M&M
- Sugar-Free Candy
- Reeses Cups



51% of Walmart customers plan to shop for their costumes in the weeks leading up to Halloween

49% plan to shop more than a month in advance

37% of Walmart customers shopping for Halloween costumes said the most important factor for selecting a costume was “Low Price” followed by “Originality”



When Walmart customers start shopping for costumes:



Source: Proprietary First-Party Data, March 2022, Walmart Customer Spark Community, provided by Walmart Luminate.

We asked our customers where they will look for inspiration to decide on costumes this year:



Which characters do customers and/or their children plan to dress up as this year

Superheroes and princesses – followed by movie/TV show characters – topped the list

1. A Character From an Animated Series

- 5% Paw Patrol
- 2% Peppa Pig
- 2% Little Pony
- 1% PJ Masks
- 1% Bluey

2. A Superhero or Princess

- 12% Spiderman
- 8% Princess (Elsa, Jasmine)
- 6% Batman
- 4% Superman
- 3% Iron Man
- 3% Black Panther

3. A Character From a Movie or Show

- 7% Stranger Things
- 5% Toy Story
- 3% Jurassic World
- 2% Power Ranger
- 2% Minions
- 2% Jojo Siwa

Source: Proprietary First-Party Data, March 2022, Walmart Customer Spark Community, provided by Walmart Luminate.



Top Halloween costume searches



Top Halloween costume search terms



on Walmart.com leading up to Halloween 2021

- Halloween Costumes for Women*
- Halloween Costumes for Girls*
- Costumes*
- Halloween Costumes for Boys*
- Adult Halloween Costumes*
- Toddler Halloween Costumes*
- Kids Halloween Costumes*
- Plus-Size Halloween Costume Women*
- Halloween Inflatables*
- Halloween Masks*

Source: Proprietary Walmart First-Party Data, April 2022. Reflecting Sept. 1 – Oct 31, 2021 data.

Seasonal Tips & Best Practices

Display Campaigns

- Seasonal tips:** Make sure your creative speaks to the season. Align flight dates with key moments.
- Best Practices:** Match your targeting tactics to campaign objectives. For example, use historical shopping segments to drive reach and awareness. Or try predictive targeting to drive conversions.

Search Campaigns

- Seasonal tips:** Expand your reach – if your item qualifies – by using relevant, seasonal keywords and top-trending keywords. Use the Item Keyword Report to search harvest keywords.
- Best Practices:** Check out our latest Search Best Practices [here](#).

Guidance for Advertisers using API Advertisers

- Include top-selling, promotional, or high AUR items in your manual ad groups.
- Test your campaign structure to ensure you're set up for success before peak periods.
- Use your partner's automated tool to optimize your campaigns and bids at scale.