

TRICKS, TREATS & TRENDS

A snackable summary of
consumer insights for Halloween

MARS

In partnership with



Methodology

Ipsos Omnibus

Ipsos U.S. Omnibus is a multi-client online, device agnostic survey fielded each business day among a nationally representative sample of US adults 18+.



Field Dates:
3/20/2025 - 3/25/2025



Total Respondents
(n=2,406)

These are some findings from an Ipsos survey, conducted on behalf of Mars, Incorporated, among n=2,406 adults in the U.S., age 18 and up, who indicate plans to celebrate Halloween. The survey was conducted online, in English, between March 20-25, 2025. The starting sample for the survey was a representative sample of n=3,000 U.S. adults, including an oversample of n=105 Gen Z adults, who were then screened on how, if at all, they plan to celebrate Halloween. The credibility interval, a measure of precision used for online, non-probability polls, for this survey is plus or minus 2.4 percentage points.

Ipsos calibrates respondent characteristics to be representative of the U.S. Population using data from the U.S. Census 2023 American Community Survey. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region and income.

HOW PEOPLE ARE PLANNING FOR HALLOWEEN



78%

Americans planning to celebrate Halloween



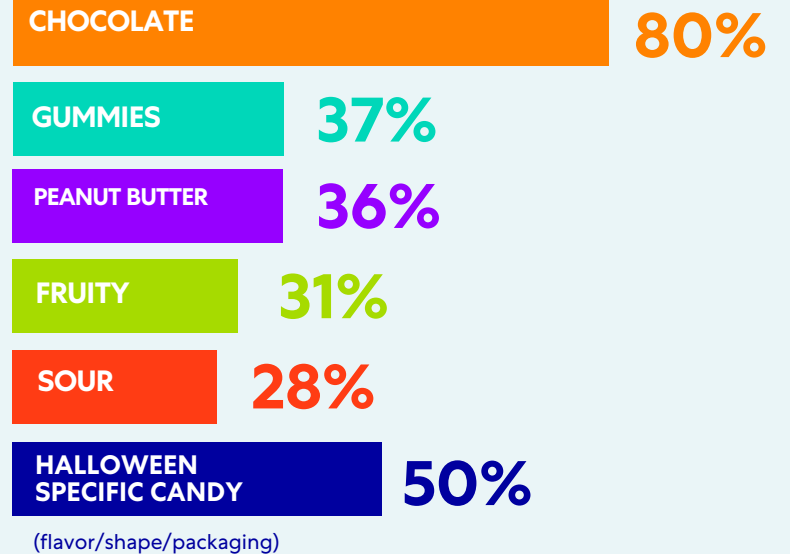
*BASE: Planning to Celebrate Halloween (n=2,406)

Q1. Which of the following occasions and rituals do you participate in to celebrate Halloween, if any?

A LOOK INSIDE THE CANDY CAULDRON



Type of candy typically purchased



Gen Z and Millennials are more likely than Gen X and Baby Boomers to purchase:

Gummies (55% and 51%)
Fruity (40% and 43%)
Sour (41% and 37%)

BASE: Halloween Candy Purchasers (n=2,272), Gen Z (n=469), Millennials (n=733)
Q3. What type of candy do you typically purchase for Halloween?
(data filtered to those who select at least one type of candy)

TRICKS, TREATS & TRADITIONS

TOP HALLOWEEN RITUALS



44%

Passing out treats to trick-or-treaters



41%

Decorating your home



40%

Treating yourself to Halloween candy



Gen Z & Millennials are more likely than Gen X and Baby Boomers to:

Celebrate Summerween

Dress up in a costume

Socialize at their house or a friend's

STOCKING UP FOR THE BIG NIGHT

On average, shoppers plan to buy candy

3.6
weeks in advance



Gen Z and **Millennials** plan to buy:

Gen Z
4.5
weeks

Millennials
4.1
weeks

in advance



Gen Z & Millennials are more likely than Gen X and Baby Boomers to **plan to buy Halloween candy as soon as they see it online/in store**



BASE: Planning to Celebrate Halloween (n=2,406), Gen Z (n=489), Millennials (n=761)
Q1. Which of the following occasions and rituals do you participate in to celebrate Halloween, if any?

BASE: Halloween Candy Purchasers (n=2,272), Gen Z (n=469), Millennials (n=733)
Q4. When do you plan to buy Halloween candy?

MARS

In partnership with

