



FOR IMMEDIATE RELEASE

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**Nevada Halloween Spending Projected to Reach \$163 Million
Both Total Participation and Spending Rebound After COVID Ridden Year**

Retailers statewide are stocking up on the essentials for the scariest night of the year. Nevada consumers are projected to spend \$163.4 million on sugary sweets, frightening decorations and spooky costumes to celebrate Halloween this year, according to estimates by the Retail Association of Nevada (RAN). Nationally, an estimated \$10.1 billion is expected to be spent for the holiday, according to a recent survey by the National Retail Federation (NRF). Overall participation is expected to remain slightly below pre-pandemic levels, but participation did see a significant 7.0 percentage-point increase from 2020 to 65.0 percent.

Consumers in the Silver State will spend an estimated \$53.4 million to dress up in costume this Halloween. Among the most popular costumes for adults this year are a witch, vampire, ghost and a cat, according to the NRF survey. As for children's costumes, dressing up as Spiderman is the most popular choice, followed by a princess, Batman and a superhero. Additionally, a growing trend in recent years involves dressing up pets for the holiday. Top costumes for four-legged friends include a pumpkin, hot dog, superhero and cat.

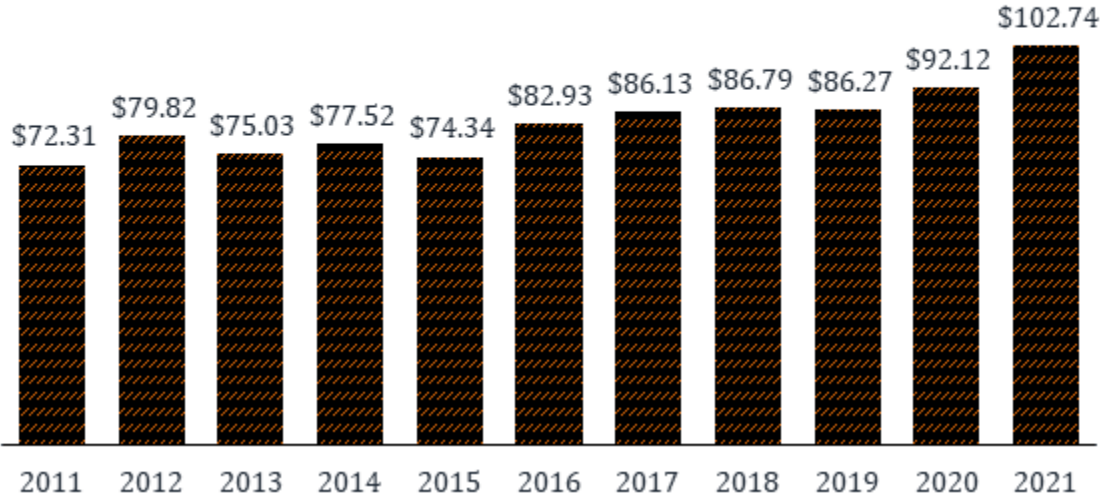
Home decorations are projected to be the second-highest grossing category in Nevada with \$51.0 million in spending statewide. Virtually all adults (96 percent) plan to purchase candy, with total projected sales of \$48.3 million making sweets the third-highest revenue generator for Nevada retailers. Greeting cards come in fourth with a projected \$10.6 million in sales.

"Increased vaccination rates are allowing for a more normal Halloween celebration this year, with spending volumes expected to reach all-time highs for both per-person spending and overall spending," said Bryan Wachter, Senior Vice President of RAN. "Retailers across the Silver State have stocked decorations, costumes and candy for weeks leading up to Halloween in anticipation of supply chain challenges to help make this year's celebration a memorable one for both children and adults."

The most-popular Halloween activity this year remains handing out candy (66 percent), up 4 percentage points from 2020. Other popular activities include decorating your home (52 percent), dressing up in costume (46 percent), carving pumpkins (44 percent), throwing/attending a party (25 percent) and trick-or-treating (25 percent). Note, percentages do not add to 100 percent due to multiple responses.

According to the NRF, the top source of Halloween costume inspiration is an online search (36 percent). Other sources of inspiration include costume shops (26 percent), Facebook (20 percent), friends and family (19 percent) and YouTube (19 percent). The most-popular shopping destinations for Halloween-related items are discount stores, where 40 percent of NRF survey respondents indicated they plan to shop, followed by specialty Halloween and costume stores (35 percent), online stores (29 percent), grocery stores and supermarkets (26 percent), department stores (23 percent) and craft or fabrics stores (14 percent). Note, percentages do not add to 100 percent due to multiple responses.

Halloween Average Spending Per Person



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