Halloween spending expected to hit record

Americans projected to shell out $13.5 billion, nearly double from a decade ago



Americans are expected to spend $13.5 billion to celebrate Halloween, according to a new survey. (Getty Images)

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U.S. households are tightening their wallets this year when it comes to travel and dining out, but two industry surveys suggest there's one area where consumers are still willing to spend: Halloween.

Americans plan to shell out an average of $285 per household this year on Halloween events and trinkets, according to a new survey by consulting firm Deloitte. All told, households are expected to spend $13.5 billion on the holiday, a separate survey from the National Retail Federation found. That's up from last year's record figure of $13.1 billion, the trade group's officials said.

The National Retail Federation has been tracking Halloween spending for more than two decades, "and this year's results show that shoppers are being thoughtful and strategic, looking for ways to maximize value throughout the season," Allison Zeller, the organization's vice president of industry and consumer insights, said in a statement.

"Consumers continue to make Halloween a spending priority, but they are also approaching the season with affordability in mind," Zeller said.

The Deloitte survey — which polled 1,500 households in mid-August — found that 92% of respondents plan to participate in a variety of Halloween traditions, such as handing out treats, decorating their yards or wearing costumes. Consumers will likely shop mostly in-store as opposed to online, the survey found. Customers are budgeting about $57 for costumes and accessories and $22 for Halloween party supplies, according to the survey.

Americans' spending on Halloween has grown since 2015, the NRF survey noted. That year, consumers spent roughly $6.9 billion, a figure that climbed to $13.1 billion a decade later. The survey also noted that a rising share of Americans were starting their Halloween shopping early — from 34% in 2016 to 49% this year.

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