

Thursday October 26, 2023

Parties and pumpkins take centre stage for Halloween

Once considered a children's event, Halloween is evolving into a beloved Aussie tradition for adults too.

Research from the Australian Retailers Association (ARA) in partnership with Roy Morgan finds that 1.3 million Australians are set to hold or attend Halloween parties without children this year.

The data underscores Halloween's multifaceted appeal as both a family-focused occasion and an event for adults. The age group most likely to host or attend Halloween parties are those aged 18-35, with 16% planning to do so.

It comes as popularity for Halloween products continues to surge, seeing sales upticks of 25 per cent each year over the past five years- crowning Halloween as the fastest-growing event on the retail calendar.

Home decorations remain the most popular Halloween-specific purchase, growing 14 per cent year on year, including Halloween-themed bowls and tableware, garlands, lights and accessories.

To top off the festivities, supermarkets are set to sell more than one million kilograms of pumpkins for the Halloween rush.

With more than 5.3 million Australians preparing to celebrate this year, the spending forecast is expected to reach \$490 million, marking an increase of 14% or \$60 million from 2022.

Key Findings from the ARA and Roy Morgan Research:

- Average spending per person celebrating Halloween is projected to be \$93 this year, an increase of \$7 (8.1%) from the previous year.
- The majority plan to celebrate by purchasing Halloween costumes (49%), trick-or-treating (45%), stocking up on lollies and chocolate (39%), and decorating their homes (36%).
- Those aged 35-49 are the most likely to embrace Halloween (40%, up 3% from the previous year) – a total of 1 million people, an increase of 190,000.
- Approximately 2.1 million Australians aged 18-34 will also join the Halloween festivities (34%).
- Halloween participants include 620,000 people aged 50-64 (13%) and 430,000 aged 65+ (9%).

"Halloween is a global phenomenon and is increasingly becoming a cherished Aussie tradition. It's a fantastic opportunity for families to have fun and get creative – to go costume shopping, give the home an eerie makeover or host a party," Mr. Paul Zahra, CEO of the Australian Retailers Association (ARA), said.

“It’s a welcome break from routine and a chance to get together with friends and loved ones to do something fun.

“Retailers are also coming to the party with themed windows and store displays as part of big promotional push in the lead up to October 31.

“Halloween is a great chance for Australians to let their hair down and partake in some spooky silliness during this challenging economic period. It’s also important for retailers to build sales momentum in the run up to Christmas.”

As the marquee tradition continues to gain traction in Australia, abroad, the US are anticipating a record \$12.2 billion spend – according to the National Retail Federation.

“Halloween is a big deal in the United States – historically tied to the arrival of Irish immigrants bringing the tradition with them in the 1800s. It is increasingly cementing its place in Australian culture due to its pop culture prominence,” Mr Zahra added.

For further details visit: <https://www.retail.org.au/media/parties-and-pumpkins-take-centre-stage-for-halloween>

The ARA-Roy Morgan Snap SMS survey was conducted with an Australian-wide cross-section of 3,633 Australians aged 18+ on Friday September 15 - Wednesday September 20, 2023.

Media Enquiries:

M 0434 381 670

E media@retail.org.au.

About the Australian Retailers Association (ARA)

The Australian Retailers Association (ARA) is the oldest, largest and most diverse national retail body, representing a \$400 billion sector that employs 1.3 million Australians and is the largest private sector employer in the country. As Australia’s peak retail body, representing more than 120,000 retail shop fronts and online stores, the ARA informs, advocates, educates, protects and unifies our independent, national and international retail community. To learn more about ARA’s exclusive member benefits and more, visit [retail.org.au](https://www.retail.org.au).

About Roy Morgan

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