

Treats Before Tricks: Early Candy Consumers Have to Restock Before Fright Night

Shopkick's sweet survey dives into Halloween shopping habits

REDWOOD CITY, Calif. -- October 5, 2018 -- With the spookiest of seasons upon us, families are busy cooking up costumes, decorating digs, and preparing to treat ghouls and boys. Stocking up on sweets is high on everyone's to-do list. But, those most eager for All Hallows Eve will have to make two trips to get the goods. Seventy-five percent of parents who purchased Halloween candy when it hit the shelves in August will have to restock because they consumed the first batch of candy.

[Shopkick](#), the leading shopping rewards app, surveyed over 5,000 parents across the country to get the scoop on when they shop, how much they spend, what they buy and where they'll go this Halloween.

Halloween Headlines:

- **Brand Loyal Bunch:** Fifty-four percent of shoppers are brand loyal, choosing their favorite treats versus less expensive options.
- **Find it for \$50:** The majority of parents (61.4 percent) will spend up to \$50 in total for Halloween -- including candy, costumes and decorations.
- **Playing Favorites:** Nearly 40 percent (38.3) of parents have a secret stash of tasty treats for trick-or-treaters they know.
- **Healthy Haunts:** Increasingly, parents are turning to healthy alternatives, with 20 percent reporting prioritizing fruit, pretzels, carrots, pencils and stickers over chocolate and sugar. Additionally, 15 percent of parents will celebrate a nut-free Halloween. Sorry peanut treat lovers!
- **Paying the Piper:** And by Piper, we mean parents! Sixty-six percent of parents tax their kids haul with the majority (53 percent) sneaking a couple pieces on Halloween night. Seven percent of parents admit to taking half of the loot. Shockingly, 6 percent take the entire cache.
- **Candy Corn Wars:** The raging debate over to candy corn or not to candy corn has been settled with a slight majority (59 percent), enjoying the orange and white treat, and 41 percent hating it.

Shopkick conducted a survey of 5,369 users who self-identified as parents participating in Halloween activities in 2018 to gain insight into Halloween shopping habits. The survey was conducted between September 13 and September 19, 2018.

About Shopkick, Inc.

Shopkick is the leading shopping rewards app, bringing moments of joy to everyday shopping - both on- and off-line. For brands and retailers, we provide high consumer engagement along the entire path to purchase. Our unique pay for performance model has been proven to deliver high ROI, driving incremental traffic, product engagement, and sales. Some of our leading brand and retail partners include Best Buy, Clorox, Coty, eBay, General Mills, Groupon, GSK, Hotels.com,

Hulu, Marshalls, Nestle Purina, TJ Maxx and Unilever, among others. Shopkick is available for free on the iPhone from the App Store and for Android from Google Play.

Press Contact:

Katherine Madariaga for Shopkick

kat@thekeypr.com

(415) 602-4395