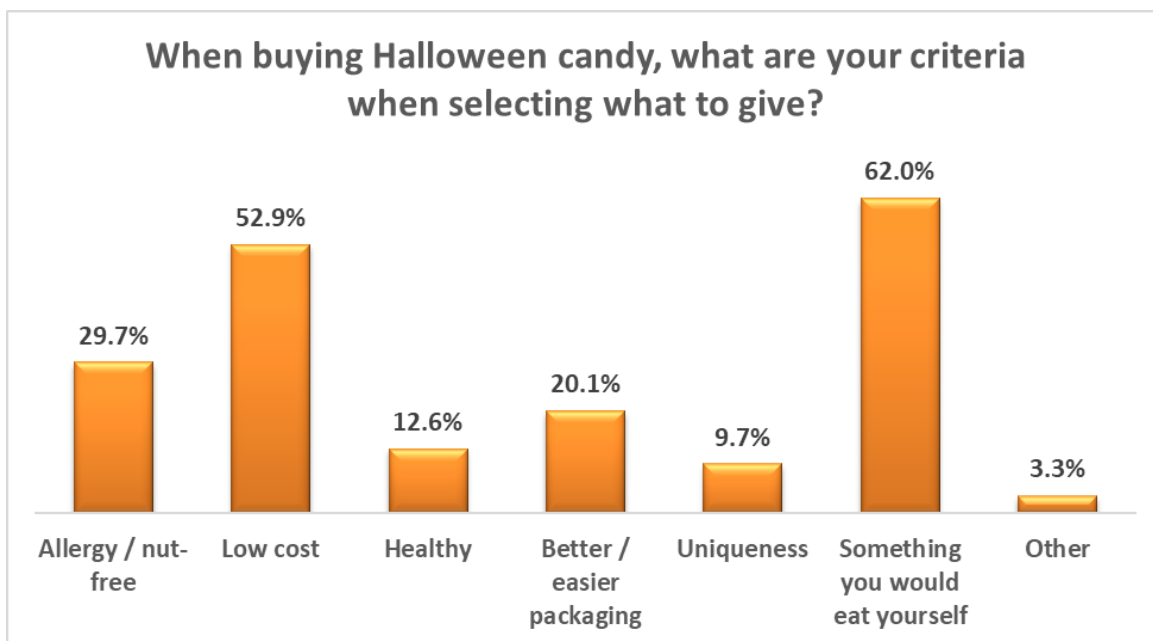




New report suggests 62% of Canadians buy candy for trick-or-treaters that they would eat themselves, with price the second most important factor

HALIFAX, NS. (October 26, 2022) – Candy is a big part of Halloween, one of the year’s largest celebrations for children. We estimate that the cost of candy for this year’s Halloween is up 13.1% compared to last year.¹ Inflation, of course, is impacting all areas of consumer spending, but Halloween could also be a litmus test for the impending holiday season. It is also estimated that Canadians this year will be spending an average of \$22.40 on candy, which equates to \$486 million spent on candy for the entire country, during the month of October 2022.² Despite the fact that this year’s Halloween night falls on a weekday, that sum is estimated to be 62% more than in 2020, the first Halloween in the COVID era, according to HelloSafe.

In partnership with **Caddle**, Dalhousie University’s **Agri-Food Analytics Lab** investigated how Canadians were handling candy for Halloween this year. We investigated what they were buying for candy, where and how they selected candy for trick-or-treaters, and what they did with leftovers. We also looked at how parents were handling candy collected by their children. **A total of 5,530 Canadians were surveyed between October 12 and 17, 2022.**



¹ <https://www.bls.gov/news.release/cpi.t07.htm>

² <https://hellosafe.ca/en/blog/halloween-budget-2022>



Buying and giving candy

Results suggest that 53% of Canadians participate in Halloween by giving out candy to trick-or-treaters. We asked what criteria Canadians consider when selecting what to give out for Halloween. A total of 62.0% said they **only select candy for trick-or-treaters that they would eat themselves**. Cost is also a significant factor. A total of 52.9% of Canadians said **price** is an important factor.

Interestingly, Canadians who live east of Ontario see the cost/price as the most important criteria when selecting candy for trick-or-treaters. “Candy they would eat themselves” is the most important factor in other provinces, west of **Quebec**. While a total of 75.2% of people in **Newfoundland and Labrador** consider price the most important factor when buying candy, 59.0% of people in **Nova Scotia** see price as the most important factor. **Prince Edward Island** is third at 58.2%, followed by **New Brunswick** at 57.8% and Quebec at 52.5%.

“It is interesting to see that most Canadians want to give candy they would eat themselves,” said **Dr. Sylvain Charlebois**, Director of the Agri-Food Analytics Lab. “Having leftover candy after Halloween is likely something Canadians have in mind when purchasing for trick-or-treaters, so having leftovers is not necessarily seen as a burden, or an issue,” said Charlebois.

Selecting an **allergy-free** candy is important for 29.7% of Canadians. While 20.1% said **better packaging** is an important consideration, 12.6% believe it is important to buy treats that are **healthy** for children. Interestingly, only 19.0% of Canadians believe **Halloween-themed packaging** is important when selecting candy for trick-or-treaters.

As for choosing a location to buy candy, **Walmart** is the number one option for Canadians, at 22.7%, followed by **Costco** at 21.2%. **Discount grocery stores** are third at 20.7%, followed by **traditional grocery stores** at 19.5%. While **drug stores/pharmacies** are preferred by 6.2% of Canadians, 5.4% prefer **dollar stores** to get candy for Halloween.

We asked Canadians how many items they typically give out to trick-or-treaters. A total of 58.4% of Canadians **will give two candy items** per trick-or-treater. A total of 18.1% will give more than three items. A total of 13.2% will give only one. Finally, 10.6% of Canadians say it’s **random** and they do not itemize candy giving.

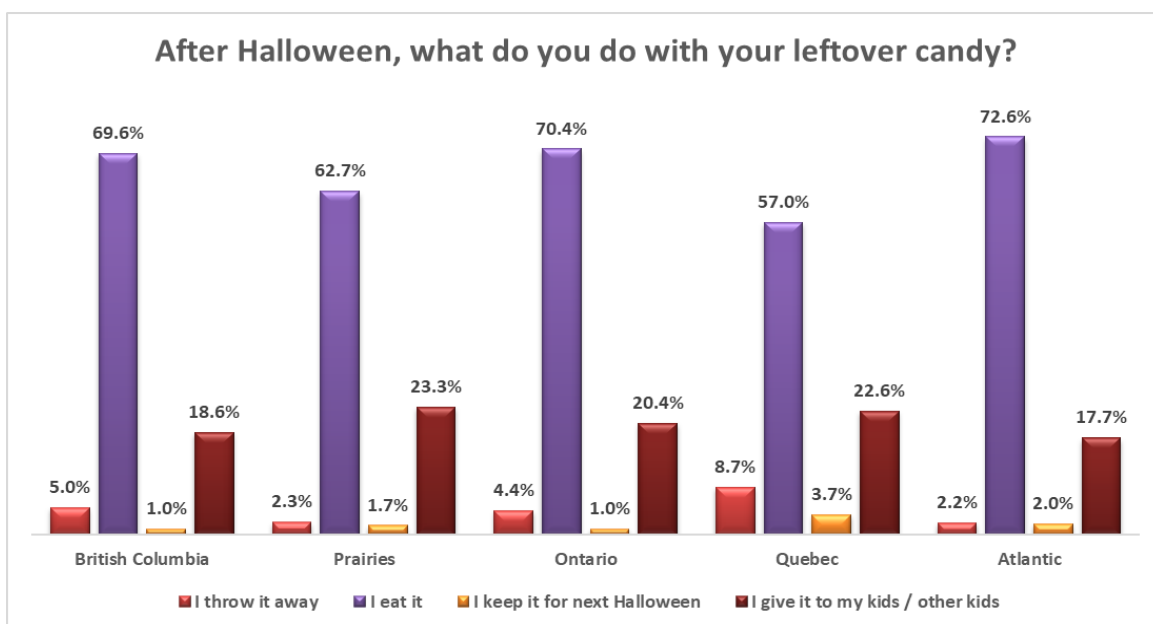
Demand management for trick-or-treaters

The survey also looked at what trick-or-treating traffic Canadians are expecting this year. A total of 32.6% of Canadians **expect 11 to 30 trick-or-treaters** to show up at their door this year. A total of 31.6% are expecting 31 to 75 trick-or-treaters, followed 1 to 10, at 17.1%. While 13.5% of Canadians expect 76 to 150 trick-or-treaters, 5.2% are expecting more than 150 this year.



Compared to last year, **37.0%** are expecting more trick-or-treaters, even though Halloween falls on a Monday this year. A total of 57.9% of Canadians are expecting about the same number of trick-or-treaters as last year. In 2021, 38.9% of Canadians said that they saw an increase in the number of trick-or-treaters compared to 2020.

“Expectations are high, despite the fact that Halloween falls on a Monday this year,” said **Janet Music**, research associate at the Agri-Food Analytics Lab. “This is likely since it is the first Halloween in three years with limited public health restrictions. Most Canadians are expecting a somewhat normal Halloween when anticipating trick-or-treating traffic,” said Music.



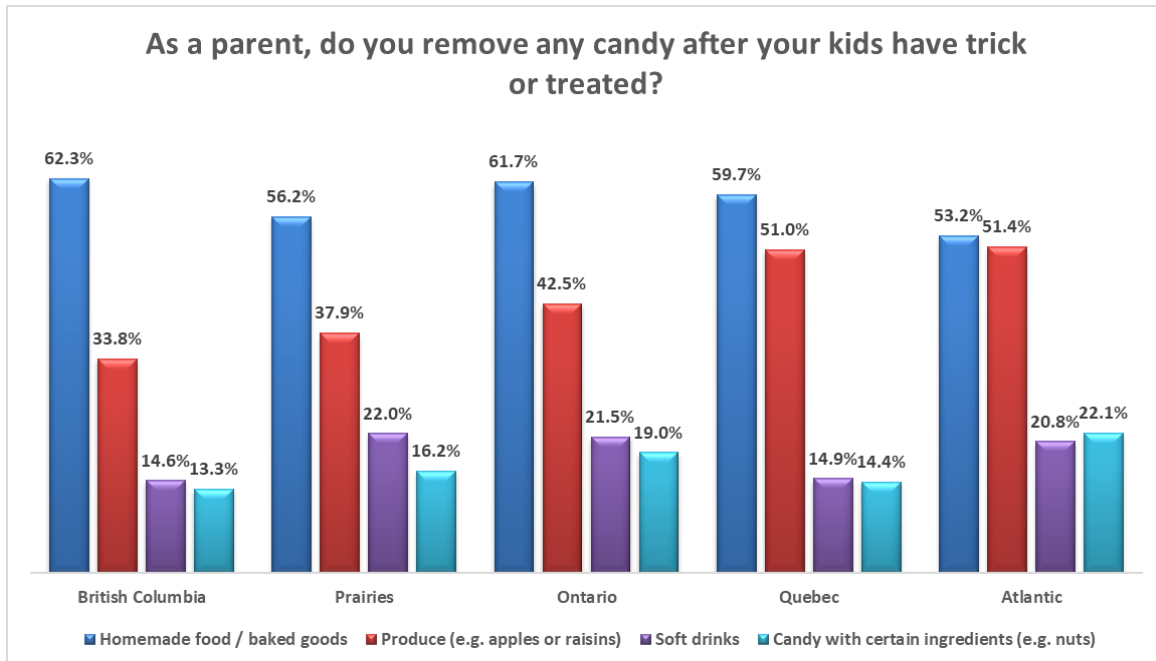
Candy leftovers

We asked what Canadians do with leftover candy after Halloween. Overwhelmingly, 67.0% of Canadians will **eat Halloween leftovers**. Of that group, 59.8% of Canadians **will eat about a quarter** of the leftover candy they bought for Halloween. While 12.7% of Canadians will eat half of the leftovers, 6.3% of Canadians will eat most of the leftovers. A total of 20.9% of Canadians will give it to their own children. A total of 4.4% will throw their leftover candy away.



Parental candy management

Our investigation asked how long parents let their children trick-or-treat on Halloween. A total of **26.1% of parents will let their children trick-or-treat until their one bag/container is full**. While 36.9% of parents will let their children trick-or-treat with an unlimited number of bags/containers, 27.9% of parents will let their children trick-or-treat for two hours with an unlimited number of bags/containers.



After trick-or-treating, **84.1% of parents will go through their children's candies and remove potentially harmful items**. While a total of 59.4% of parents will remove all homemade items, 43.1% of parents will remove any produce. Other items parents intend to remove are soft drinks (19.2%) and products with potential allergens (16.8%).

What parents fear the most when going through their children's candies are opened packages (74.7%), razor blades (71.1%), needles (70.6%) and drugs (65.5%).

Download the preliminary results of the survey in English and French at <https://www.dal.ca/sites/agrifood.html>.



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Methodology for survey: Caddle is one of the most credible active panels in the Canadian market. A representative survey of Canadians was conducted in October 2022, in partnership with Caddle. 5,530 Canadians participated in this survey. Margin of Error: +/- 2.1%, 19 times out of 20. Any discrepancies in or between totals are due to rounding.

Disclosure: Funding for the survey was provided by Caddle and Dalhousie University.