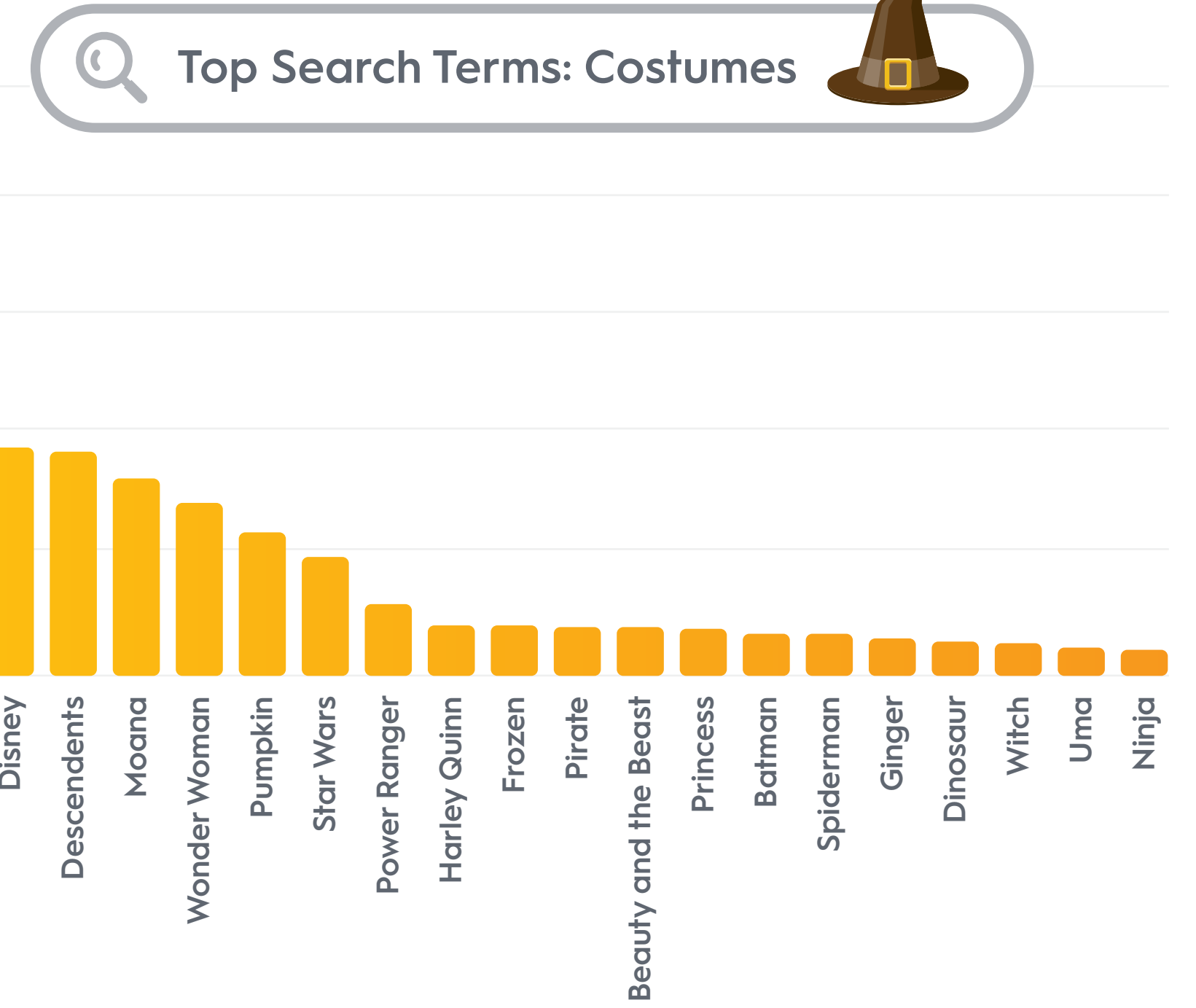
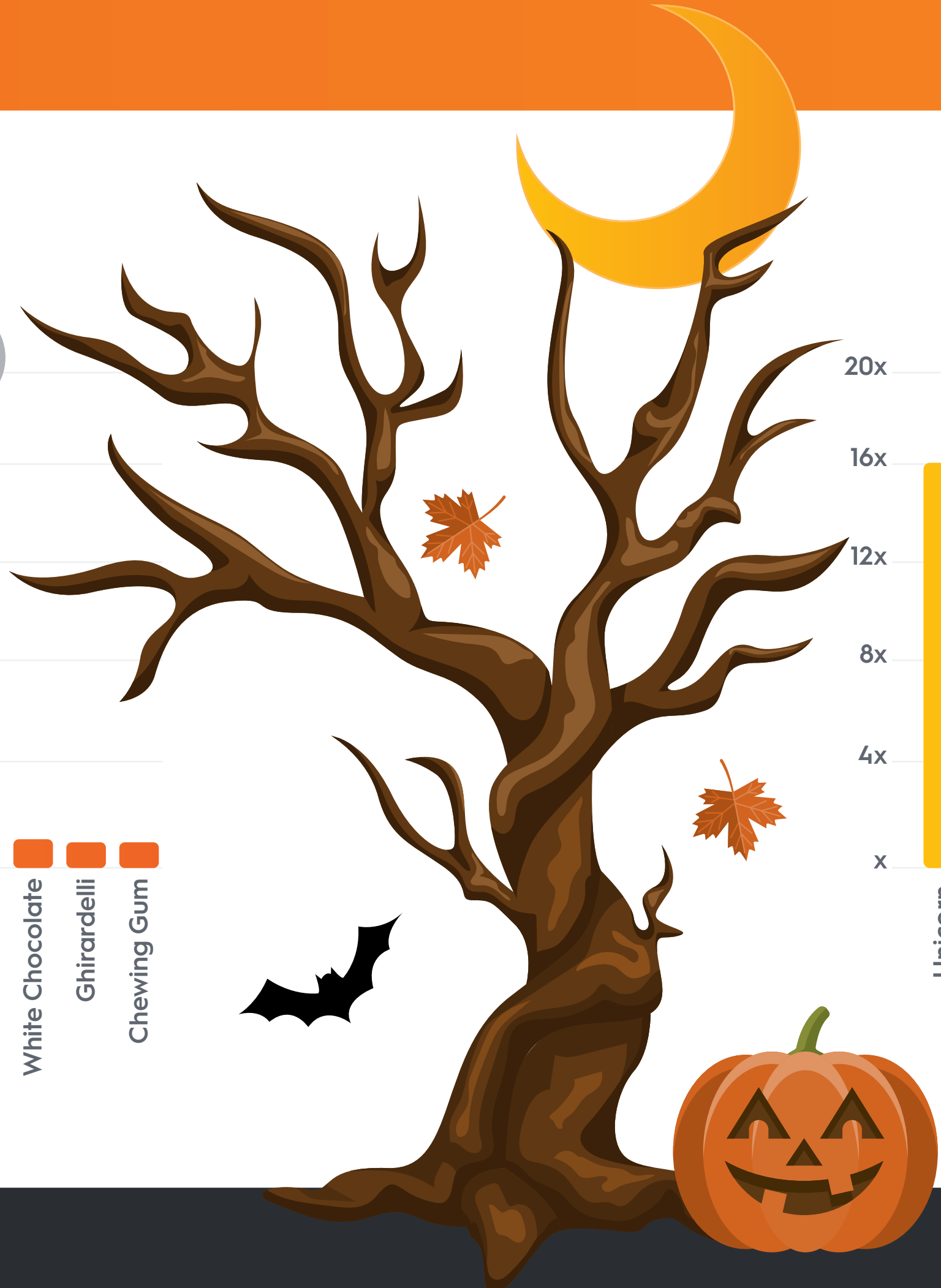
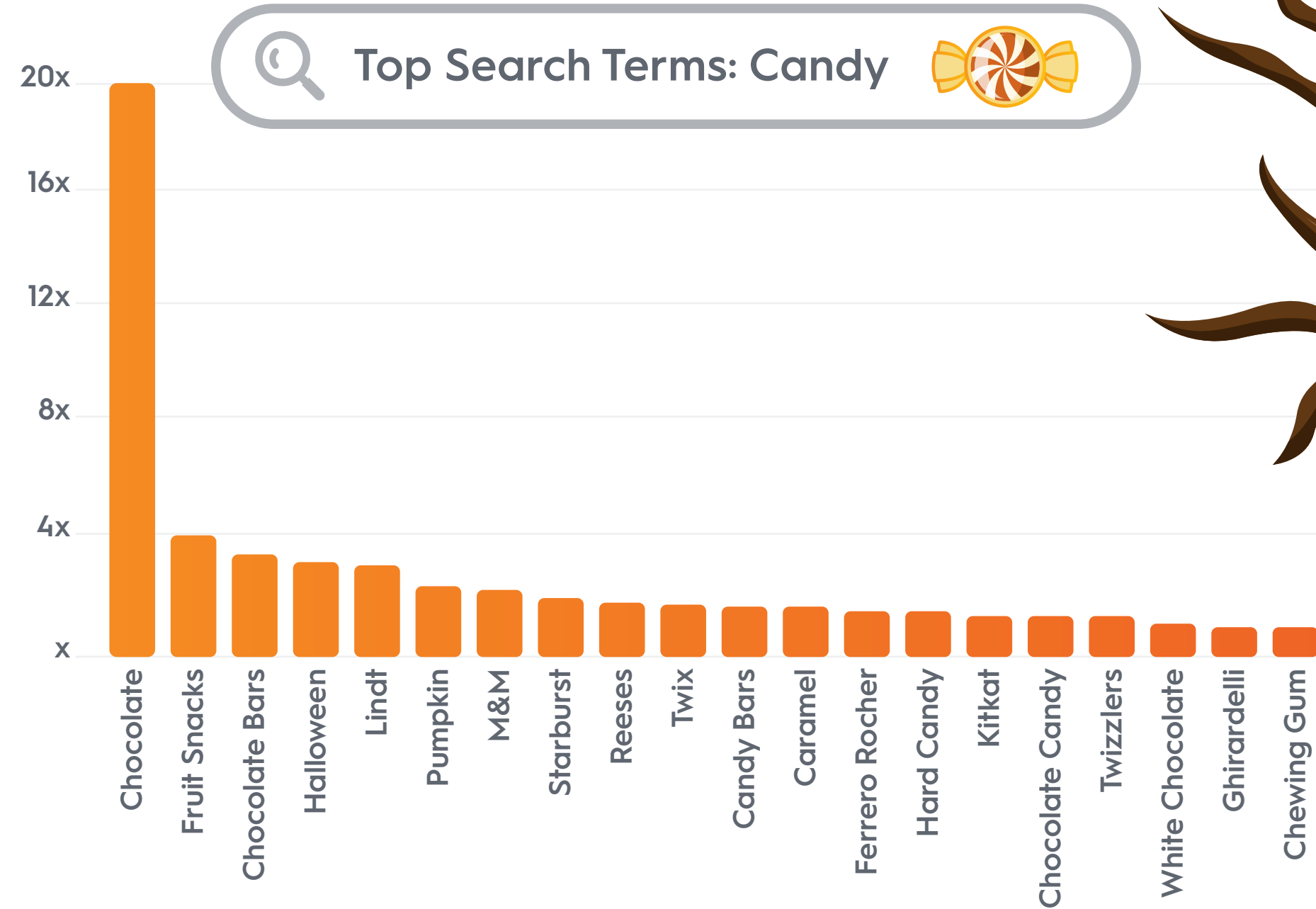


Halloween Shopping Trends

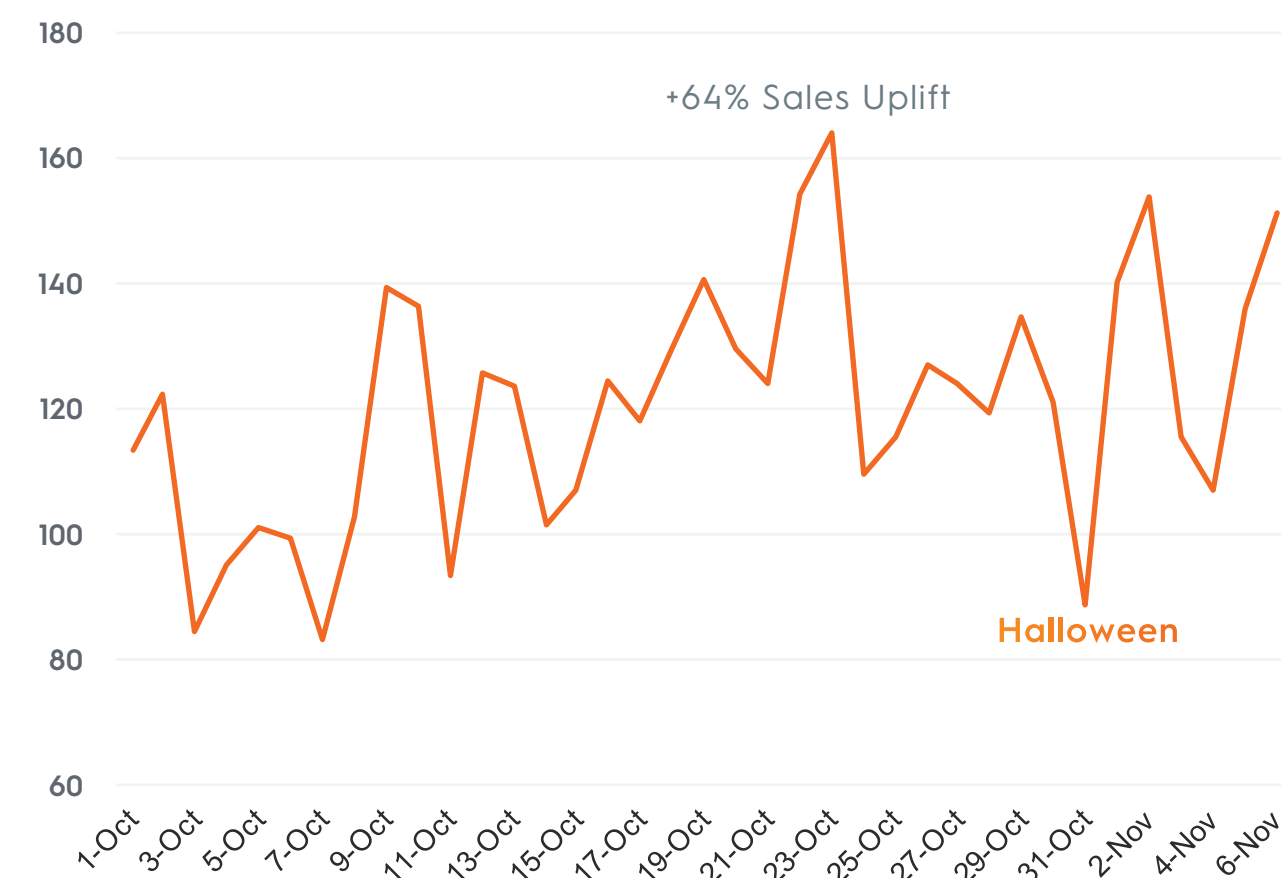
What retail categories get a boost on Halloween?



Online sales at Mass Merchants were up 64% a week before Halloween

A gradual but steady uplift in sales is seen starting from three weeks before Halloween. Maximum uplift in sales is seen around a week before Halloween.

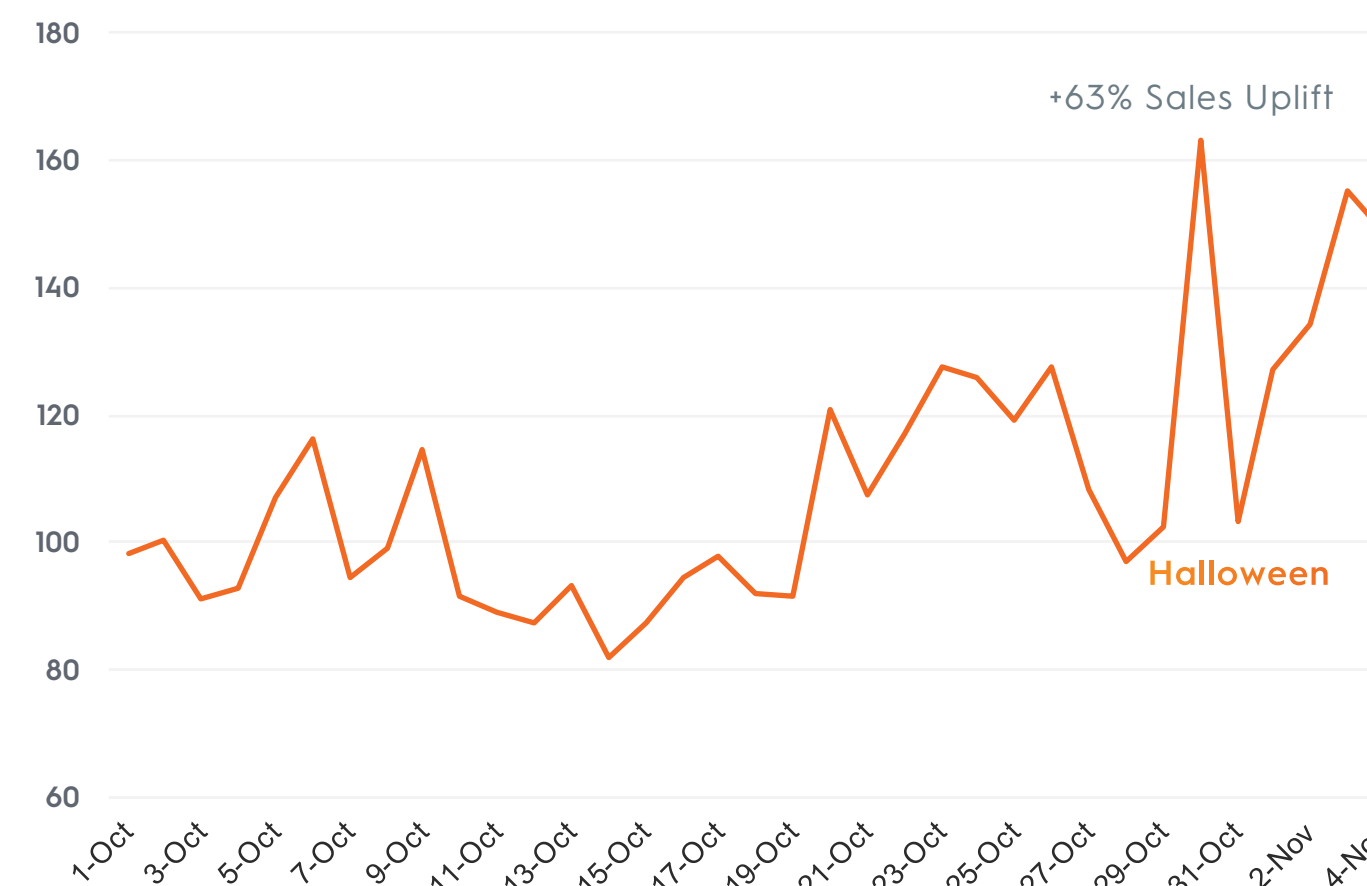
*Online Sales Index, Mass Merchants, US



Up to 63% uplift in sales of Toys and Gadgets a day before Halloween

Sales drop on Halloween but recover quickly in the days after as retailers start promoting their Black Friday deals in the run-up to Thanksgiving.

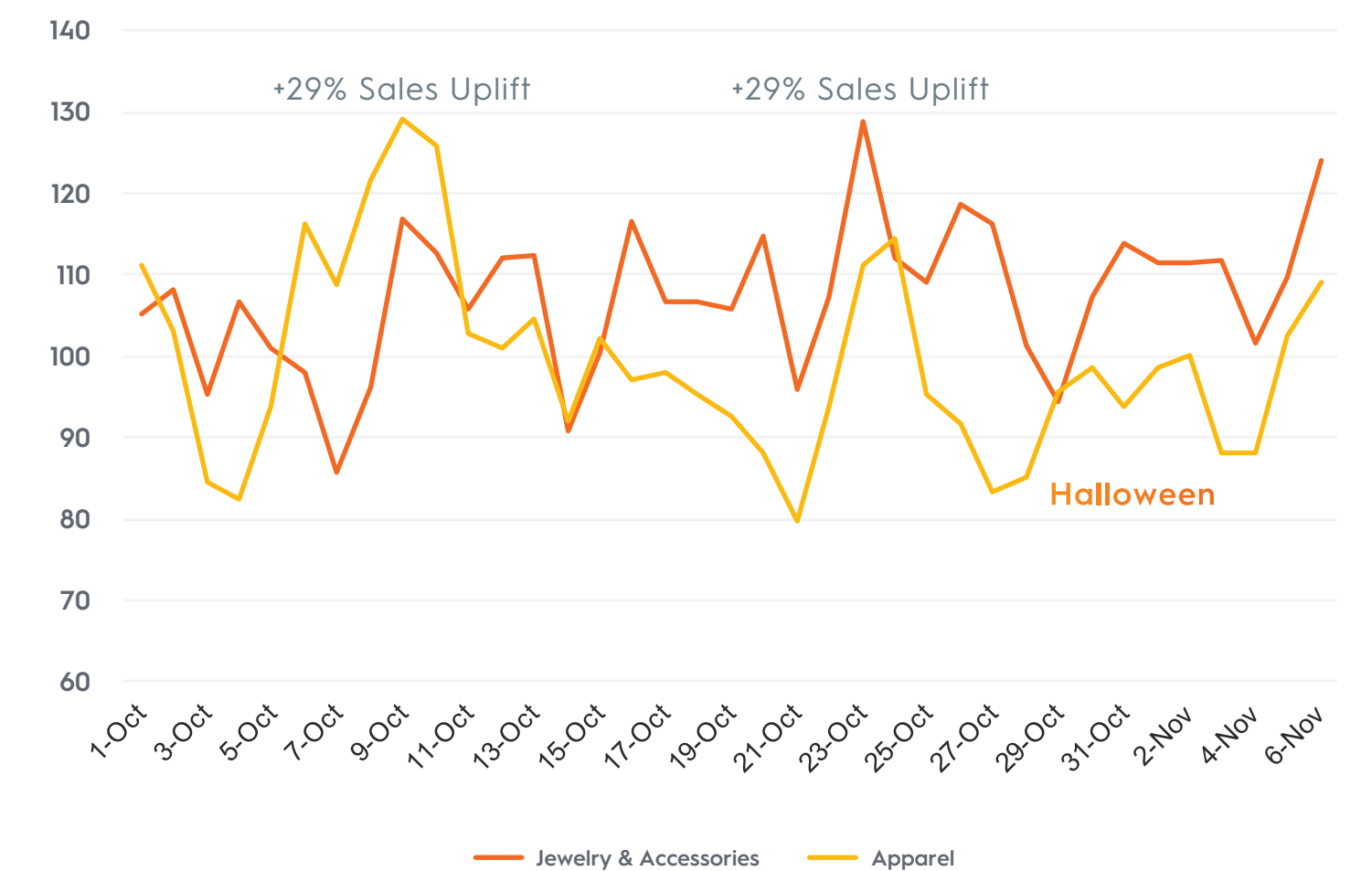
*Online Sales Index, Toys & Gadgets, US



29% uplift in online sales of both apparel and jewelry/accessories before Halloween

The weeks leading up to Halloween also present some good sales potential for apparel and jewelry/accessories retailers depending on the relevance of their products.

*Online Sales Index, Fashion, US



*Indexed online daily sales in the US. Baseline equals average daily sales Index of 100 during Jan 2-8, 2017

Top Takeaways

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To scare up extra sales, make sure your campaign fits the seasonal purchase cycle, whether you're three weeks out or a few days before. Halloween-goers may shop earlier for decor and costumes, then add final touches (think accessories, toys, and treats) closer to the big night.



Be in market early enough, at least 2-3 weeks before Halloween. Run uncapped 3-4 days ahead of October 31 to capture last-minute sweets, cards, games, and jewelry.



Start planning now to deliver great experiences to your customers across channels and devices, and you'll be on track for Halloween sales so good they're scary. To learn more, contact your Criteo Account Strategist.