

WHY YOU NEED TO GET YOUR ONLINE STORE HALLOWEEN READY



Halloween is the fourth most lucrative eCommerce holiday behind Christmas, Thanksgiving and Easter



157 Million
Americans participated
in Halloween



Spending Approximately
\$6.9 Billion
on Halloween Goods!



Working out to be roughly
\$75 per Person



\$2.53 Billion
on Costumes



\$1.88 Billion
on Decorations



\$2.41 Billion
on Candy



Americans spent **\$1.2 billion** on adult costumes
and **\$950 million** on children's costumes



One-third
of shoppers have already begun
preparing for Halloween



49%

of Americans will use eCommerce
stores to find costume ideas



41% of consumers will begin
their shopping within the
first two weeks of October



Sources:
<https://nrf.com/media/press-releases/nrf-157-million-americans-will-celebrate-halloween-this-year>
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<https://www.statista.com/topics/1727/halloween-in-the-us/>
<http://time.com/money/4069887/halloween-spending-costumes-candy/>
<https://www.statista.com/statistics/275736/annual-halloween-expenditure-in-the-us-by-item/>



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