

# #HalloweenOnTwitter

## Brand insight - Twitter users say they love the community and the social aspects of Halloween.

More focused campaigns that encourage people to share their Halloween experiences might resonate strongly with those who are most engaged Halloween



**£362m**

British consumers spent an estimated £362m on Halloween and Bonfire Night in 2016<sup>1</sup>, which was a rise on the previous year.

**57%**

With 57% of 16 - 34-year-old Twitter users saying they love Halloween<sup>2</sup> there is a significant opportunity for retailers.



**76%**

of people on Twitter say they will buy Halloween sweets for Halloween.



**1/2**

of Twitter users will buy clothes for Halloween fancy dress.



**40%**

will buy decorations for their homes.



**1 in 5**

will buy movies especially for Halloween.

## Over half of people agree that Twitter is a good place to



**58%**

Find Halloween content that will make me laugh.



**56%**

Come across the most up-to-date Halloween jokes and stories.



**56%**

See what celebrities they're interested in are sharing about Halloween



**51%**

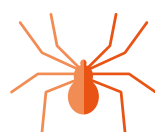
Keep up to date with friends and trends on Halloween.

## Twitter users are also interested in seeing more of certain kinds of products. This includes activity retailers and other brands can focus on.



**41%**

would like to see special offers on Halloween products.



**33%**

would like to see ideas for Halloween decoration.



**30%**

would like to see Halloween video clips and gifs.