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Halloween Spending Surges by 34% in October, Continues to Rise

The spooky season spirit is alive stronger than ever. According to Grips Intelligence, a leading provider of e-commerce transactional intel, Americans' spending on Halloween-related goods soared 34% the first week of October and continues to rise. In fact, our Halloween Spending Index reveals that daily spending on Halloween costumes, decorations, candy and more is nearly four times higher today than it was when the spending index launched.

Online spending on costumes, specifically, reached \$81 million in September alone, marking a 4.1% increase compared to the previous year. This highlights the popularity of online shopping for Halloween costumes. Online Candy and Chocolate sales are up an even more impressive 17% year-over-year totalling \$30.4 million in September.

Among the top e-commerce costume retailers, Amazon emerged as the leading player, capturing nearly a quarter of all costume spend so far. Spirit Halloween, Etsy, Party City, and Walmart also held notable market shares. Party City and Spirit Halloween are having a rougher go this year with their costume markets posting notable declines year-over-year. But their loss is Amazon, Etsy and Walmart's gain with all posting respectable gains.

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John Fetto, Head of E-commerce Insights at Grips Intelligence.

"Personal feelings aside, Halloween is the new Thanksgiving, marking the beginning of the winter holiday season," says John Fetto, Head of E-commerce Insights at Grips Intelligence. "Our data confirms that consumers are getting an earlier start to their Halloween shopping this year which has led to overall increases in key categories. That should come as a positive sign for retailers and brands trying to read the tea leaves ahead of the Christmas season."



Amazon captured nearly a quarter of consumer online spending on costumes in September, up from 21% in 2022.

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These findings demonstrate the growing excitement around Halloween and the eagerness of consumers to embrace spooky season. As that excitement (and spending) on costumes, candy and other Halloween-related goodies grows, retailers and brands have an opportunity to capitalize on this trend by expanding their offerings to meet consumer demand as well as move them seamlessly into their winter holiday promotions to capture a greater share of their seasonal spend weeks before Black Friday.

For more information about the Grips Halloween Spending Index and other seasonal trends, visit our [Halloween page](#).

About Grips Intelligence

Grips Intelligence is a leading provider of transactional e-commerce insights delivering trusted, real-time data on the revenues, transactions, conversion rates, average order values and more on over 45,000 global e-commerce sites, 65,000 brands and 5,500 product categories. E-commerce professionals turn to Grips for unrivalled intelligence on their competitors, including their best-selling product categories and brands and the marketing channels they use to drive revenue in order to make smarter, data-driven business decisions based on actual transactions—not decoy metrics.

[Grips - Transaction Intelligence for eCommerce](#)



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