



Nevada Halloween Spending Projected to Exceed \$140 Million

Costumes and Decorations Are Top Two Spending Categories in the Silver State

With the season changing and the scariest holiday of the year quickly approaching, Nevada consumers are projected to spend a \$140.4 million on costumes, spooky decorations and delicious candy to celebrate Halloween this year, according to estimates by the Retail Association of Nevada (RAN). Nationally, an estimated \$9.0 billion is expected to be spent on feeding the sweet tooth of trick-or-treaters, carving pumpkins and dressing children up as their favorite characters, according to a recent survey by the National Retail Federation (NRF).

Consumers in the Silver State will spend an estimated \$50.6 million to dress up this Halloween. Among the most popular costumes for adults this year are a witch, vampire, zombie and a pirate, according to the NRF survey. As for children's costumes, dressing up as a princess is the most popular choice followed by superhero, "Batman," and a multitude of "Star Wars" characters.

This year, decorations are projected to be the second-highest grossing category with \$42.4 million in spending statewide. As expected, 95 percent of adults celebrating Halloween this year plan to purchase candy. Sugary sweets are forecasted to be the third-highest revenue generator for Nevada retailers this year after costumes and decorations, with RAN estimating nearly \$41.2 million in candy sales. Greeting cards come in fourth with an expected \$6.2 million in sales.

"The Halloween spirit is in the air, and retailers in Nevada are ready to assist consumers in preparing for the spookiest night of the year," said Bryan Wachter, Senior Vice President of RAN. "Spending is expected to reach near-record highs, making this year's celebration a can't-miss event."

According to the NRF, a familiar trend will continue this year as a significant share of sales is expected to occur between now and October 31, as 20 percent of Halloween celebrants plan to wait until the final two weeks to complete their shopping. The most-popular shopping destinations for Halloween-related items are discount stores, where 45 percent of NRF survey respondents indicate they plan to shop, followed by specialty Halloween and costume stores (35 percent), department stores (25 percent), online stores (24 percent) and grocery stores and supermarkets (24 percent).

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Mission Statement:

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Our Mission is to strengthen the business environment for Nevada Retailers and Associates by providing a government relationship program which supports retail industry needs through effective lobbying at federal, state and local levels.

Looking out for Business

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At RAN we make it our business to support and protect your business. From monitoring local, county, state and some federal issues,

Trick-or-treating will be a big activity again this year as 70 percent of consumers plan to hand out candy, ranking it by far as the most-popular Halloween activity. Celebrants are also getting into the Halloween spirit by decorating one's home or yard (50 percent), dressing in costume (48 percent), carving a pumpkin (45 percent) and throwing or attending a party (32 percent).

RAN is there to inform you on the events that can have a real impact to your business.

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About The Author

Applied Analysis, founded in 1997, is a Nevada-based advisory services firm providing information and analyses for both the public and private sectors.



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