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# Scary Facts About Halloween in Canada 2024

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Field Agent Canada



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# Executive Summary

## **Key Study Findings:**

- Halloween is very popular with 86% of Canadian households participating in Halloween celebrations in 2024 in one way or another.
- Canadian households will be spending on household decorations for Halloween but spending will be constrained with 80% spending THE SAME or LESS than they did last year.
- Canadians are looking for ways to save money on Halloween with two-thirds of Canadians being willing to buy decorations SECOND HAND via services like Kijiji and Facebook Marketplace and high rates of buying costumes at Thrift Shops or using items they already have to build their costumes.
- 81% of Canadian households will buy Halloween Treats but only 69% of households will give out treats to Trick or Treaters – in other words Canadians have a “personal stash” of treats that are just for them!
- Canadian households expect an average of 60 Trick or Treaters to ring the doorbell on October 31<sup>st</sup>.
- The most popular treat in Canada is Chocolate which will be given to Trick or Treaters is Chocolate by 70% of households – although many households will give away more than one treat type.
- Just 9% of households will be giving “healthy options” treats to Trick or Treaters this year.
- 87% of households have already started to shop for Halloween items (décor, costumes and treats) but there still is a lot of shopping left to do with 91% of households saying they will be shopping for more Halloween items between October 16<sup>th</sup> and October 31<sup>st</sup>.
- This Field Agent Canada survey included 1097 Canadian households and was conducted between 10/16 and 10/21.



**86%**

of Canadian households will  
celebrate Halloween in 2024

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# Decorations





# 85%

of participating Canadian households will buy a Pumpkin in 2024.

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**78%**

of participating Canadian households will decorate their house in 2024.

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# 80%

of Canadian households who will decorate their house will spend THE SAME or LESS on Halloween decorations in 2024 compared to 2023.

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facebook

Email or phone

Password

Log In

Forgot Account?

Marketplace > Home Goods > Home Decor > Holiday Decor > Halloween Decor

### Halloween Decor

Search Marketplace

+ Create new listing

#### Filters

San Francisco, California

Price Enter your city to show local results

Min to Max

Delivery method

Condition

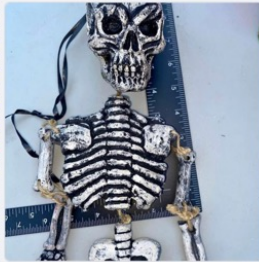
Material

#### Categories

Vehicles



**\$40**  
Jack skellington inflatable  
South San Francisco, CA



**\$1**  
Holiday Halloween decorations  
Oakland, CA



**\$7**  
Halloween decorations  
Oakland, CA



# 66%

of Canadian households who will decorate their house would be willing to buy SECOND HAND DECORATIONS.

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# Costumes



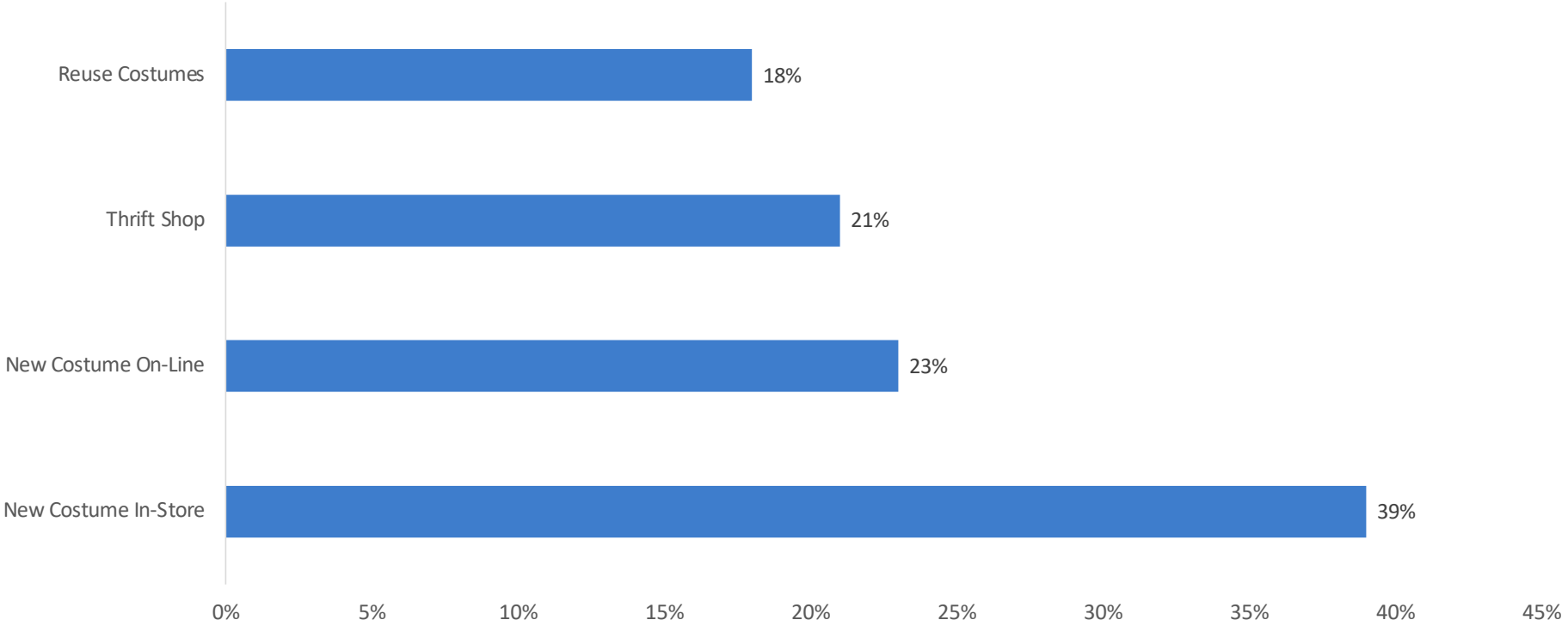


# 95%

of Canadian households with children under 18 will have at least one CHILD wear a Halloween costume.

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# Where will KIDS get their Costumes this Year?





# 71%

of Canadian households who will buy KIDS COSTUMES will spend THE SAME or LESS in 2024 compared to 2023.

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**60%**

of Canadian households will  
have at least one ADULT wear a  
Halloween costume.

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# 82%

of Canadian ADULTS who will wear a costume will spend THE SAME or LESS in 2024 compared to 2023.

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# 47%

of Canadian ADULTS who will wear a COSTUME will use items they already have in their home to build their costume.

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Treats







81%

of Canadian households will buy  
HALLOWEEN TREATS in 2024

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# 69%

of Canadian households will give  
out TREATS to Trick or Treaters  
for Halloween 2024

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# 59%

of Canadian households will buy  
HALLOWEEN TREATS that will  
not be given to Trick or Treaters  
and will be eaten by  
household members.

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# 26%

of participating Canadian households will SPEND MORE on HALLOWEEN TREATS in 2024 compared to 2023.

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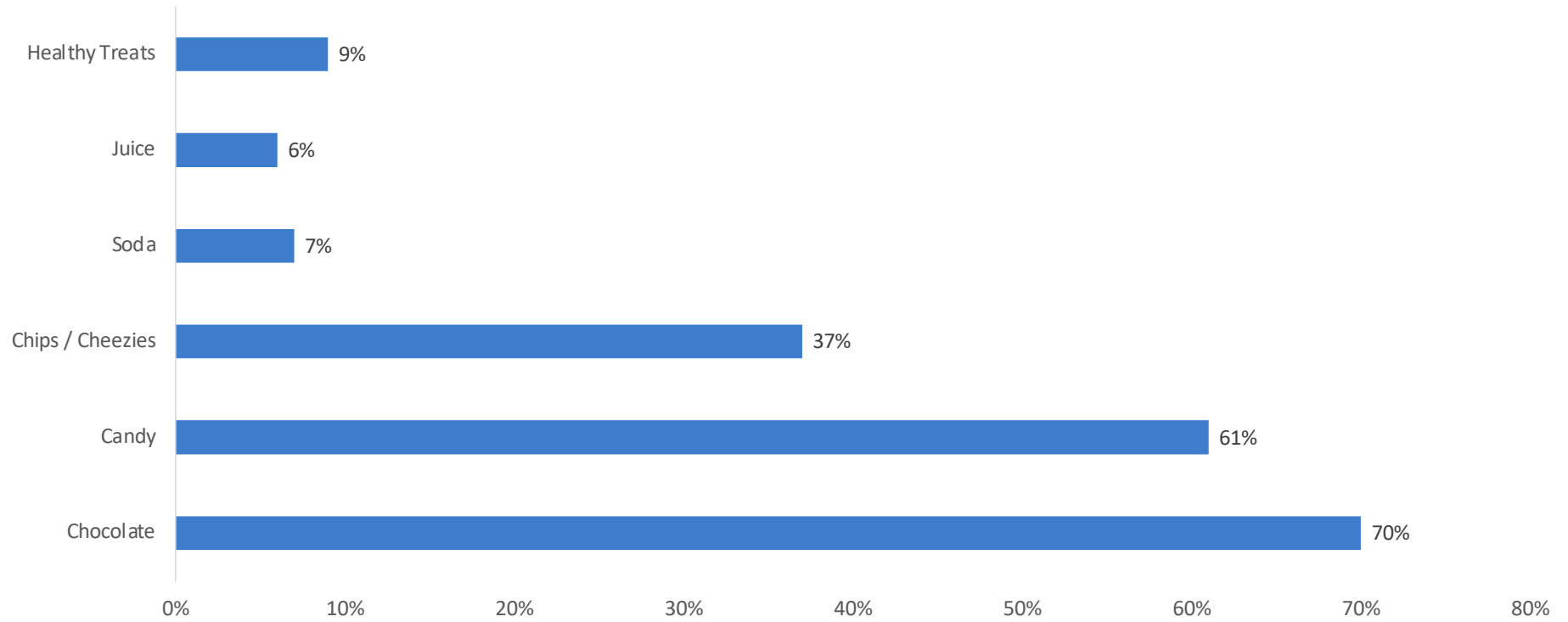


60

Average number of TRICK OR  
TREATERS expected by Canadian  
Households in 2024.

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## What will Canadian Households\* Be Giving to Trick or Treaters in 2024?



\* Canadian Households: those who indicated that they would give out treats in 2024.



# Shopping Patterns





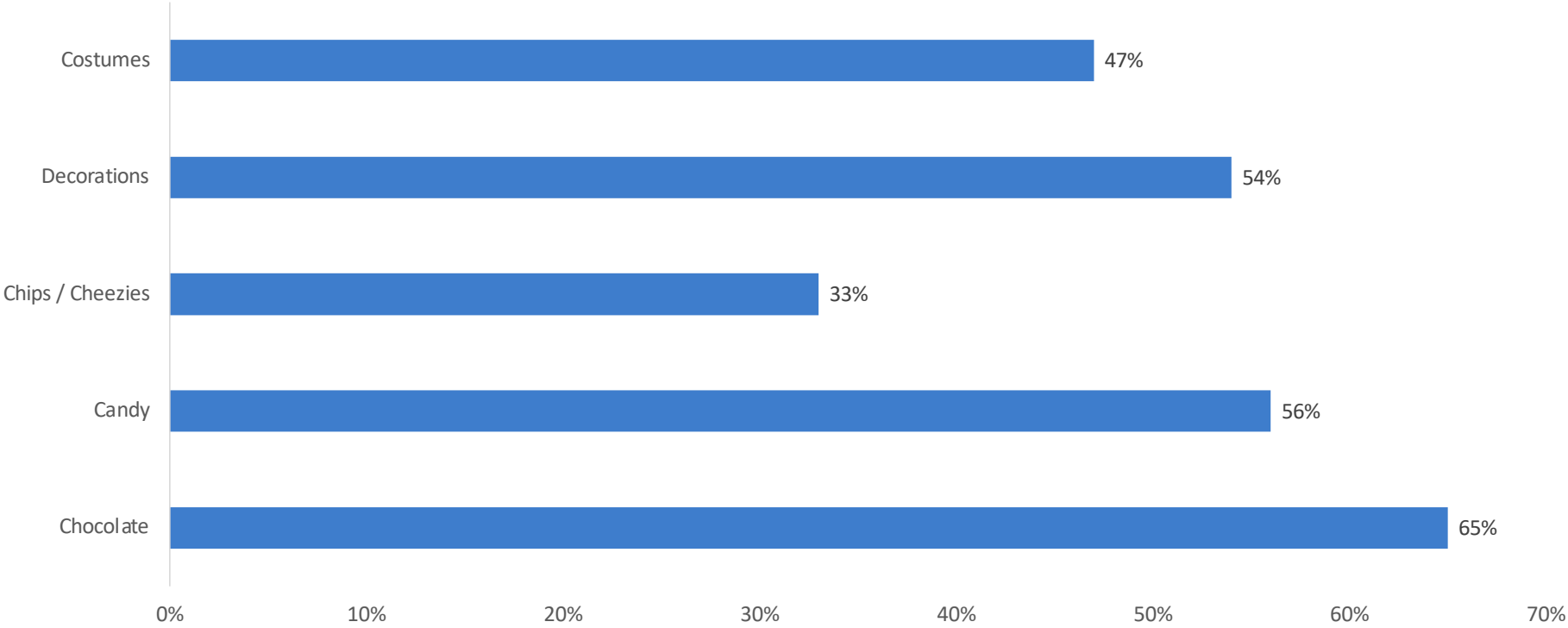
# 87%

of participating Canadian households have already bought Halloween items such as décor, costumes and treats BEFORE October 15<sup>th</sup>.

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# What Halloween Items Have Participating Households\* Already Bought in 2024?



\* Participating Households: those who indicated that they would celebrate Halloween in 2024.



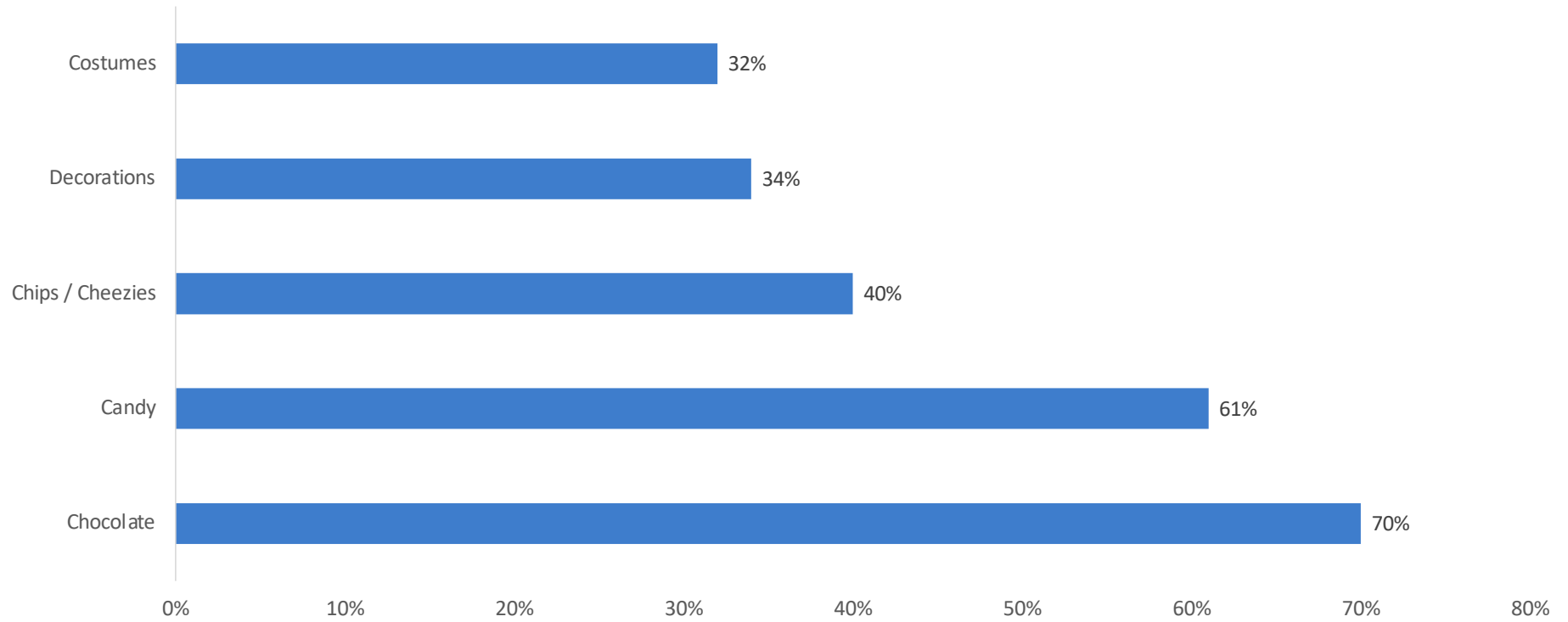


# 91%

of participating Canadian households still have Halloween items such as décor, costumes and treats that they will buy between October 16<sup>th</sup> and October 31<sup>st</sup>.

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## What Halloween Items do Participating Households\* Still Need to Buy Before Halloween?



\* Participating Households: those who indicated that they would celebrate Halloween in 2024.

## Contact Us:

- For more details or interview requests please contact:

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