



Halloween

23 September – 03 November 2021

Halloween



68%

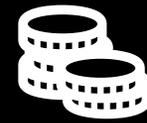
of shoppers will seek Halloween inspiration at the Supermarket.¹

Halloween is one of the biggest events in the UK retail calendar, and is now reported as Britain's third biggest commercial celebration after Christmas and Easter.¹ Despite COVID-19 restrictions on gatherings and household mixing, Halloween held up well in 2020, with spending reaching an estimated **£556 million**, as households took the opportunity to make the best of a less than ideal situation.² With Coronavirus restrictions being lifted this year, its expected that this year Halloween will return bigger than ever.

Halloween is traditionally focused towards families with young children, but the commercial opportunity is now far wider, with a whole range of audiences getting involved in the celebrations in various ways – a fifth of adults are joining in the fun and even pets!³

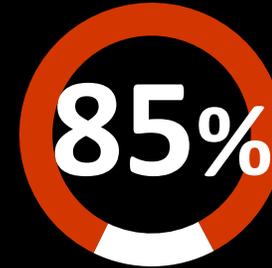
Brands should aim to engage with shoppers ahead of time and inspire them with Halloween ideas and products as they plan for the scariest night of the year. 28% of consumers start their Halloween shopping in September and 41% at the beginning of October,⁴ so this is the perfect time to promote your brand and products.

Sources: ¹Saavy – Halloween Retail Market, 2020 ²Mintel – Halloween 2020 ³LWC ⁴BEAMFieldwork-Brits Spending on Halloween 2020 ⁵TheGrocer ⁶GlobalData

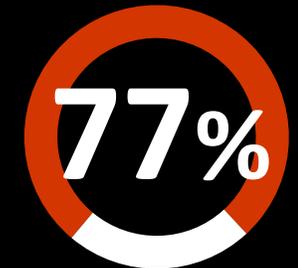


£556m

was spent on Halloween in the UK last year.²



of parents with children under 5 spent the most getting into the Halloween spirit last year.³



After parents, the next big spenders are Millennials, with 77% of them spending money on costumes, make-up and confectionary for the occasion.³



of shoppers expect they will buy sweets, chocolates and other treats this Halloween.¹



plan to decorate their homes with Halloween themed decorations.¹



say that they plan to stay in and watch a scary movie.¹



of Halloween celebrants in the UK purchase special food and drink to consume at home.⁶



of Halloween sales came from households with no children, having a positive halo affect on BWS.⁷



average sales of cosmetics at Halloween, as consumers look to create spooky looks themselves.⁶

Key trends

Trick-or-treat

Halloween is the biggest calendar event for sugar confectionery. The most popular planned celebrations for Britons is trick-or-treating, with 70% of shoppers planning to buy sweets and chocolate for trick-or-treaters.¹ Individually wrapped products could be a great hit this year, as they deliver from a safety and hygiene perspective, whilst also being an option of convenience for consumers.

94m of UK Halloween sales are made within confectionery.²

61% of shoppers look for themed products and packaging to add fun and theatre to Halloween celebrations.³

£5.3m of individually wrapped bags of confectionery are sold over the 4 weeks of Halloween.³

Halloween Parties

20% of Brits like to celebrate with a Halloween party⁴ and as restrictions are now easing, its likely that more people will be hoping to celebrate with friends and family this year. Halloween themed food, drinks and decorations are essential for this time of year. Aside from Christmas, New Year and Bank Holiday weekends, Halloween has become the next biggest sales period for BWS in the UK. Beer, cider, lager, wines and spirits are consistently the biggest sellers in Halloween week and sales continue to grow YoY.⁵

43% of Brits aged 18 to 24 celebrate Halloween by having a party.⁴

52% of UK Halloween shoppers plan to be spend on celebratory food & drink.⁶

92m UK annual spend on Halloween decorations.⁷

Spooky Night In

39% of Brits plan to celebrate Halloween by staying in and watching a scary movie.¹ This is a great opportunity for confectionary, impulse and meal solutions, as shoppers look for Halloween inspired snacks to enjoy during their scary night in. Home & Entertainment will also benefit from this event, as shoppers purchase DVDs and Blue-rays for their Halloween themed evenings.

70m UK annual spend on Entertainment during Halloween period.⁷

48% of consumers eat snacks and confectionary when watching a film at home.⁸

52% of Brits buy Halloween themed sweets to snack on.⁹

Halloween 2020

Suppliers involved in the ASDA Halloween Event 2020, enjoyed a notable sales uplift as a result of the media they booked.



+79%

overall campaign uplift compared to the pre-period



14%

increase in PPG share during the campaign period



72m

total impressions, reaching 23.2 million customers

Supplier Opportunities

30%
discount when you align your campaign with ASDA holdout week events.

In-store Media

All campaigns aligned to *Halloween* will use the supplied toolkit for the following media formats:

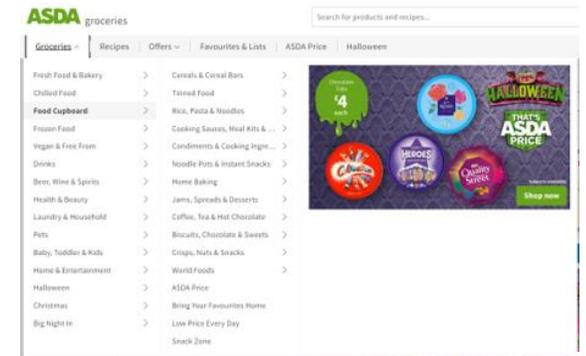
-  Bollard Covers
-  Security Covers
-  Digital 6 Sheets
-  Gondola Ends
-  Shippers
-  In-run Event Blinkers*
-  POS Barkers
-  POS Bubbles
-  ASDA Radio



Online Media

Halloween roundel and creative template available to all participating suppliers for use on:

-  Leader-board Banners
-  Promo Banners
-  Department Nav Banner
-  Category Nav Banner
-  Inserts (PLA)
-  Social Media



Please note: these images are examples of previous years' event creative – this year's creative may vary.

Key Information



Event

Live Dates:

23 September – 03 November

Hold Out Week:

21 – 27 October



Campaign Briefing

Deadline:

08 July



Campaign Booking

Deadline:

19 July



Contact:

Speak to your Account Manager to begin building your *Halloween* campaign

Invest in Halloween and...

Inspire ASDA households as they plan their Halloween celebrations

Associate your brand with a key retail event

Drive incremental sales for your products

A glowing jack-o'-lantern with a carved face, surrounded by autumn decorations like flowers and a lit candle.

Thank you