

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

the ongoing coronavirus pandemic. The autumnal holiday may look a little different this year, but consumers are finding ways to safely mark the occasion.

Sep. 21, 2020



More than 148 million U.S. adults and their children still plan to participate in Halloween-related activities, even with the ongoing coronavirus situation. Among those celebrants, safe at-home activities ranked highest: 53 percent plan to decorate their homes, 46 percent plan to carve a pumpkin and 18 percent will dress up their pets.

“Consumers continue to place importance on celebrating our traditional holidays,

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

More than three-quarters say the virus is impacting their celebration plans, with overall participation down to 58 percent. Plans for parties, trick-or-treating, handing out candy and visiting haunted houses have all dropped, due largely to the fact that some activities do not easily adhere to social distancing. Even so, 17 percent say they plan to celebrate virtually.

Consumer spending is expected to reach \$8.05 billion, down slightly from \$8.78 billion in 2019, due to the drop in participation. However, consumers are spending

more on the activities that will ensure a memorable holiday. Those who are

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

“Some of the most interesting data concerns younger generations, consumers ages 18-24,” Prosper Insights Executive Vice President of Strategy Phil Rist said. “Although fewer are celebrating this year, the ones who are aren’t shying away from Halloween-

related purchases, spending \$11 more on average, primarily on decorations and

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

*Costumes Ranked: **Children***

More than 2.7 million children plan to dress as their favorite princess character, more than 1.8 million as Spiderman, more than 1.6 million as their favorite superhero, more than 1.3 million as a ghost, and another 1.3 million will dress as Batman.

*Costumes Ranked: **Adults***

Nearly 70 percent of adults planning to dress up already know what their costume

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

The survey asked 7,644 consumers about Halloween shopping plans. It was conducted September 1-9 and has a margin of error of plus or minus 1.1 percentage points.

Small Business

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved