



What will Halloween 2021 look like?



# Customers cackling with hopeful enthusiasm



**More than half**  
of customers surveyed said  
they are likely to celebrate  
Halloween in 2021

**Customers are significantly  
more likely to do traditional trick  
or treating this year than last year:**



Source: Walmart Spark Panel, February 2021. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N=457). Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]



# How will they celebrate?



46%



**With both friends & family**

34%



**With immediate family only**

28%



**Socially distanced event**

*such as Trunk or Treat*

11%

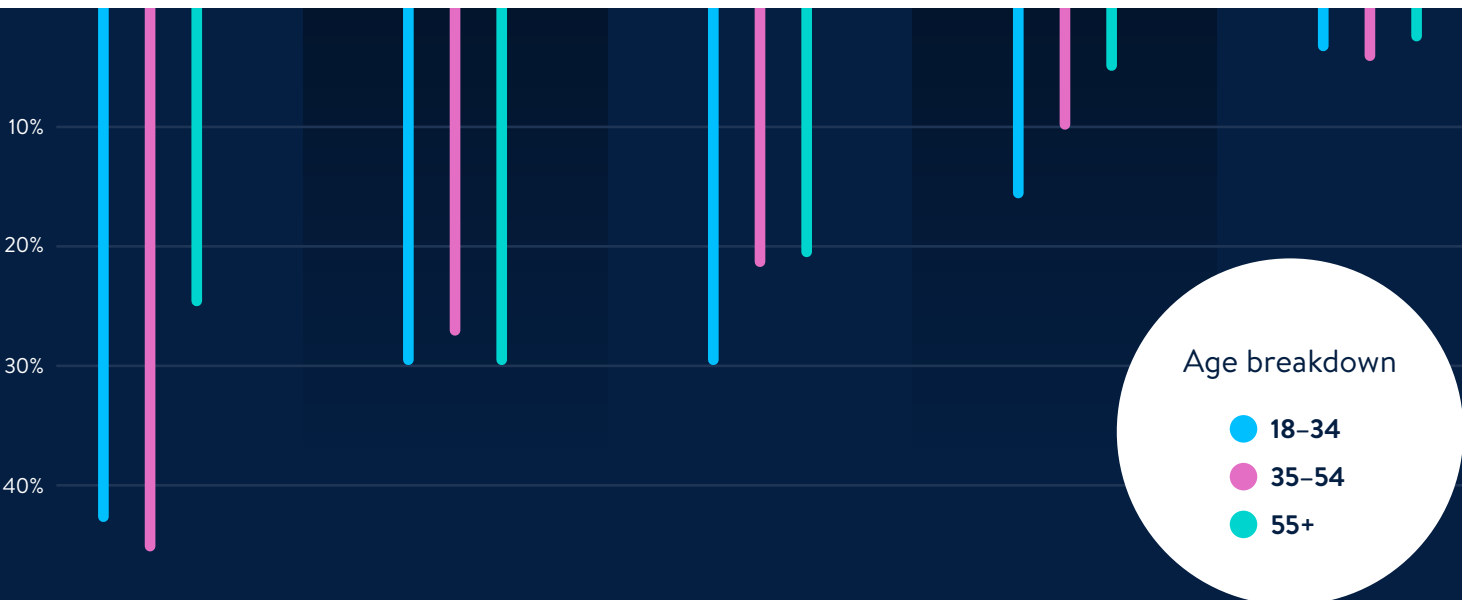


**With just friends**

4%



**A virtual celebration**



Age breakdown

- 18-34
- 35-54
- 55+

Source: Walmart Spark Panel, February 2021. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N=457, 18-34: 90, 35-54: 205, 55+: 162). Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]



## What would the best Halloween look like for you?

“ Dinner together, Halloween plates, napkins, tablecloth, decorations, candy!”

“ **Getting together with friends and family and hopefully celebrating like normal! Kids miss Halloween parties!!!**”

“ A Halloween party for adults with costumes and drinks.”

“ Crafts and events leading up to Halloween, and traditional trick or treating.”

“ A fun movie night with lots of treats.”

Source: Walmart Spark Panel, February 2021. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N=457). Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]



# How will customers shop?

## Factors that will inspire their purchases<sup>2</sup>

- #1 Tradition
- #2 Store displays and decorations
- #3 Sales or promotions
- #4 Exclusive or seasonal products
- #5 Content on social media  
*such as Instagram and Pinterest*



**Candy, snacks  
and chocolates** are the  
top foods customers say  
they are most likely  
to purchase

## Food they'll be shopping for



Source: Walmart Spark Panel, February 2021. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N=457). Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech] (N=419)<sup>2</sup>



# Platforms customers plan to use for Halloween shopping this year:

**#1 Walmart stores**

**#2 Pickup & delivery**

**#3 Walmart.com**

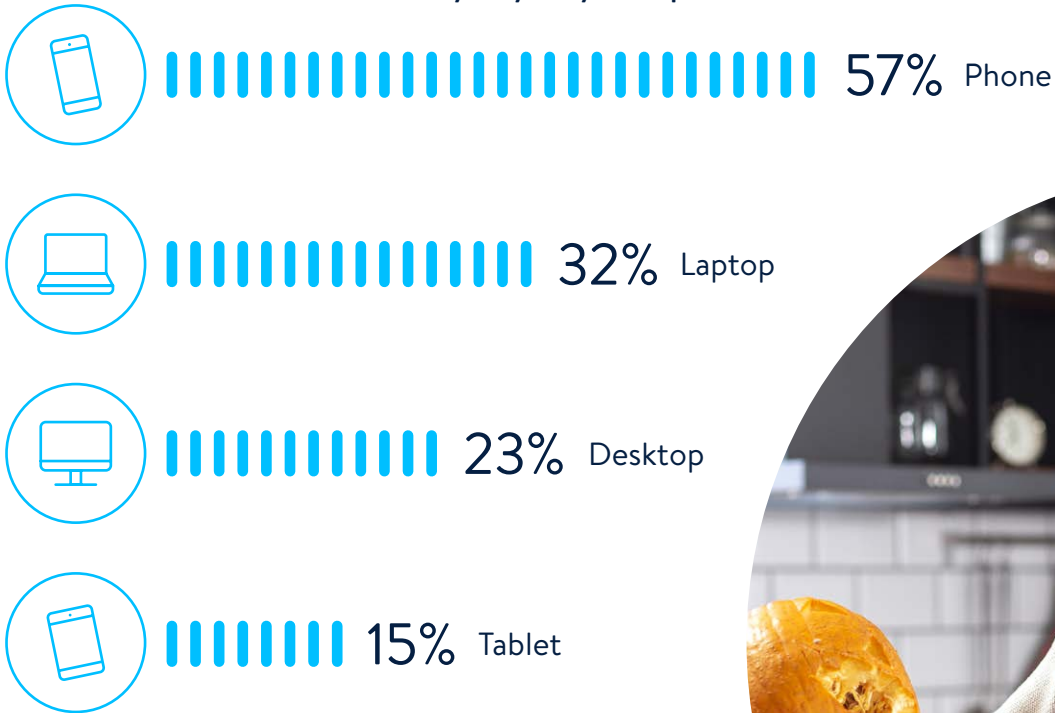
**#4 Walmart app**





# Nearly 3 in 5 are extremely/very likely to shop with their phone

% of customers extremely/very likely to shop with a device



Source: Walmart Spark Panel, February 2021. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N=419). Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]

Partner with Walmart Connect to be top of mind with customers this Halloween.