$8B total consumer spending for Halloween annually.

Source: NRF 2020
$4.5B total chocolate, candy, gum and mint sales during Halloween period.

Source: IRI, MULO + C, 8 weeks ending 11/1/2020
Chocolate and candy delivered $4B and grew 1.4% in 2020.

Source: IRI, MULO + C, 8 weeks ending 11/1/2020
Effective cross merchandising at Halloween can add:

<table>
<thead>
<tr>
<th>Chocolate &amp; candy (2 bags)</th>
<th>Costumes &amp; accessories</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>$16.64</td>
<td>$50</td>
</tr>
<tr>
<td>average ring</td>
<td>average retail price</td>
</tr>
</tbody>
</table>

PLUS

- Halloween decor: $27
- Pet costumes: $11
- Bowls for treats: $20
- Horror movies: $21

Source: IRI Halloween 8-week period 2020; NRF Halloween Headquarters
Halloween matters to American families. Even during the pandemic, 182 MILLION Americans celebrated.

Source: Harris Poll, NCA custom research, 2020
What do people buy for Halloween?

- Candy: 96%
- Decorations: 75%
- Costumes: 65%
- Cards: 40%

Source: NRF 2020
Halloween involves many social and community rituals for celebrating with candy:

- Trick-or-treating
- Parties and family gatherings
- Parades and neighborhood festivals
- Crafting and decorating
- School celebrations
- Trunk-or-treating

Source: NCA/210 Analytics Custom Seasonal Research 2020
2/3 of consumers share or gift candy for Halloween most years.

Source: NCA/210 Analytics Seasonal custom research 2020
Where do consumers look for Halloween inspiration?

- Online: 35%
- Retail stores: 23%
- Pinterest: 18%
- Facebook: 18%
- YouTube: 17%
- Instagram: 16%

Source: NRF Halloween Headquarters
Families with kids typically plan multiple Halloween celebrations.

- 61% dress up
- 57% hand out candy
- 55% carve pumpkins
- 55% decorate
- 44% trick-or-treat
- 23% dress up pets
- 27% throw/attend a party

Source: NRF October 2020
A return to ‘normal’ for trick-or-treating activities in 2021 offers explosive retail opportunities. Plan now to help your shoppers stock up to support:

41M trick-or-treaters

122M potential stops

Source: US Census Bureau 2019
Greater Halloween assortment variety, particularly with fun and unique seasonal items, drives higher sales.

Source: NCA 2020, 2019 Halloween seasonal reviews
48% of parents decorate or craft with Halloween candy.

31% of parents bake or cook with Halloween candy.

Source: NCA Celebrating Confectionery Seasons 2020
Extend the Halloween season by including baking, crafting and decorating into your Halloween set.

Photo: Target, courtesy of 210 Analytics

Photo: Trader Joe's, courtesy of 210 Analytics
Destination RETAIL / Merchandising

Merchandise ingredients for seasonal recipes like:

- Candy dipped brownies
- Candy cookie cake
- Peanut butter cookie cookie pizza
- Sweet & salty trail mix
- Pretzel dessert nachos

Source: WhatMomsLove.com
Snacking items for parties and trick-or-treating represent incremental sales opportunities in the weeks preceding Halloween.

Source: IRI MULO+C, 8 weeks ending 11/1/2020
Don’t forget multi-packs of snacks in your merchandising displays.
Stock a variety of Halloween candy for trick-or-treating. Shoppers most often buy...

- 49% mix of chocolate & candy
- 29% mix of chocolate
- 29% mix of non-chocolate candy

Source: NCA/210 Analytics Seasonal custom research 2020 n=1500
Destination RETAIL / Merchandising

Merchandise early and keep shelves well stocked to meet last minute shoppers’ Halloween needs.

Source: NCA/210 Analytics Seasonal custom research 2020 n=1500

Photo: Walmart
Draw attention to your Halloween items and increase your sales with featured island displays and endcaps.

Photo Racetrack, photo courtesy of 210 Analytics
High impact features and secondary displays for candy drive everyday and seasonal sales nearly 3X

Source: IRI MULO+C, 8 weeks ending 11/1/2020 - % increase with F&D
Promotional lift for candy during Halloween season:

Total candy +182%
Seasonal candy +197%

Source: IRI MULO+C, 8 weeks ending 11/1/2020 - % increase with F&D
Trick-or-treating is irreplaceable!

80% of the general public and 90% of millennial moms & young parents can't imagine Halloween without chocolate and candy.

Source: Harris Poll 2020
Total back-to-school spending: $101B

College $68B

K–12 $34B

Source: NRF 2020
Back-to-school is the SECOND LARGEST shopping period in the U.S. with consumers spending more than $100B stocking up on supplies, including confectionery and snacks.

Source: NRF 2020
Consumers spend an average of $800 per household on back-to-school items.

College: $1,059 PER SHOPPER

K–12: $789 PER SHOPPER

Source: NRF 2020
Higher-than-average price points allow family & variety packs to boost back-to-school sales between 8-57%!

Family/variety pack average retail prices:

**SNACKS**
$6 - $25

**CANDY**
$5 - $35

Source: IRI MULO+C, 6 weeks ending 8/16/2020-9/20/2020 – Avg. retail price per unit for family & variety packs
Cross merchandise candy and snacks with items most purchased during the back-to-school period:

- Clothing & accessories: 44%
- School supplies: 18%
- Electronics: 16%
- Computers: 14%
- Health & beauty: 7%

Source: Deloitte
Make it easy for your shoppers to stock up on back-to-school snacking and treating needs for a variety of consumption occasions:

- College care packages
- After-school treats
- Lunch box snacks
- Treat days at school
Capture incremental back-to-school sales by creating displays that include snacking and treating items for school lunches, after-class fueling and study breaks.
Extend the Halloween selling season into Thanksgiving with fall-themed candy and treats.
Even the 2020 pandemic didn’t deter Thanksgiving spending.

3/4 of Americans spent the same or more.

Source: NC Solutions, n = 2,024 - quoted Supermarket News October 30, 2020
Americans spend $30.5B on Thanksgiving.

Source: NRF Holiday Headquarters 2020
Consumers buy reliable favorites, reminders of childhood and name brands for Thanksgiving:

- Products usually purchased: 68%
- Foods that remind you of childhood: 34%
- Name brand foods: 31%
- Healthy foods: 30%
- Private label brands: 29%
- Products you’ve never tried before: 10%

Source: NC Solutions, n = 2,024 - quoted Supermarket News October 30, 2020
Display fall flavors – especially the popular pumpkin spice – in one location.
Brick-and-mortar retail stores are still the primary location to shop for Thanksgiving.

- **67%** Grocery stores
- **58%** Super stores
- **26%** Wholesale clubs
- **19%** Online for delivery
- **15%** Click-and-collect

Source: NC Solutions, n = 2,024 - quoted Supermarket News October 30, 2020
Seasonal snacks in featured displays can drive **LIFTS OF 190%** in the weeks leading up to Thanksgiving.

Nuts & seeds drive lifts of **+120%**. Cookie sales **DOUBLE** with feature displays. Salty snacks drive lifts of **+50%**.

*Source: IRI MULO+C, % increase F&D*
22 MILLION Americans watch the Macy’s Thanksgiving Day parade on TV.

Source: The Hollywood reporter November 2020
NFL Thanksgiving Day football is a longtime holiday tradition.

30.3 MILLION AMERICANS watch football on Thanksgiving.

Source: SportsPro Media – December 2, 2020
Thanksgiving is the unofficial kickoff to the holiday shopping season.

40% of all holiday spending happens over Thanksgiving weekend.

Source: NRF 2020
Give your shoppers ideas for appetizers and snacks for Thanksgiving TV watching by featuring candy and snacks in merchandising right after Halloween is over.
Major shopping periods around Thanksgiving represent multiple opportunities for marketing and merchandising.

<table>
<thead>
<tr>
<th></th>
<th>Number</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thanksgiving Day</td>
<td>37.9M</td>
<td>shop on</td>
</tr>
<tr>
<td>Black Friday</td>
<td>84M</td>
<td>shop on</td>
</tr>
<tr>
<td>Small Business Saturday</td>
<td>59.9M</td>
<td>shop on</td>
</tr>
<tr>
<td>Cyber Monday</td>
<td>29.2M</td>
<td>shop on</td>
</tr>
</tbody>
</table>

Sources: The Balance.com February 23, 2021; NRF 2020
Merchandise candy and snacks immediately after Halloween to capitalize on Thanksgiving shopping.
TAILGATING
Thanks to COVID-19, “home-gating” is on the rise.

Make it easy for your shoppers to stock up on game day snack favorites with football-themed displays.

Photo: Publix, courtesy of 210 Analytics
The first Saturday in September is National Tailgating Day!

The Hungry Fan.com - 2019 Guide to National Tailgating Day: 2.0
Football season is a great time to promote your home team. Merchandise fan gear with customized and color-coordinated candy and snacks.

Photos: Walmart, courtesy 210 Analytics
An estimated 50 MILLION AMERICANS tailgate for sporting events. Fall football season leads all tailgating periods.

Source: Bleacher Report
Americans spend >$35B on food, beverages and supplies for tailgating each year.

Source: http://thedeckchef.com/2017
Preferences for tailgating:

Pro Games: 70%
College Games: 30%

Source: https://turo.com/blog/insights/2019-trends-stats-for-tailgating-this-football-season
Have stores in these areas? Take note:

**TOP 5 TAILGATING STADIUMS**

- Reliant Stadium: Houston, TX
- Arrowhead Stadium: Kansas City, MO
- Ralph Wilson Stadium: Buffalo, NY
- Lambeau Field: Green Bay, WI
- Lincoln Financial Field: Philadelphia, PA

Source: Hungry Fan Brand, LLC
Profile of a tailgater:

- 79% are male
- 60% are between 25 and 44
- 59% have a college degree
- The average spend per tailgate is $90+

Source: Tailgating.com research
30% of tailgaters never make it to the game, preferring to dine, snack and socialize with family, friends and other fans.

Source: Tailgating.com research
68 PERCENT of football fans plan to tailgate at their stadium for at least one game.

Source: Tailgating.com research
How early do tailgaters set up their spreads before the game?

- 51% within 3-4 hours
- 39% more than 4 hours

Help your shoppers stock up for all those extended pre-game snacking opportunities!

Source: Tailgating.com research
> 1/2 of college football tailgaters travel at least an hour to get to the game.

Source: Visually by Rockcontent – Infographics: sports-tailgaters-and-college-football-parking-happiness-index
Likelihood of attending tailgate for NFL or NCAA

NFL fans likely to attend a tailgate this year:
- 83% of men
- 85% of women

NCAA fans likely to attend a tailgate this year:
- 65% of men
- 50% of women

Source: Visually by Rockcontent – infographics - cost-being-fan-how-fans-are-supporting-their-favorite-teams-fall
$500 PER SEASON average spending per college football tailgater for food and beverages.

Source: HungryFan.com