



2012 Halloween Trends

Learnings from 2011

U.S.

2012 Halloween by the numbers

\$79.82

average spend per guest
(vs. \$72.31 year ago)

\$8B

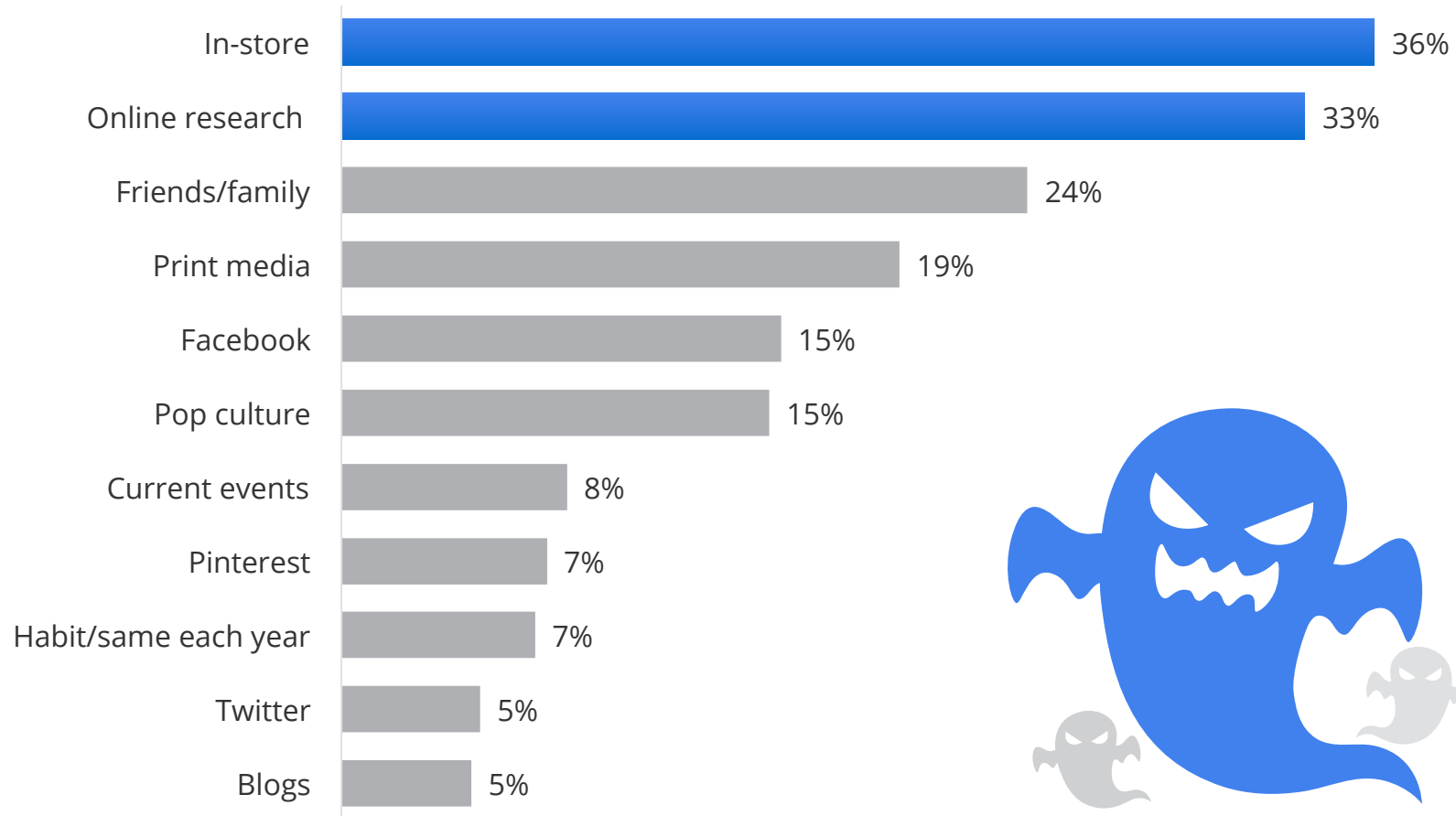
total spend on decorations,
costumes, and candy
(vs. \$6.9B year ago)

71.5%

of Americans plan to celebrate
(vs. 68.6% year ago)



Where people get costume ideas

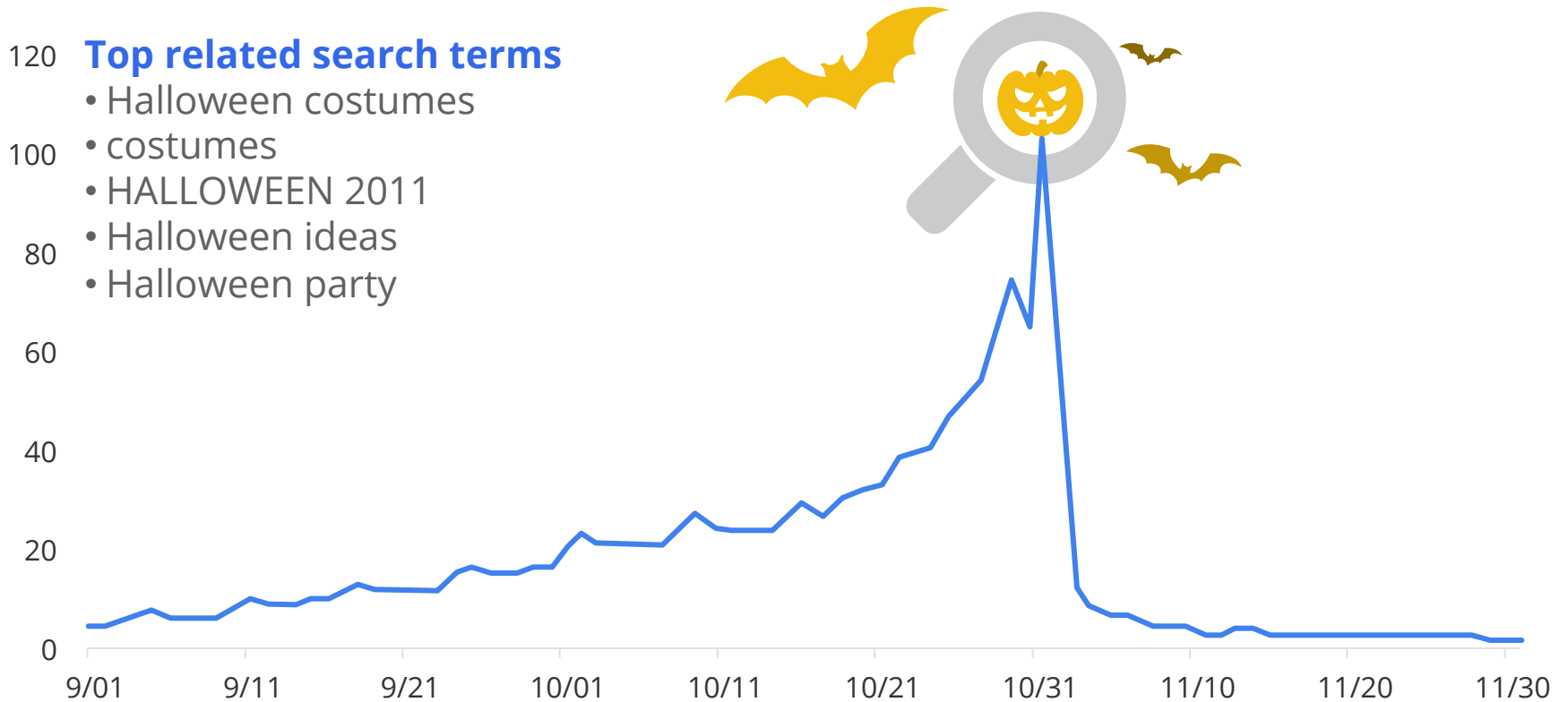


Halloween search volume picks up steadily beginning in September

Halloween search popularity, 2011

120 Top related search terms

- Halloween costumes
- costumes
- HALLOWEEN 2011
- Halloween ideas
- Halloween party

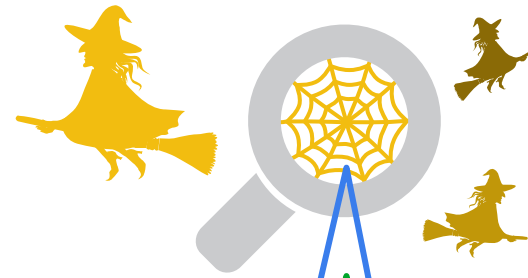
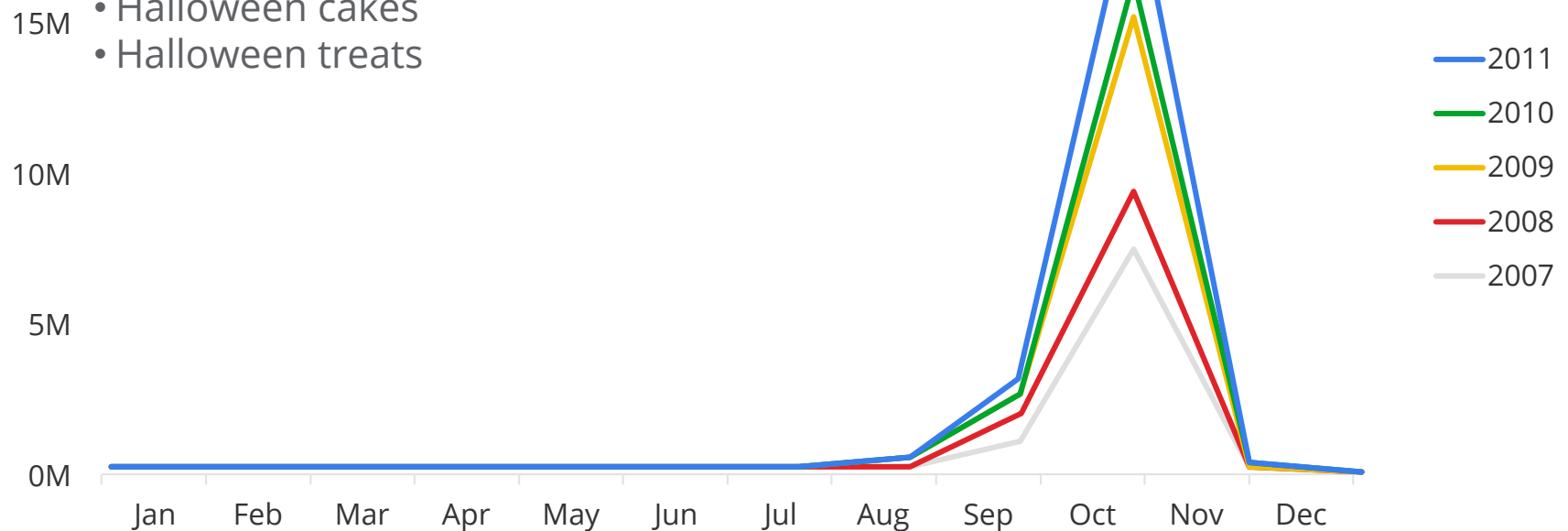


Which is true of food/recipe searches as well

Halloween search popularity, YoY

20M **Top related search terms**

- Halloween cupcakes
- Halloween recipes
- Halloween cakes
- Halloween treats



Over 20M “Halloween” food/recipe searches in October

Mostly dessert and appetizers

Top 10 Halloween food/recipes the week leading up to Halloween

- Halloween cupcakes
- Halloween recipes
- Halloween treats
- Halloween appetizers
- Halloween food ideas
- Halloween desserts
- Halloween food



77% YoY increase in desserts searches October 2011

Quick and spooky desserts are popular

Most searched desserts the week leading to Halloween

- Halloween cupcakes
- Ice cream
- Halloween treats
- Cake pops
- Candy
- Halloween desserts
- Cupcakes

WOW breakout searches

- Graveyard cake recipe
- Halloween Rice Krispie Treat ideas
- Halloween treats for school
- Halloween treats for kids to make
- Pumpkin bars
- **Witch finger cookies**



80% YoY increase in snack/appetizer searches October 2011

Popcorn and retro favorite popcorn balls
have surprisingly high search volume

Top searches

- Halloween appetizers
- **Popcorn**
- Buffalo chicken dip
- Halloween snacks
- Guacamole
- **Popcorn balls**

WOW breakout searches

- Halloween hors d'oeuvre
- Spooky Halloween appetizers
- Halloween finger foods
- Halloween cheese ball
- **Marshmallow popcorn balls**
- Halloween dip recipes

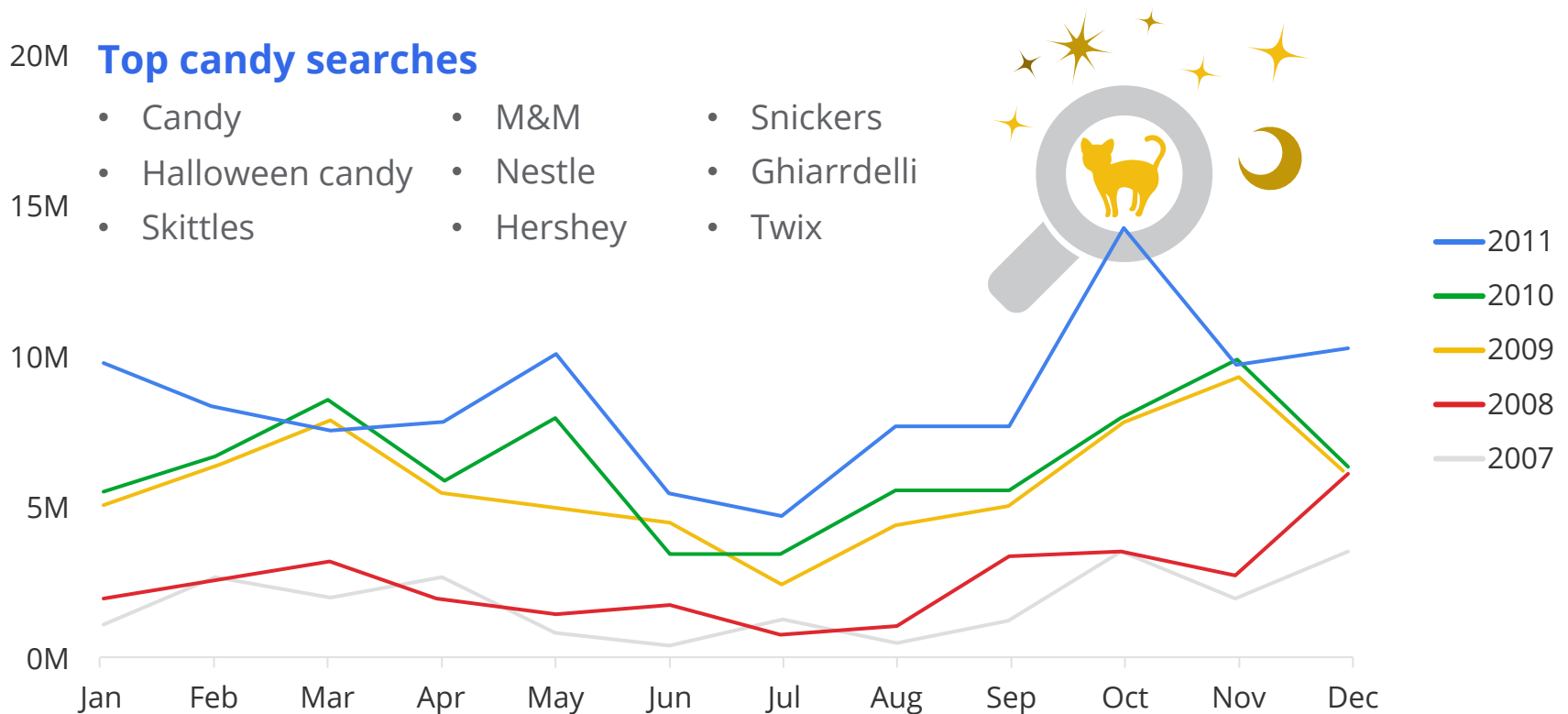


74% of consumers plan to purchase Halloween candy

Candy search highest around October and brand name driven

20M Top candy searches

- Candy
- Halloween candy
- Skittles
- M&M
- Nestle
- Hershey
- Snickers
- Ghiarrdelli
- Twix



More beer sold for Halloween than Super Bowl



51.3M

Cases of beer
sold in the USA
for Halloween

Stay top of mind while she plans for the holiday

YouTube: pumpkin seeds, crafts, costume ideas, pumpkin carving



350,000+
pumpkin
carving views



210,000+
decorating
Halloween
cupcakes views



62,000+
Halloween
crafts views



47,000+
Halloween
crafts

Halloween drinks spike the weekend before

With more searches for punch and drinks than shots and cocktails

