

# HALLOWEEN TRENDS 2023



73%

of people  
plan to  
celebrate

\$108.24

planned  
spending  
per person

\$12.2B

total  
planned  
spending



\$4.1B

Costumes



\$3.6B

Candy



\$3.9B

Decorations



\$0.5B

Greeting Cards

According to the National Retail Federation's annual Halloween spending survey conducted by Prosper Insights & Analytics. For more holiday spending data, visit [NRF.com](https://www.nrf.com).