

# The Balog Group at Morgan Stanley

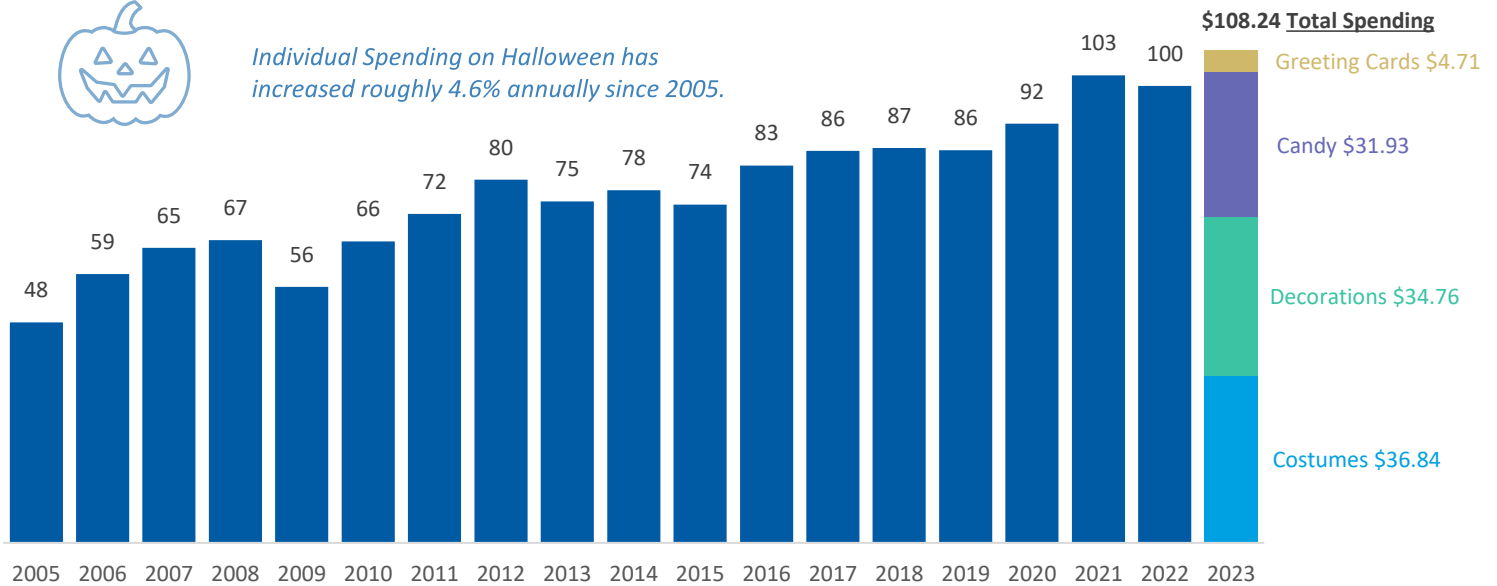
## Halloween Special - 2023

### Individuals Plan To Spend Roughly \$108.24 This Year For Halloween Festivities

Costumes were the biggest line item for this year's budget as usual, but decorations came in as a close second.



Individual Spending on Halloween has increased roughly 4.6% annually since 2005.



Source: National Retail Federation Annual Survey on Halloween - 8,084 Participants in 2023

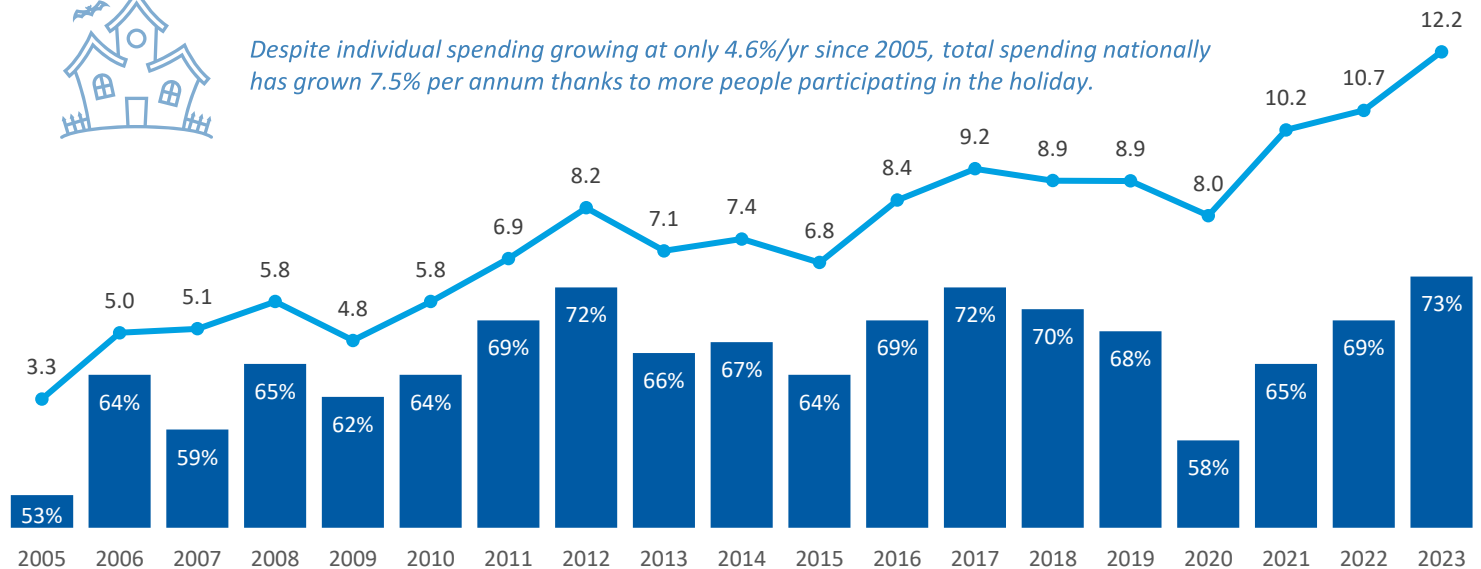
### Halloween Participation and Spending Expected To Hit Record Highs in 2023

2020 saw a large drop both in participation and spending due to Covid, but the holiday has bounced back since to new heights.



■ Participation Rate    ● Total Spending Nationally (Billions)

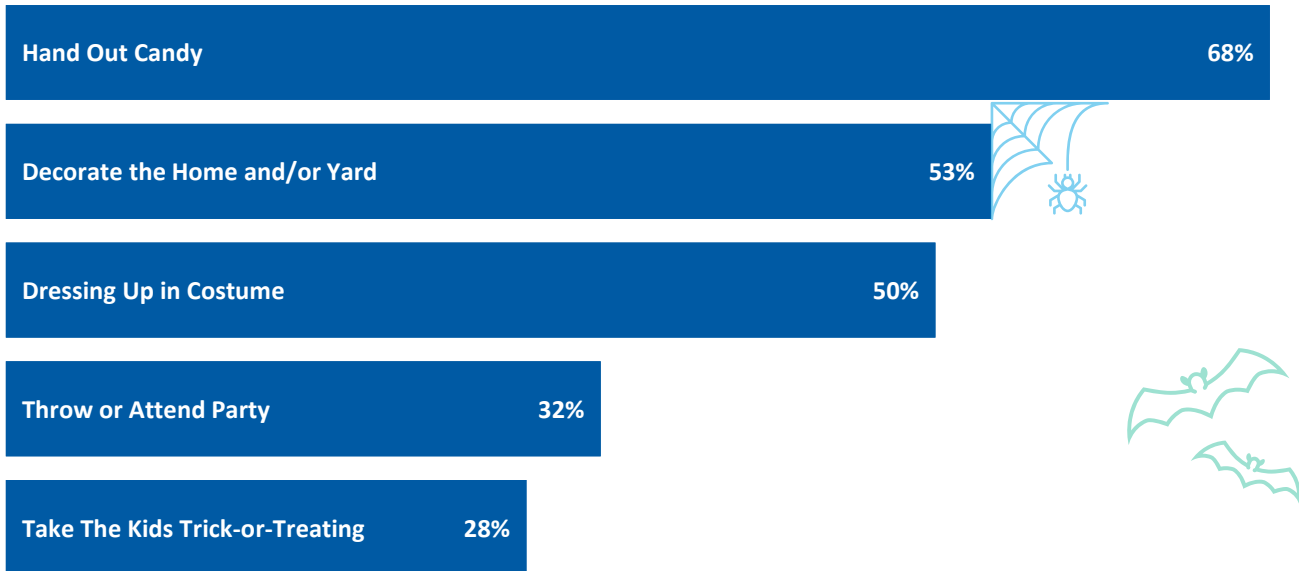
Despite individual spending growing at only 4.6%/yr since 2005, total spending nationally has grown 7.5% per annum thanks to more people participating in the holiday.



Source: National Retail Federation Annual Survey on Halloween - 8,084 Participants in 2023

# How Do You Plan To Celebrate Halloween in 2023?

Survey Responses from 8,084 Participants (numbers don't add to 100 as respondents can choose more than one response)



Source: National Retail Federation Annual Survey on Halloween

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