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:

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>27%</td>
</tr>
<tr>
<td>2021</td>
<td>50%</td>
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</tbody>
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Source: Walmart Spark Panel, February 2021. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N=457). Managed by conversationally, a Data Strategy & Insights team, part of Walmart Global Tech]
How will they celebrate?

- **With both friends & family**: 46%
- **With immediate family only**: 34%
- **Socially distanced event** (such as Trunk or Treat): 28%
- **With just friends**: 11%
- **A virtual celebration**: 4%

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 conversational, 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 conversationally, a Data Strategy & Insights team, part of Walmart Global Tech)
How will customers shop?

Factors that will inspire their purchases:

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:

- 90% Candy
- 69% Snacks
- 66% Chocolates
- 40% Baking goods
- 34% Alcoholic beverages

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

- 57% Phone
- 32% Laptop
- 23% Desktop
- 15% Tablet

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

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