

Fewer tricks, better treats

Halloween spend isn't disappearing, but shopper behaviour is certainly changing. Retailers who get the range and the timing right stand to win the sale this spooky season. Here's what you need to know

Halloween
Saturday
31 October

Focus for fun on a budget

Shoppers are searching for more value and different formats when it comes to Halloween. When planning your range this year, the opportunity is less about chasing bigger spend and more about catering your stock to shoppers who want to celebrate without overspending.

1 in 5
shoppers
choose
sweets during
key seasons

(Source: Giraffe Insights – TrendSight 2025 – Sweets Category Usage and Attitudes Survey)

The value-conscious shopper

It's not news that consumers are shopping more carefully due to increasing cost pressures. Halloween is just as big an occasion as before, but this cost-conscious spending means customers are actively seeking value. This means that sharing packs are taking on more importance than solo treat formats, and promotions are doing more of the work in persuading shoppers to buy in the first place.



Fun times

Novelty lines can be great for impulse purchases and lifting basket spend, but bear in mind that 70% of Halloween spend still comes from all-year-round products rather than themed lines¹. Don't let themed SKUs overcrowd the proven lines shoppers reach for by habit, more let them complement your range.

Build community loyalty

Effective merchandising will only take the Halloween season so far. Your store's advantage lies in agility: smaller stores can engage more personally than large multiples, turning a seasonal spike into community loyalty that lasts beyond the occasion.

Have fun with your local community – encourage staff to dress up in costume, set up safe pumpkin-carving stations, set colouring

competitions and hand out treats to local children shopping with their parents. These activities all give shoppers a reason to visit beyond their purchase, and none of them require significant investment. A shopper who brings their children in for a free photo or a sweet on Halloween is more likely to choose that store the rest of the year, which is a relationship the multiples can't easily replicate.

[Click for terrifyingly good Halloween top tips to secure sales this spooky season](#)



Occasion crossover

Halloween increasingly overlaps with big night in and home entertaining occasions, generating sales across multiple categories, not just confectionery. Sharing bags already account for a third of Halloween confectionery sales², and shoppers are increasingly reaching for savoury snacks alongside them as at-home occasions grow.



[Click for the new Focus on Autumn Winter Confectionery guide from Plan for Profit for even more advice](#)



(Sources: ¹Circana, Total Themed Halloween Confectionery Total Market data, 9 weeks to 02.11.25 vs year ago; ²SmartView Convenience, Value Sales, September-November 2025 vs 52-week average)