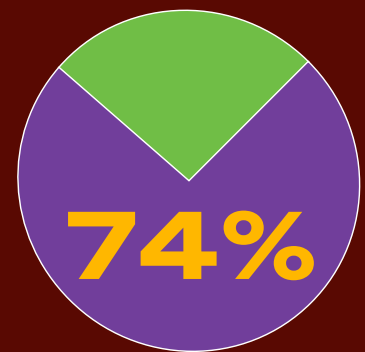
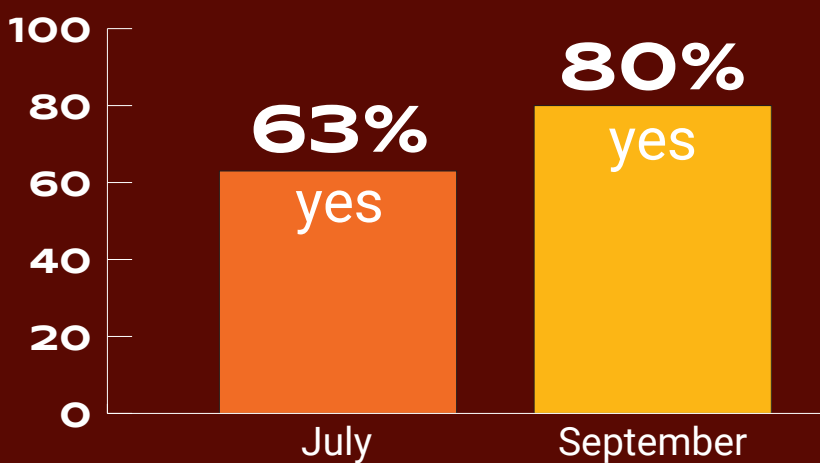


**65%**  
will participate in trick-or-treating.<sup>2</sup>

The Halloween season accounts for about **\$4.6 BILLION** in confectionery sales each year.<sup>3</sup>



Do you believe people will find safe and creative ways to celebrate the Halloween season?<sup>4</sup>



of millennial moms and young parents say that **Halloween 2020** is more important than ever.<sup>5</sup>



**80%** of the general public and **90%** of millennial moms and young parents say they can't imagine Halloween without chocolate and candy, and that trick-or-treating is irreplaceable.<sup>5</sup>



### Candy Sales During COVID-19

Since March 15, 2020<sup>6</sup>:



**+4.3%**  
all candy



**+5.7%**  
chocolate



**+2.0%**  
non-chocolate

### Halloween 2020 Candy Sales

As of October 4, 2020<sup>6</sup>:



**+8.6%**  
Total Halloween  
chocolate & candy



**+12.2%**  
Halloween  
chocolate

People in the U.S. enjoy chocolate and candy **2-3 TIMES** per week, averaging about **40 calories** per day and just **1 TEASPOON** of added sugar per day – and that includes Halloween.<sup>7</sup>

[AlwaysATreat.com/HalloweenCentral](https://www.alwaysatreat.com/halloweencentral) **#HalloweenIsHappening**

<sup>1</sup> Party City, August 2020 <sup>2</sup> National Confectioners Association Seasonal Survey <sup>3</sup> NCA's State of Treating report, 2020

<sup>4</sup> NCA / Morning Consult, Sept / July 2020 <sup>5</sup> The Harris Poll, 2020 <sup>6</sup> IRI, 2020 <sup>7</sup> NHANES