

2026 Tricks, Treats and Trends Report

A snackable summary of consumer Halloween insights

July 2026

MARS



METHODOLOGY:

MARS

Morning Consult Standalone Study



Online, device agnostic survey among a nationally representative sample of US adults 18+. Data is weighted to approximate a target sample of US adults based on age, educational attainment, gender, race, and region. Results from the full survey have a margin of error of 2%.



Field Dates:

**6/1/2026 –
6/5/2026**



Total Respondents

(n=3,001)



FROM ONE DAY TO A FULL SEASON: UNPACKING CONSUMER TRENDS THAT DRIVE TODAY'S HALLOWEEN

HALLOWEEN ISN'T A DAY, IT'S A SEASON

57% of US adults believe that Halloween is no longer one day; it's a full season

A SEASONAL PERMISSION SLIP TO TREAT

67% of US adults say that seasonal moments like Halloween are a "permission slip" to enjoy a special treat

CANDY IS THE CURRENCY FOR CONNECTION

75% of US adults believe that a shared candy bowl builds community and fosters connection

TIKTOK IS REWRITING THE HALLOWEEN SHOPPING LIST

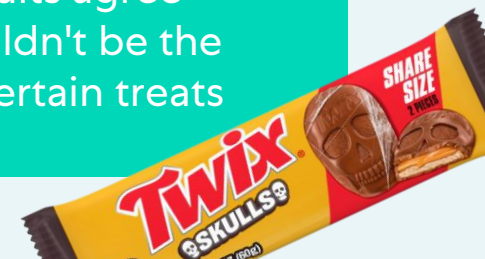
53% of Gen Z use TikTok to discover new Halloween or Halloween candy trends

AMERICANS WANT BIGGER FLAVOR EXPERIENCES

US adults crave highly textural (71%) and "extreme" flavored (58%) treats

CANDY REMAINS THE CENTERPIECE OF HALLOWEEN

72% of US adults agree Halloween wouldn't be the same without certain treats



HALLOWEEN IS BECOMING AMERICA'S LONGEST SEASONAL SHOPPING OCCASION

Enter "Summerween," where Halloween is no longer defined by the calendar as consumers eagerly embrace the holiday in the summer.

AMERICANS WHO WOULD BUY THEIR FAVORITE HALLOWEEN CANDY ALL YEAR

66% of US adults

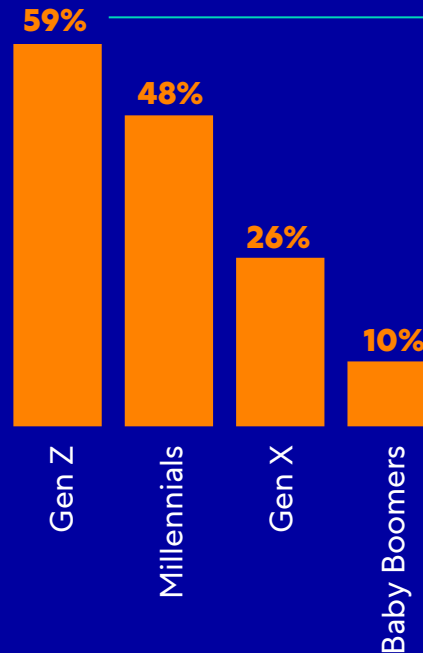
57%

of US adults believe that Halloween is no longer one day; **it's a full season**



SUMMERWEEN IS ALREADY MAINSTREAM FOR GEN Z, EVEN AS AWARENESS AMONG THE BROADER POPULATION CONTINUES TO GROW

Aware or participated in Summerween



59% of Gen Z are aware of Summerween, with 30% already participating — nearly 2x more than the general population

Gen Z's interest in Summerween activities include

-  **Baking Spooky Treats (74%)**
-  **Hosting or Attending Themed Parties (69%)**
-  **Decorating Their Homes (65%)**



THE SEASONAL PERMISSION SLIP TO TREAT: HALLOWEEN REWRITES SNACKING RULES

Consumers aren't just buying more candy. The season acts as a cultural moment to break routines and actively hunt for novel candy formats.

67%



of US adults say that seasonal moments like Halloween are a "permission slip" to enjoy a special treat

Consumers actively seek out seasonal flavors, colors, or shapes when they snack

74%

Gen Z

72%

Millennials

61%

Gen X

45%

Baby Boomers

CANDY IS THE CURRENCY OF CONNECTION

Consumers are curating candy as an expression of who they are, while using it to create moments of generosity and connection.

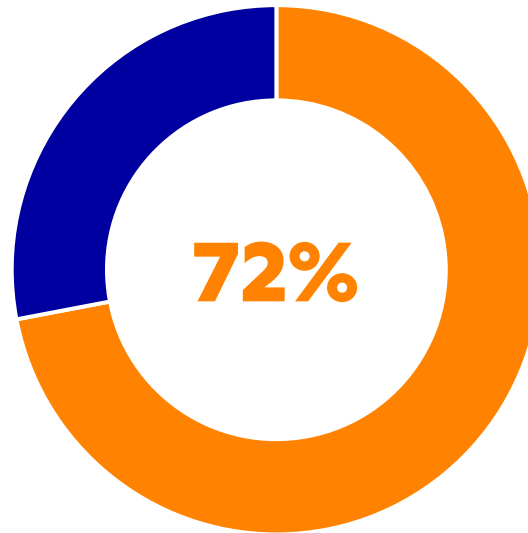
71%

of US adults believe the candy they hand out says something about them as a host

75%

of US adults agree that a shared candy bowl is a simple, effective tool for building community and fostering connection

FAVORITE HOUSE ON THE BLOCK



72% of US adults believe that handing out full-size bars makes you the "favorite house on the block."



TIKTOK IS REWRITING HALLOWEEN SHOPPING LIST

While Gen Z use social to discover new Halloween candy, they still buy their candy at stores, IRL

WHERE GEN Z DISCOVERS HALLOWEEN CANDY

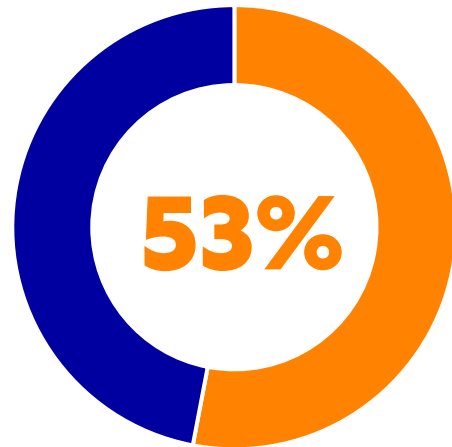
49% 

of Gen Z use YouTube to discover new Halloween trends or Halloween candy

48% 

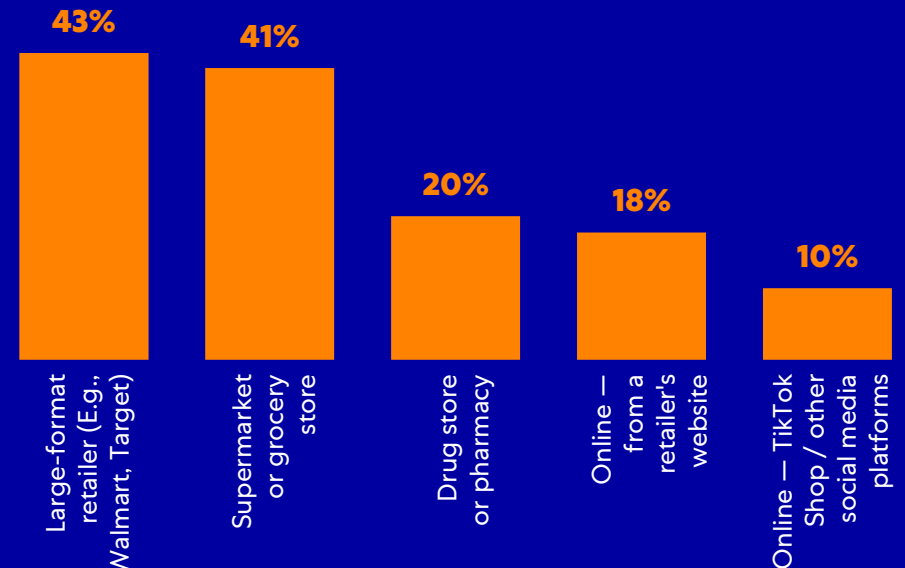
of Gen Z use Instagram to discover new Halloween trends or Halloween candy

 **TikTok**



53% of Gen Z
use TikTok to discover new Halloween trends or Halloween candy

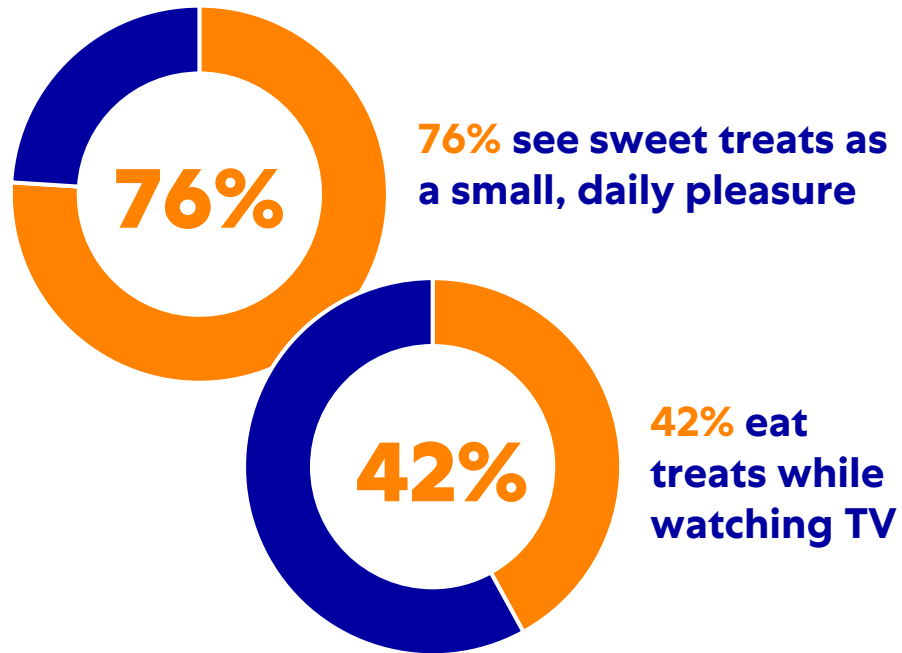
WHERE GEN Z SHOPS FOR HALLOWEEN CANDY



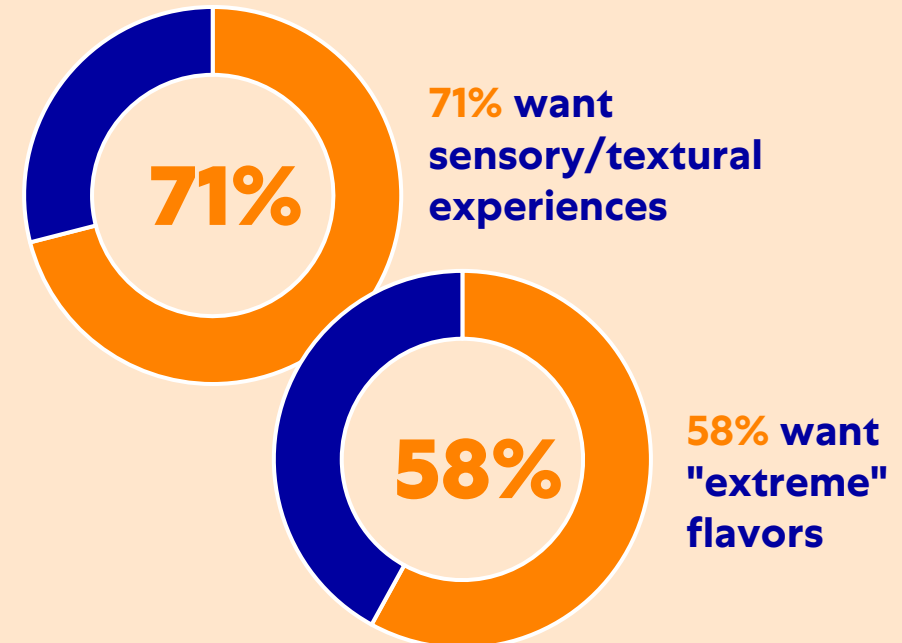
WHAT CONSUMERS CRAVE: SENSORY EXPERIENCES

Consumers find daily joy in sweet treats and now seek to elevate that moment with multi-textural bites and extreme flavors.

THE MOTIVATION (US ADULTS)

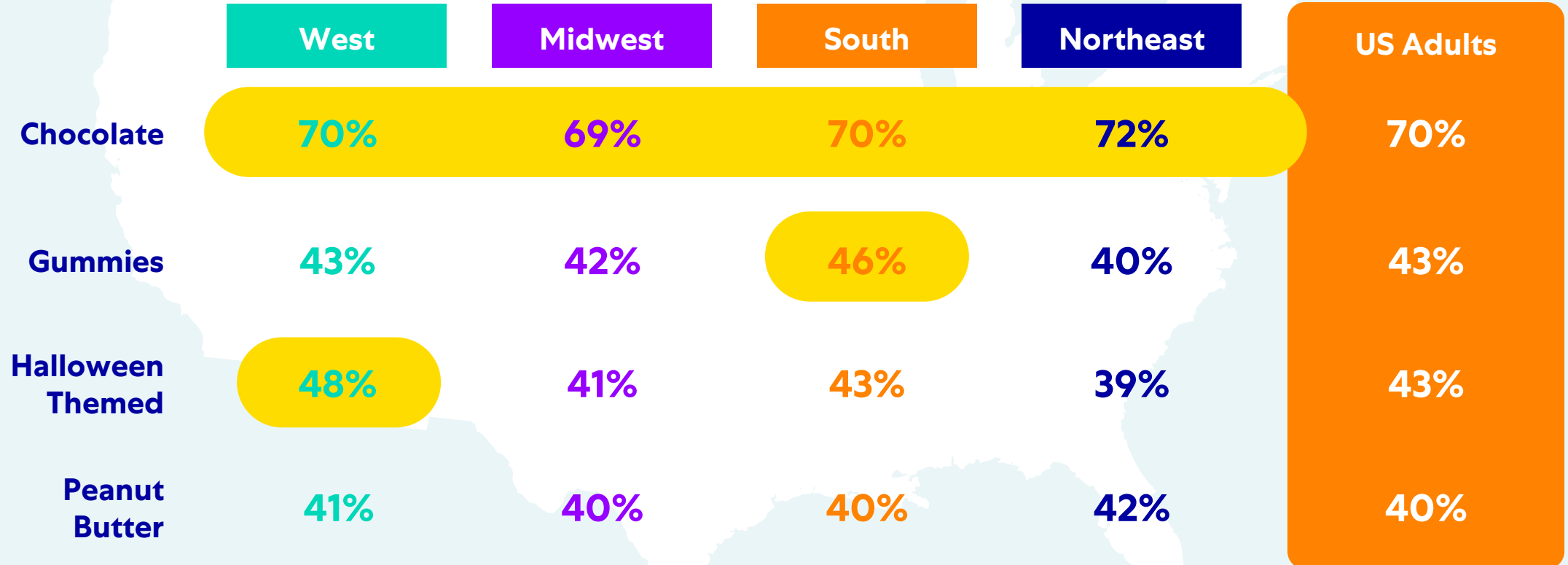


THE CRAVING (US ADULTS)



WHAT CONSUMERS CRAVE: CANDY FORMATS AND TEXTURES BY REGION

While chocolate unites the nation, distinct local tastes emerge: the West craves seasonal Halloween-themed treats most, while the South leads the way for gummies.



CANDY REMAINS THE CENTERPIECE TO HALLOWEEN

72%

of US adults agree that certain candy brands feel like Halloween to them — the holiday wouldn't be the same without them



M&Ms is the #1 Halloween candy out of those surveyed



Skittles is the #2 non-chocolate Halloween candy out of those surveyed, behind candy corn

TOP MARS
HALLOWEEN CANDY

	41%	42%	49%	45%
	40%	43%	42%	38%
	37%	36%	32%	26%
	31%	29%	28%	33%
	35%	31%	26%	18%
	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS

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