



# Halloween 2020.

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Insight

teamitg

# Insight

## HALLOWEEN OVERVIEW

COVID-19 has had a knock-on effect on almost every major event in the 2020 calendar, and Halloween was no exception. However, grocery retailers noted a clear uptick in sales of 4.9% in October, compared with a 0.3% drop in the same period in 2019. This showed that, despite the difficulties, Halloween still had some pull, perhaps benefitting from the event falling on a Saturday this time around.

### Early birds

Planning ahead has become essential in 2020, and that was the same for Halloween. Searches relating to the event began in the summer and, by early August, were already hitting levels usually seen around mid-September.

### Searching for fun

With COVID-19 putting a spanner in the works for Halloween parties across the UK, people were looking for new ways to celebrate the season, which was reflected in a sharp increase in online searches for virtual, socially distanced and drive-in events.

### Not so sweet

Trick-or-treating was another Halloween staple to be hit by restrictions relating to the virus, and sales of sugar sweets dropped by 2.3% in October compared with the same period in 2019.

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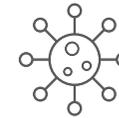
## HALLOWEEN OVERVIEW



**Halloween is the 2nd biggest** sales opportunity for alcohol brands, after New Year's Eve



**48% of UK parents** said they would not allow children to go trick-or-treating



**74% of people who have previously celebrated Halloween** said they were less likely to do so this year due to COVID-19



**35.2% of buyers** get costume or decoration inspiration online, compared with **30.3% in retail stores**



**25% of Brits** said they would buy a pumpkin this year



**53% of consumers** list 'fun for the kids' as the primary reason for celebrating



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Thank you

Get in touch for more information  
or to discuss opportunities for your business

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