



Nevada Halloween Spending Projected to Surpass \$139 Million

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

With Halloween less than a week away, retailers are stocking up on the essentials for the spookiest time of the year. This year, Nevada consumers are projected to spend \$139.4 million on ghostly decorations, costumes, and succulent sweets to celebrate Halloween, according to estimates by the Retail Association of Nevada (RAN). Nationally, an estimated \$8.8 billion is expected to be spent on abundant amounts of candy for trick-or-treaters, decorating the yard 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 \$50.2 million to dress up this Halloween. Among the most popular costumes for adults this year are a witch, vampire, superhero 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, Spiderman, and a multitude of Avengers characters.

This year, decorations are projected to be the second-highest grossing category with \$42.1 million in spending statewide. As expected, 95 percent of adults celebrating Halloween this year plan to purchase candy. Sugary sweets are projected to be the third-highest revenue generator for Nevada retailers this year, with RAN estimating nearly \$41.0 million in candy sales. Greeting cards come in fourth with an estimated \$6.2 million in sales.

"With Halloween night just around the corner, Nevada retailers are fully stocked with the essentials for the scariest night of the year," said Bryan Wachter, Senior Vice President of RAN. "The combined efforts of both online and in-store retailers are sure to create a memorable night."

According to the NRF, the top source of Halloween costume inspiration is an online search (35 percent). Other sources of inspiration include costume shops (28 percent), friends and family (20 percent), Pinterest (18 percent) and Facebook (16 percent). Social Media platforms Instagram and Twitter were also cited as a significant sources of inspiration. The most-popular shopping

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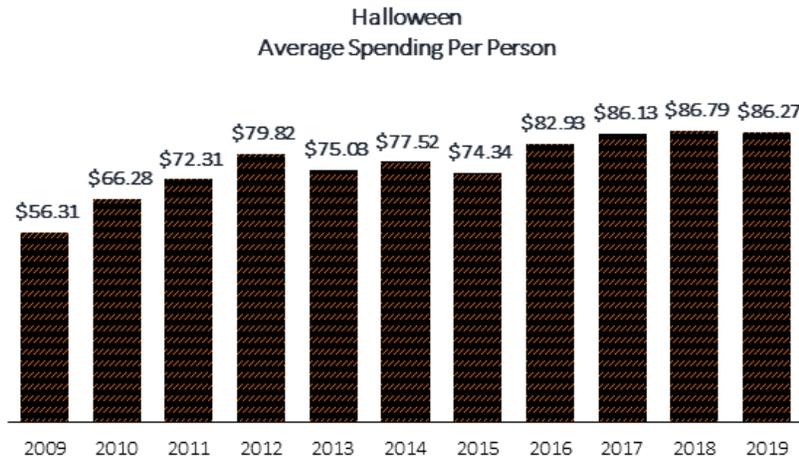
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destinations for Halloween-related items are discount stores, where 42 percent of NRF survey respondents indicated they plan to shop, followed by specialty Halloween and costume stores (36 percent), grocery stores and supermarkets (25 percent), online stores (25 percent) and department stores (23 percent).

Trick-or-treating remains the main Halloween activity again this year as 69 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 their home or yard (49 percent), dressing in costume (47 percent), carving a pumpkin (44 percent) and throwing or attending a party (32 percent).



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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