

**HALLOWEEN 2021:
SO BIG IT'S SCARY?**



HALLOWEEN IN BRITAIN

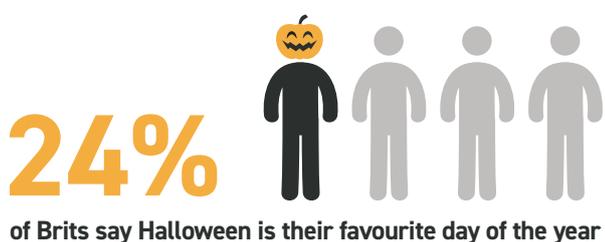
Halloween's origins probably lie in the Celtic festival of Samhain, which began around 2,000 years ago and marked the end of harvest and the start of winter. The festival celebrations included bonfires and "mumming" or "guising" where people would wear costumes and go from house-to-house reciting songs for food.

In the 8th century Pope Gregory declared 1 November All Saints Day (or All Hallow's Day) and soon the 31st became known as All Hallow's Eve. The two festivals gradually elided and from there it's a small step to modern day Halloween.

The festivities moved to America in the 1800s along with mass immigration and the US adopted the ceremonies and enlarged them, with dressing up and scaring becoming increasingly popular. Trick or treating - presumably based around "guising" grew in scale particularly for infants and became a more important part of the rituals.

While it was celebrated in the UK, until recently it had much less cultural significance than Guy Fawkes night or bonfire night. However, at the start of the 21st century Halloween has become more tightly woven into Britain's cultural fabric. For nearly a quarter (24 percent) of Brits it's their favourite day of the year, even preferable to Christmas, Easter and their own birthday.

This report aims to take a closer look at the way Halloween has shifted to become a big spending event for UK consumers, and the opportunities that exist for brands to make some of its rituals their own.





THE VALUE OF HALLOWEEN

With its roots as a pagan festival, Halloween has grown into a retail behemoth - Perspectus Global's survey revealed that Halloween spending could reach an incredible 6bn* this year, with households spending on average £248.38 each for the occasion, on items such as sweets, outfits and even props such as ouija boards.

Opportunities for retailers and brands are wide. In fact, 29 percent of consumers believe that they are spending more because of the array of options on sale.

A third believes that retailers push the boat out for Halloween, saying it's almost as big as Christmas in terms of what you can buy.

And it's certainly not just a time of year for children alone. Forty percent of Britons believe that Halloween is targeted at adults just as much as children - and they take advantage of it.

On average Britons will go to two parties this Halloween season, and will make an effort for the gatherings - spending £24 on booze and £20 on a costume for each party.

Again, there are opportunities here for corporations and sellers - the study revealed that consumers are willing to spend. And they enjoy making purchases which are twists on the familiar - 68 percent of those polled like "Halloween" versions of their favourite brands or products.

And there's certainly room for growth, with 64 percent of the consumers nationwide claiming they would like to see the festivities increase even further in years to come - meaning more presents, outfits and parties in the coming years.

WHERE THE HALLOWEEN MONEY GOES

PER BRITISH ADULT, ON AVERAGE

	FOOD FOR PARTIES	£32.14
	DECORATIONS FOR INSIDE YOUR HOUSE	£26.92
	DRINK FOR PARTIES	£23.91
	DECORATIONS FOR OUTSIDE YOUR HOUSE	£21.58
	COSTUMES FOR THE KIDS	£21.12
	HALLOWEEN THEMED PRODUCTS e.g. cakes and biscuits	£19.57
	SWEETS FOR TRICK OR TREATERS	£19.23
	A NEW OUTFIT FOR YOURSELF	£19.19
	HALLOWEEN GIFTS FOR FRIENDS AND FAMILY	£17.09
	HALLOWEEN PROPS e.g. ouija boards, crystal balls	£16.44
	A NEW OUTFIT FOR YOUR PARTNER	£16.37
	HALLOWEEN THEMED FILMS/MUSIC/GAMES	£14.82

*Based on 27.8m households





KIDS AND HALLOWEEN

Of course, the youngest generation loves Halloween most of all - and it's a big deal for them, with a staggering 82 percent of kids going trick or treating to mark the event.

Households will each spend £15 on sweets for trick or treaters visiting - equating to a massive £417 million overall. Interestingly, Newcastle promises the largest hauls for youngsters as they will splash out £18 compared to the least generous city of Bristol (£11).

British children will eat on average 20 sweets each over Halloween, and if they're simple small sweets such as Haribo Star Mix the combined calorific total would be 340 calories - a large amount but perhaps not as high as expected.

London is where the most sweets will be consumed: 25 per child, almost twice as many compared to the most restrained city, Edinburgh (13 sweets per child).

BRITS BELIEVE THAT
13 YEARS AND SIX MONTHS
IS THE AGE KIDS BECOME
TOO OLD TO TRICK OR TREAT.

THE FUTURE OF HALLOWEEN

While it seems that Covid has had a minimal effect on trick or treating from the demand side (less than six percent of parents will stop their kids because of it), the supply side may see a slight shock as 17 percent of people are not distributing sweets because of the pandemic.

And the wider traditions may also suffer: three in 10 people are not holding parties because of the pandemic, while 35 percent of people said they would never again take part in traditional games such as apple dunking.

Around 30 percent have also decided not to bake cakes for Halloween parties, for fear of contamination.

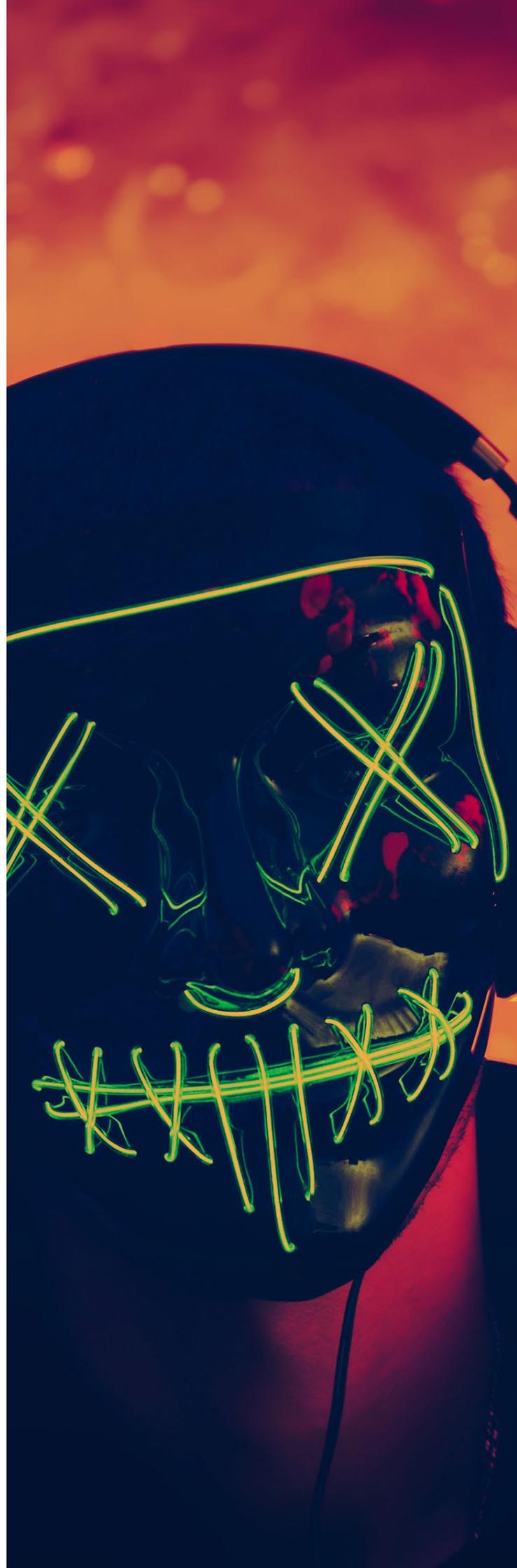
Once the pandemic has fully passed and confidence returns, we expect to see further growth in the Halloween market. 63 percent of consumers say they would be pleased for a larger celebration to become the norm.

This could come in various forms - from straightforward increase in amounts purchased, to other forms of celebration and more technology.

In the US, the Mexican festival the Day of The Dead on November 1, has become elided with Halloween. And it might also become the case here with 22 percent of people saying that they would attend a Day of the Dead party.

Four in 10 also said that they want to go to a virtual "horror house" - a trend that has taken off in America which is a cross between an escape room and a haunted house.

Looking further into the future, 14 percent of people would like the idea of a drone following their kids as they went trick or treating, to make sure they stayed safe, and the same number would wear an augmented reality outfit to really make an impact in the scary stakes.





SUMMARY

Overall, the Perspectus Global Halloween 2021 report reveals that UK consumers are happy and willing to embrace Halloween as a bigger yearly celebration, and there are a multitude of ways brands can tap into this opportunity, from creating Halloween versions of their usual products, to using tech to create new costumes and experiences for thrill seeking consumers.

And it seems trick or treating is a custom that is here to stay - so thoughts about NPD tapping into this ritual could also yield good results.

All in all, Britons are expecting to have a spooktacular Halloween this year - and many brands will too according to the data.

About the research

A study of 1500 British adults, conducted in September 2021 by insights agency Perspectus Global.

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