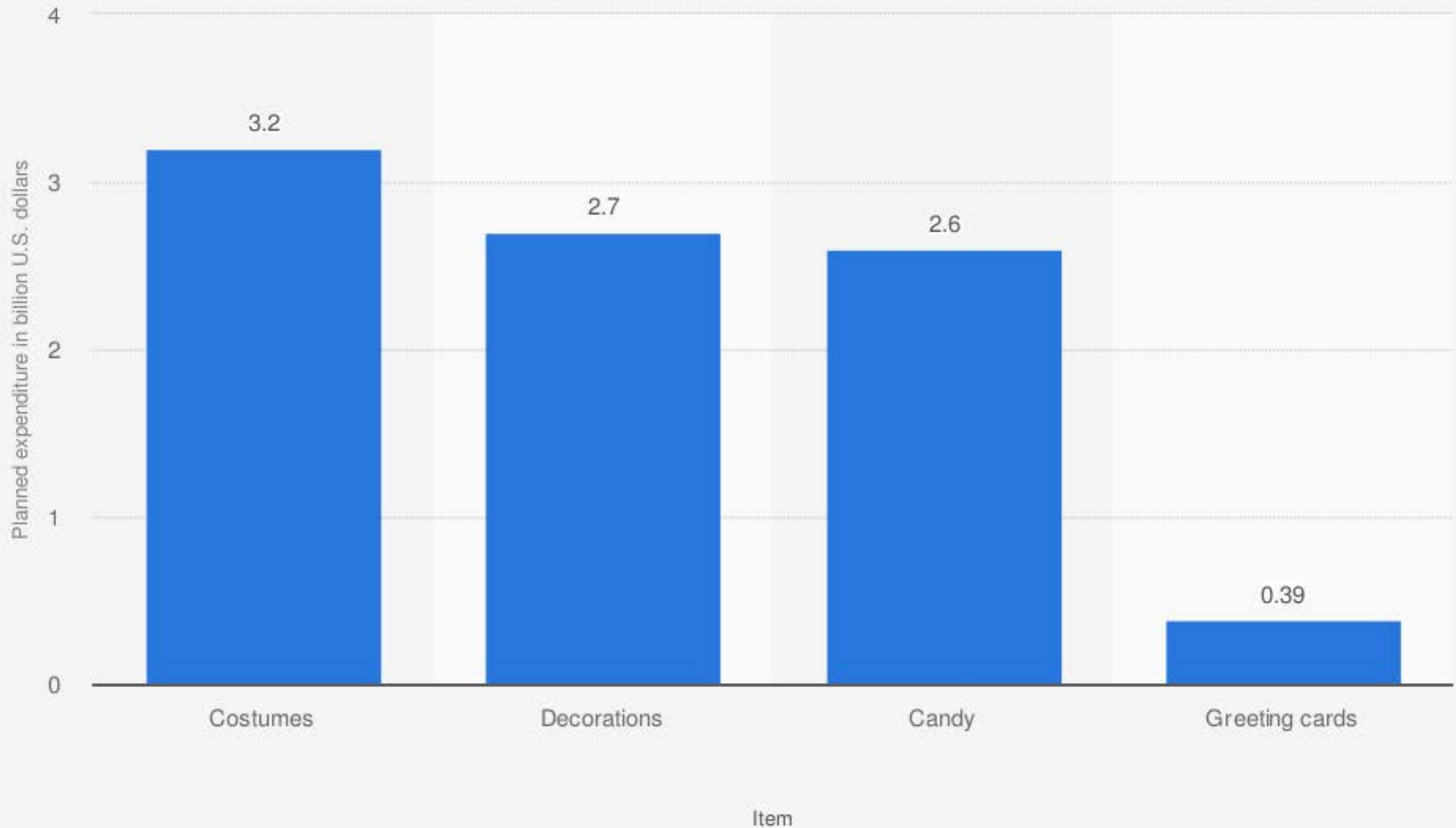


Planned annual Halloween expenditure in the United States in 2019, by item (in billion U.S. dollars)



Sources

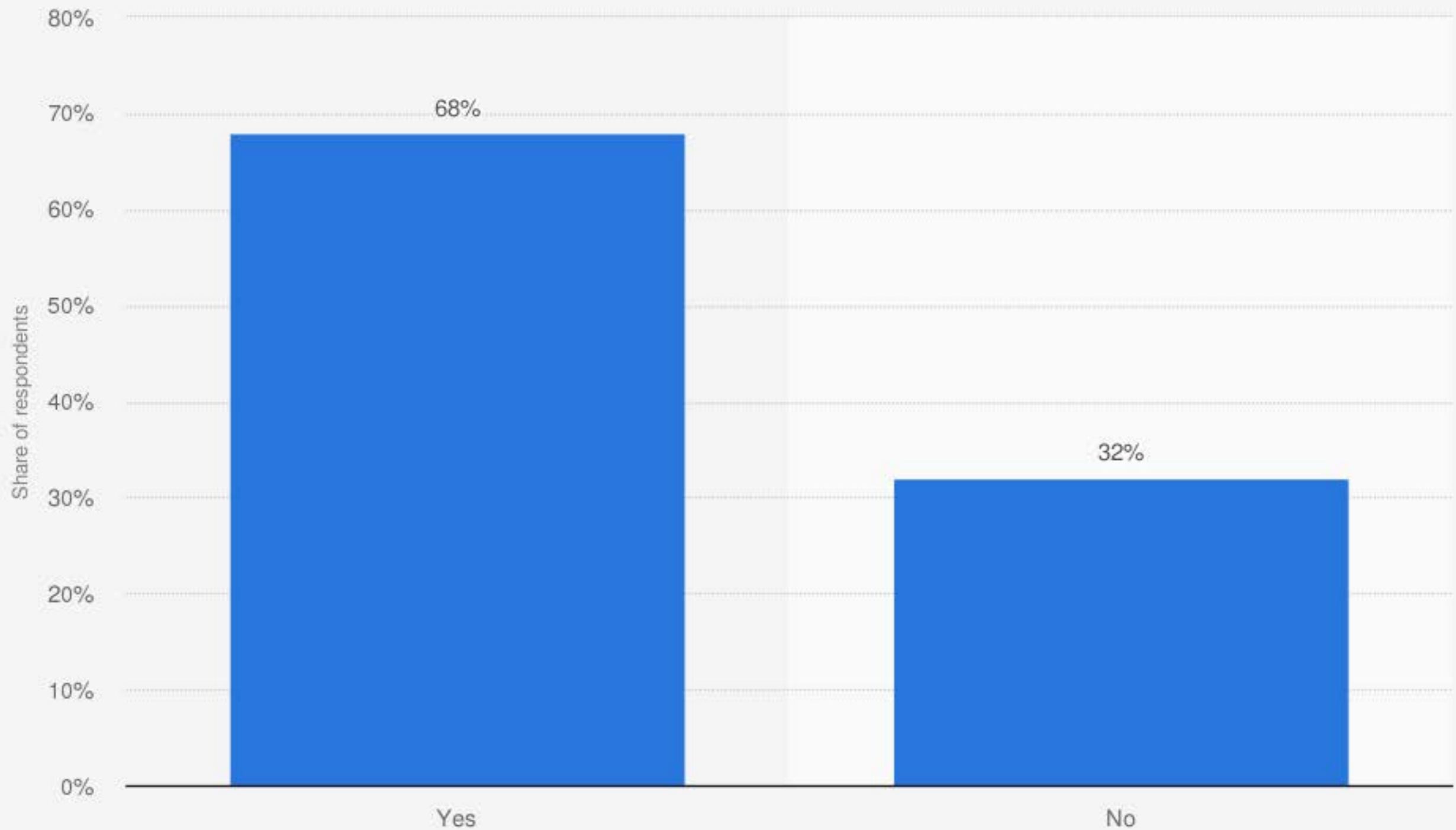
National Retail Federation; Prosper Insights & Analytics

© Statista 2019

Additional Information:

United States; Prosper Insights & Analytics; September 3 to 10, 2019; 7,419 respondents; 18 y

Do you plan to celebrate Halloween or participate in Halloween activities this year?



Sources

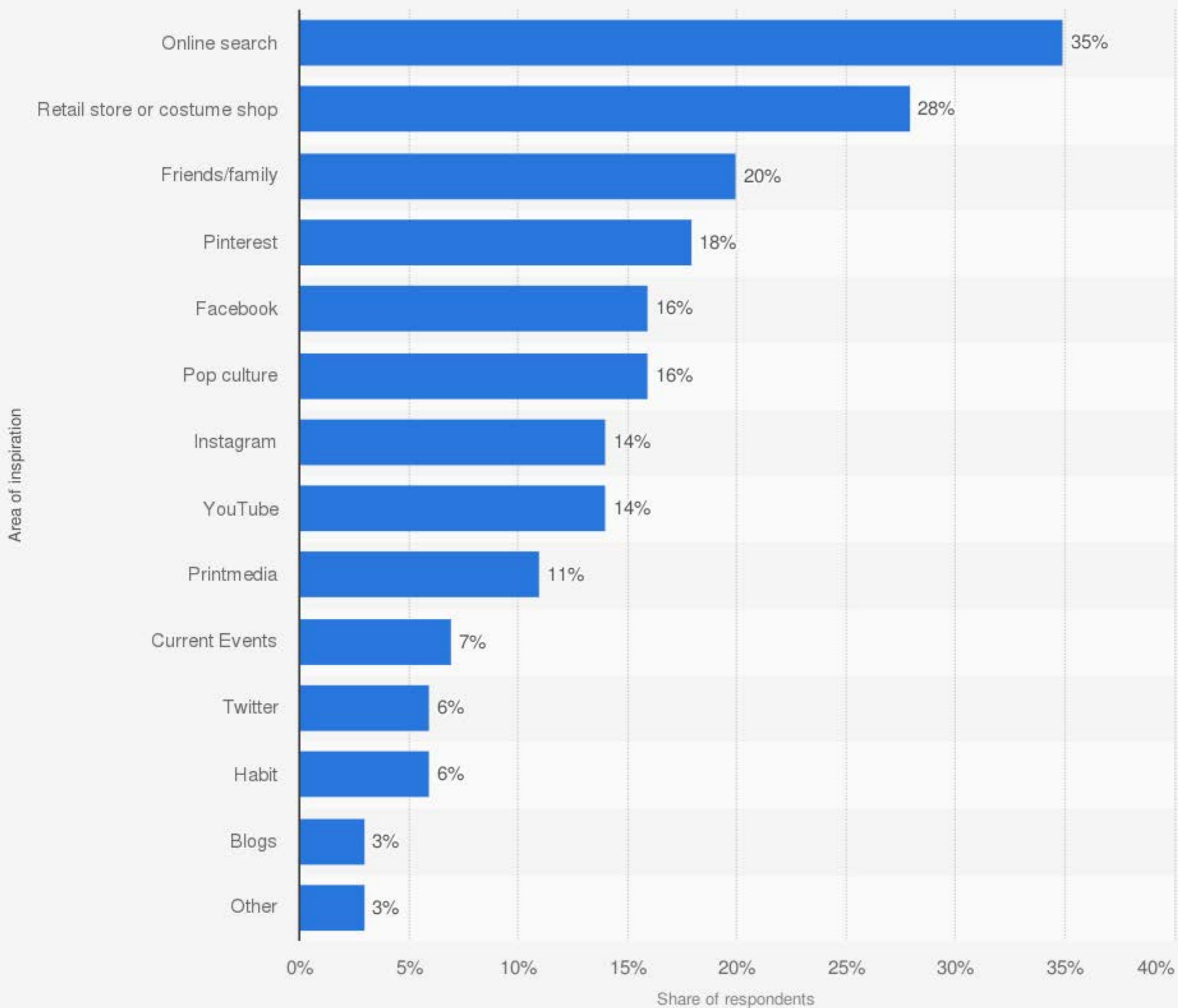
National Retail Federation; Prosper Insights & Analytics

© Statista 2019

Additional Information:

United States; Prosper Insights & Analytics; September 3 to 10, 2019; 7,419 respondents; 18 y

Where will you look for inspiration for Halloween costumes for yourself, your child(ren), and/or your pet(s) this year?



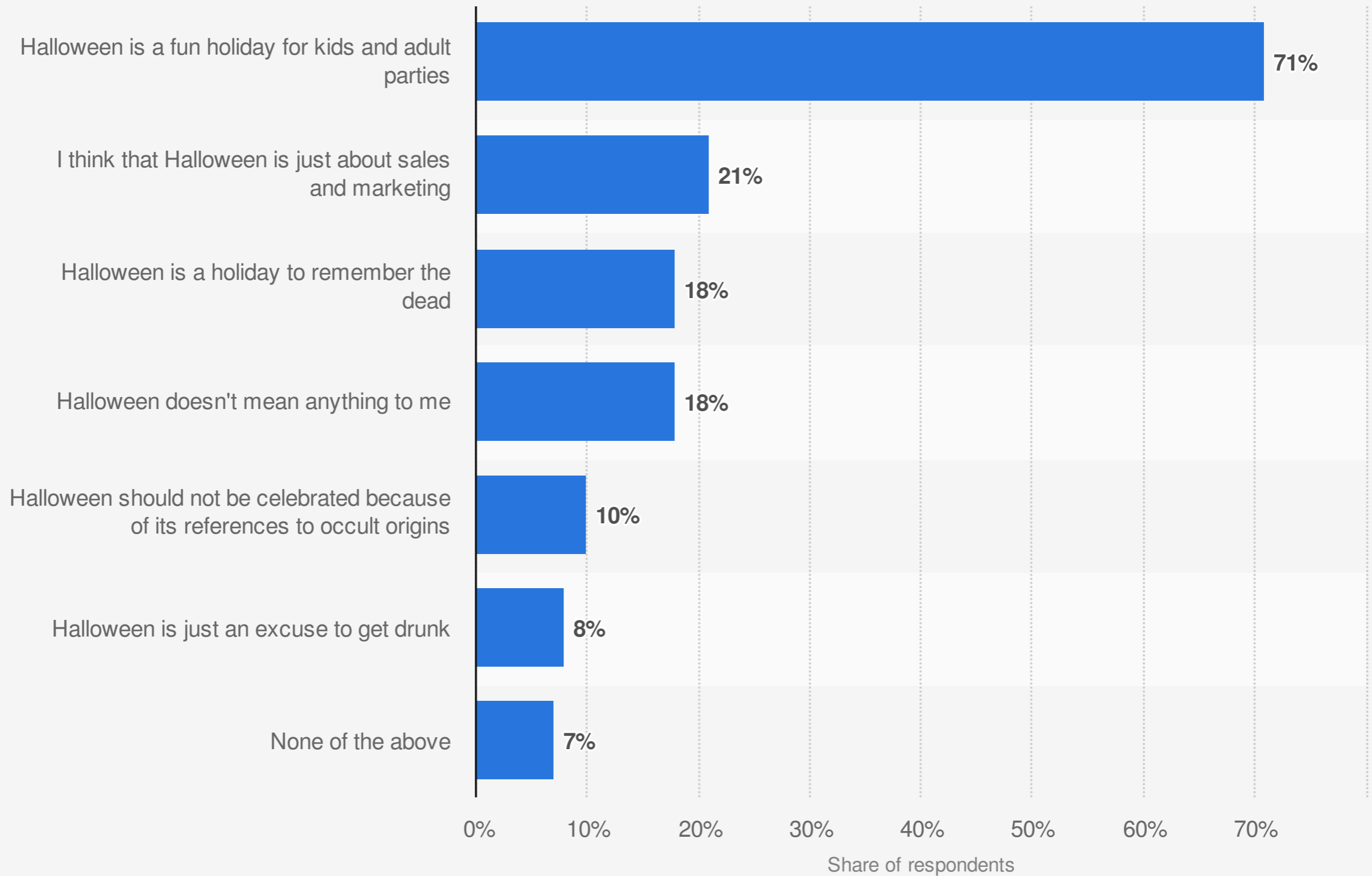
Sources

National Retail Federation; Prosper Insights & Analytics
© Statista 2019

Additional Information:

United States; Prosper Insights & Analytics; September 3 to 10, 2019; 7,419 respondents; 18 years

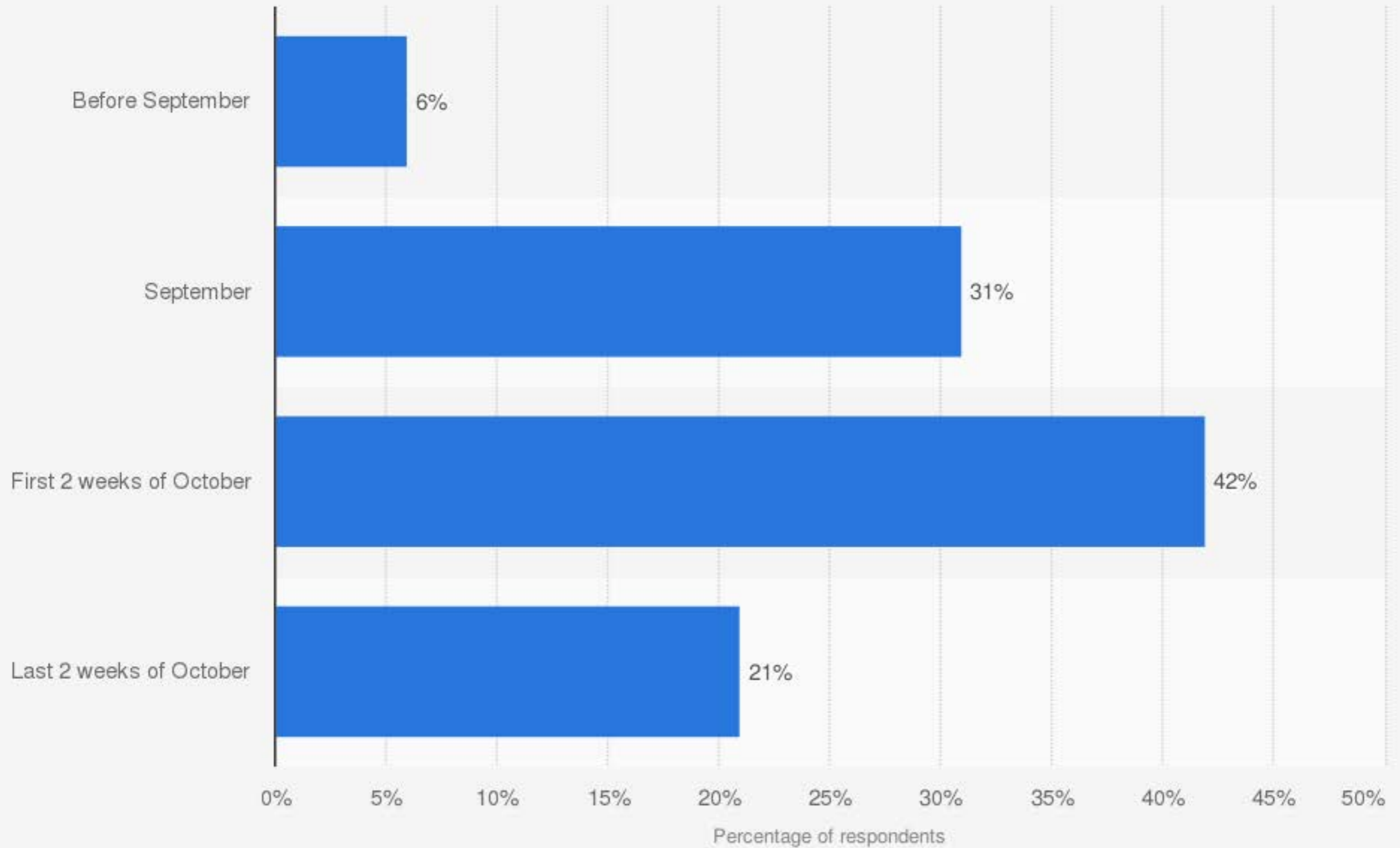
Which of the following statements on Halloween do you agree with?



Source
Statista Survey
© Statista 2019

Additional Information:
United States; September 28 to October 8, 2018; 1,005
respondents; 18 years and older; U.S. online population

When will you begin shopping for Halloween?



Sources

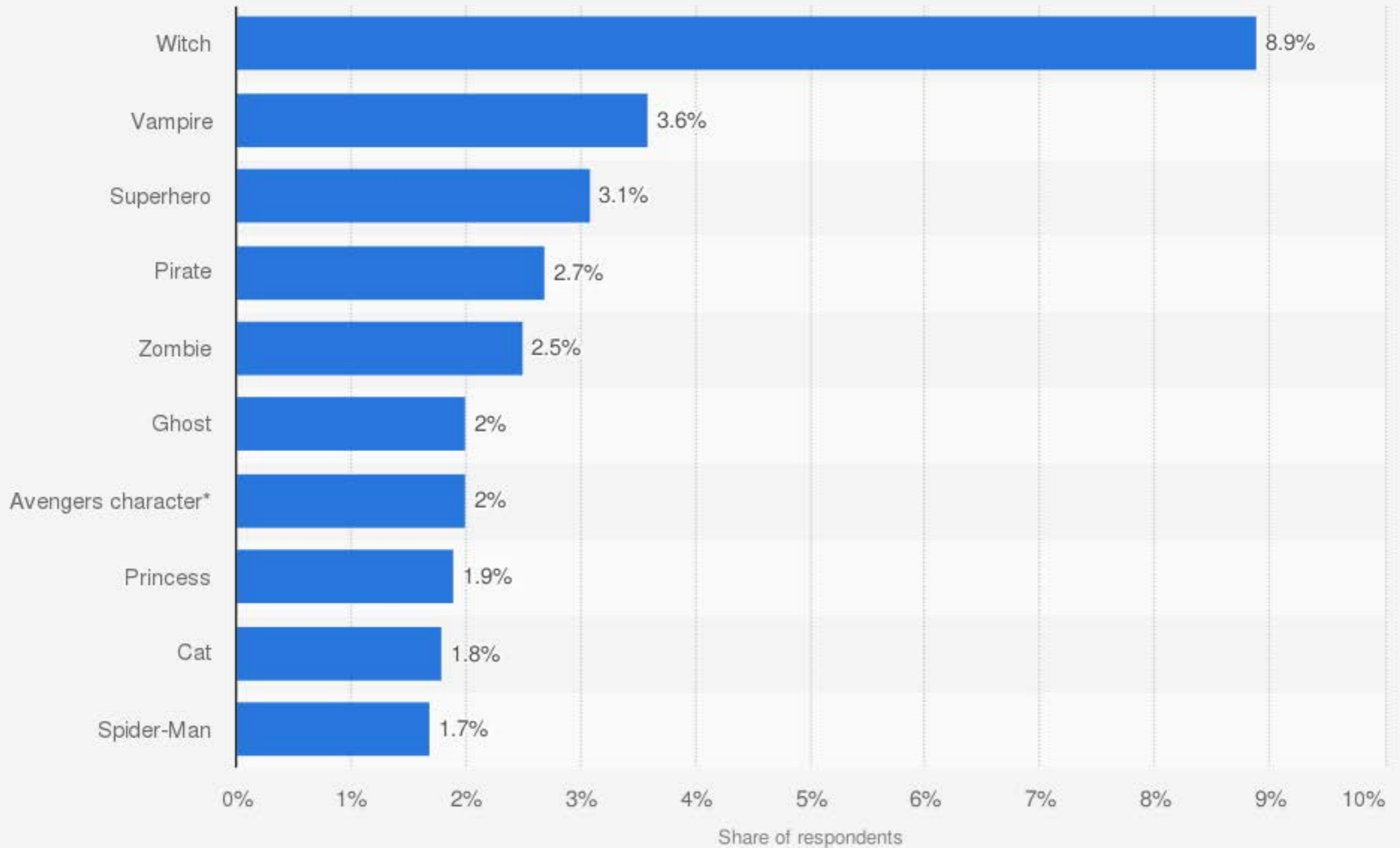
National Retail Federation; Prosper Insights & Analytics

© Statista 2019

Additional Information:

United States; Prosper Insights & Analytics; September 3 to 10, 2019; 7,419 respondents; 18 y

Most popular Halloween costumes for adults in the United States in 2019



Sources

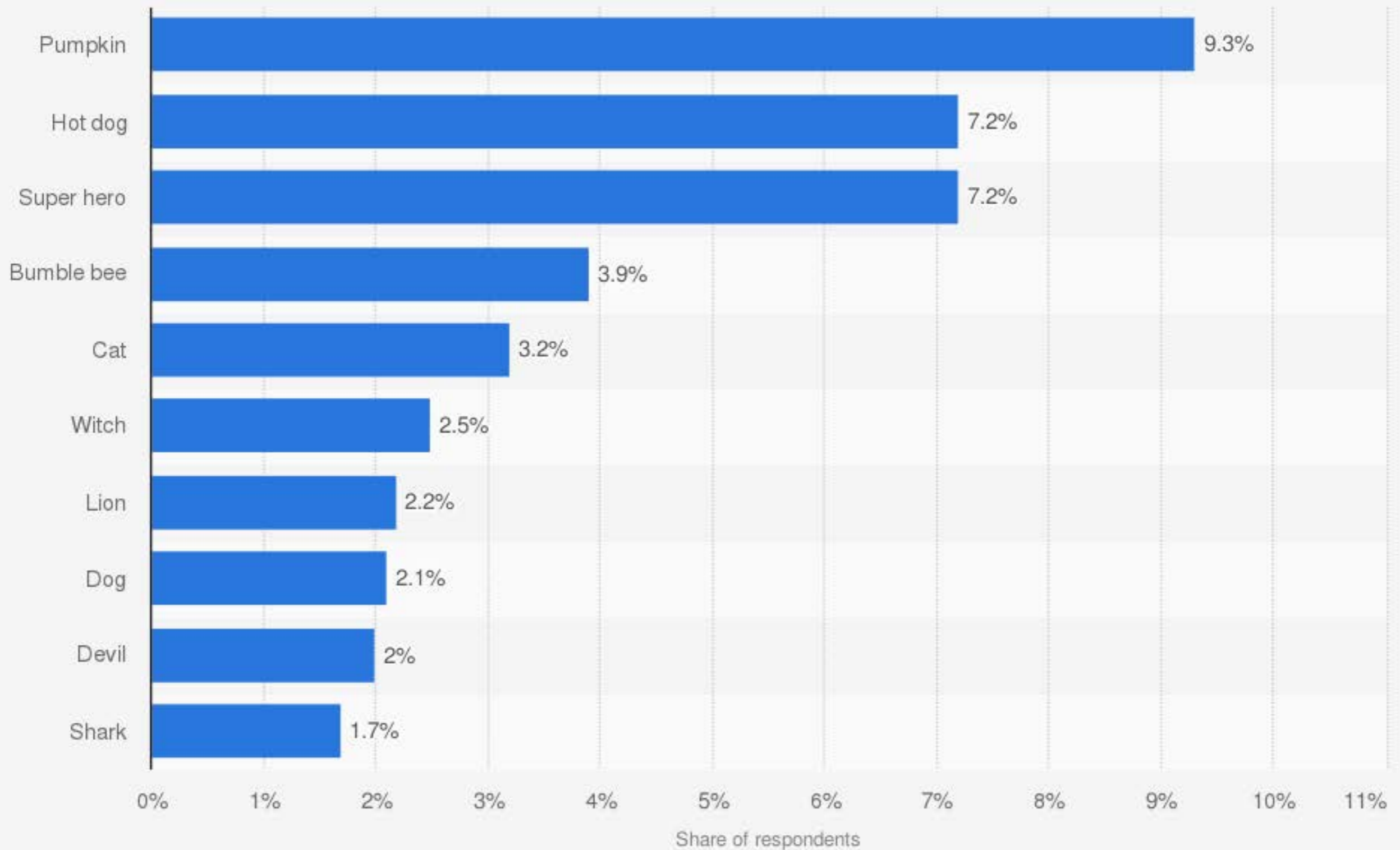
National Retail Federation; Prosper Insights & Analytics

© Statista 2019

Additional Information:

United States; Prosper Insights & Analytics; September 3 to 10, 2019; 7,419 respondents; 18 y

Most popular Halloween costumes for pets in the United States in 2019



Sources

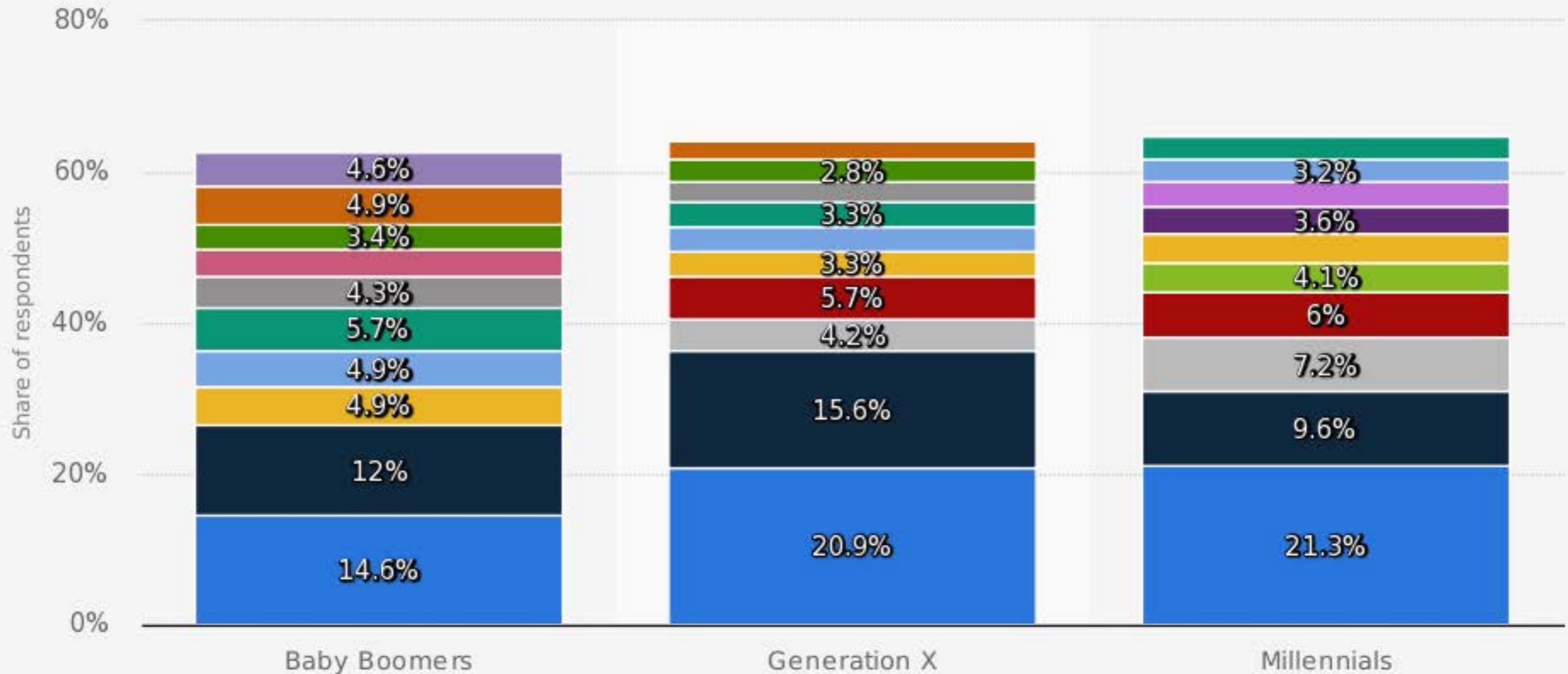
National Retail Federation; Prosper Insights & Analytics

© Statista 2019

Additional Information:

United States; Prosper Insights & Analytics; September 3 to 10, 2019; 7,419 respondents; 18 y

Favorite Halloween candy to receive according to consumers in the United States 2017, by generation



- Reese's Peanut Butter Cups
- Snickers
- Twix
- Kit Kat
- Skittles
- Milky Way
- Sour Patch Kids
- Starburst
- Butterfinger
- M&M's
- 3 Musketeers
- 100 Grand
- Almond Joy
- Hershey's Milk Chocolate
- Candy Corn

Sources: Mashable; Various sources (Halloween Express) United States; Mashable; Various sources (Halloween Express); 2017; 2,000 respondents.
 Additional Information:
 © Statista 2018

The most and least appreciated Halloween candy in every state

Leah Collie

With just a few days left until Halloween, you'll need to stock up on the right candy if you want to be the best house on the block.

But before you shop, it's important to know that not all candy is created equal. How would we know? Just ask the experts at [Halloween Express](#). They surveyed 2,000 Americans on their tastes in sweets, determining which candies are most loved and which are most hated.

According to Halloween Express, each state held a focus group made up of 11 people who ranked different pieces of candies from most to least appreciated. [Here's what they found](#):



Image: halloween express

States across the country gave candy corn and licorice a big thumbs down. The survey found that 21 states including California, Georgia, and Maryland, are candy corn haters, while 14 states including Alabama, New York, and Nevada and really dislike licorice.

Other candies that Americans aren't into include Almond Joys (agree), Raisinets (double agree), jawbreakers, Pixy Stix, Tootsie Rolls, Hot Tamales, and Necco Wafers.



Image: halloween express

On the other end of the candy spectrum, Halloween Express' survey found that chocolate candies of all kind reign supreme.

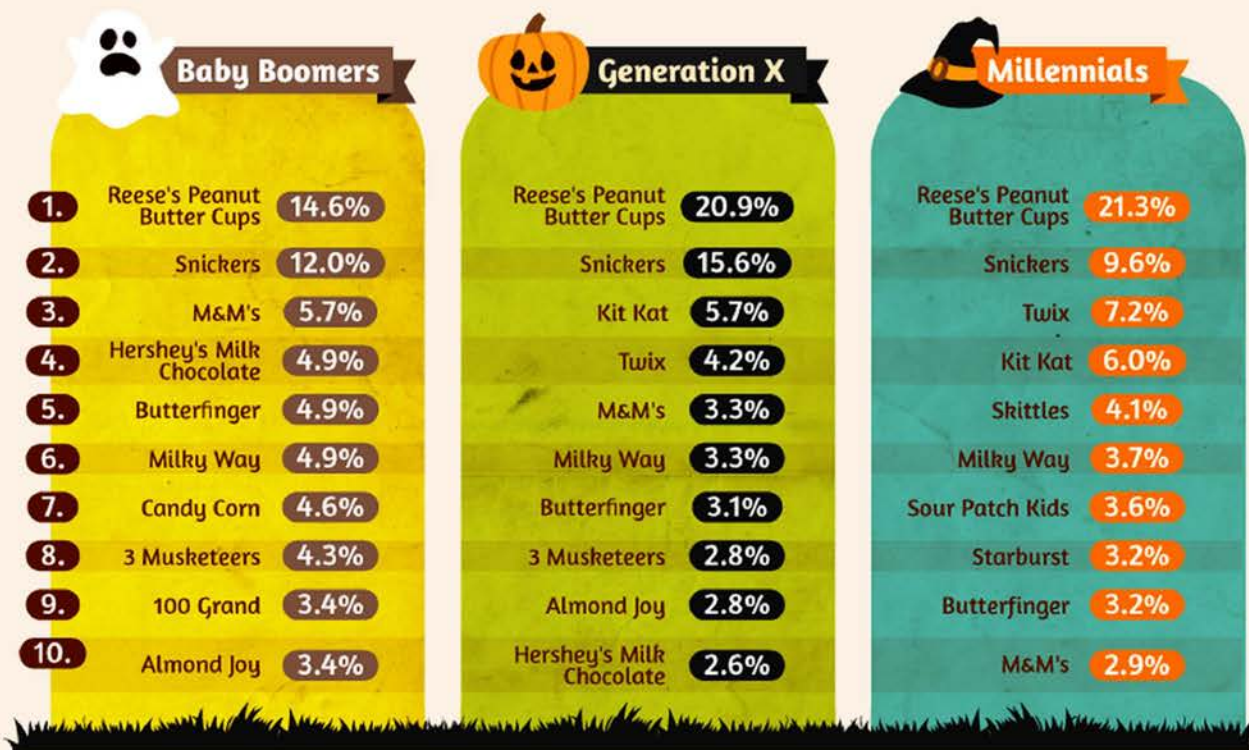
According to the survey, 38 states ranked Reese's Peanut Butter Cups number one. And in second place, the beloved Snickers bar.

Honorable mentions go to Almond Joy, Kit Kat, Twix, Nerds, Sour Patch Kids, and Butterfinger.

TOP TRICKS AND TREATS

The Overall Choice for Most and Least Appreciated Halloween Candy, By Generation

MOST APPRECIATED OVERALL



LEAST APPRECIATED OVERALL



Image: halloween express

As if we needed another reason to divide generations, Halloween Express broke down the most and least favored candies amongst Baby Boomers, Generation X, and Millennials.

Once again, according to Halloween Express, the Reese's Peanut Buttercup continues its reign as the most popular Halloween candy.

The worst, however, took an interesting turn. Per the survey results, Baby Boomers really hate jawbreakers, while Generation X and Millennials agree that candy corn is a no-go.

Words of advice ahead of Halloween: Steer clear of candy corn, watch out for licorice, and eat all the chocolate you can get your hands on.

Check out Halloween Express's full survey results [here](#).