

HALLOWEEN 2016

A SUPPLY CHAIN INFOGRAPHIC

171,000,000

AMERICANS WILL CELEBRATE HALLOWEEN IN 2016

APPROXIMATE WEIGHT OF TOTAL PUMPKINS PRODUCED FOR THE 2016 SEASON IS
1 BILLION POUNDS

\$8.4 BILLION

ESTIMATED TOTAL SPENDING BY U.S. CONSUMERS THAT'S AN AVERAGE OF \$82.93 EACH!

29% OF CONSUMERS PLAN TO PURCHASE



COSTUMES IN STORE

35% OF CONSUMERS PLAN TO PURCHASE



COSTUMES **ONLINE**

CANDY

\$2.5 billion (29.7%)

COSTUMES

\$3.1 billion (36.9%)

DECORATIONS

\$2.4 billion (28.6%)

GREETING CARDS

\$390 million (4.8%)

WHERE WILL **CONSUMERS** SHOP FOR OTHER ITEMS?

49.2%

ILLINOIS IS THE #1 STATE IN PUMPKIN PRODUCTION WITH 49.2 PERCENT, OR **492 MILLION POUNDS**

DEPT. STORES
23%

SPECIALTY HALLOWEEN STORES
36%

ONLINE
22%

GROCERY STORES & SUPER MARKETS
26%

DISCOUNT STORES
47%