

Shipli





CELEBRATE THE MAGIC OF HALLOWEEN WITH THE SHIPT HALLOWEEN TREND REPORT



This Halloween season, Shipt, the same-day delivery company is helping trick-or-treaters, sweet tooth lovers, ghouls, goblins and every creature in between, prepare for the magic. To help customers find the hottest trends and items to buy, the shopping accomplice created the Shipt Halloween Trend Report, featuring insights from proprietary data and a national poll of

Halloween fanatics, alongside tips from actress and Shipt Halloween Hosting

Specialist, Jamie Chung, and the candy connoisseurs at Mars Wrigley.



COSTUME IDEAS FROM JAMIE CHUNG, SHIPT'S HALLOWEEN HOSTING SPECIALIST:



The majority of people (57%) look to classic movies and shows for their costume ideas. Jamie Chung, Shipt's Halloween Hosting Specialist is sharing her favorite movies and shows to take inspiration from this year:

For the Power Duo, **CLUELESS:**

A boring Halloween costume? As if! Throw on some Y2K pieces, like this skirt, to replicate the nostalgia that the movie Clueless brings.

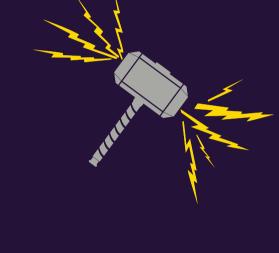




THOR: LOVE AND THUNDER: Call your trusty Stormbreaker or

For Marvel Fans,

Mjolnir and head off to Asgard for the ultimate costume to embody the strength of Thor or the Mighty Jane Foster.



Ready to Take Flight, **TOP GUN:**

For the Team

Perfect for Mavericks everywhere, take a simple approach by grabbing your aviators and bomber jacket to make for an easy look for all members of the flight crew.







MARS WRIGLEY TOP CANDY CHOICES:



Please: The top 15 cities that

Share Size Me,

Dallas, Chicago, Atlanta,



Minnesota is the biggest candy-

loving state, buying

the most chocolate for Halloween



According to Shipt's Halloween Trend Report,

the most popular Halloween candy nationwide are **M&M'S**®



Candy Calculator



Estimated number of kids per hour that ring the doorbell.

The generosity factor (how many pieces will be distributed to each trick-or-treater)



Halloween Total

members in the household

(average number

of candy pieces

Number of family

(average pieces of candy each member of the household) Number of

The sneaky factor



number of

candy pieces

per 1 lbs. bag) If rain is in the forecast, divide the final count by 1.5

bags of candy

needed

Decorate in

that have an element of

surprise – using the fireplace

and mantle as a blank canvas is

a fun and creative opportunity!

Decor like spider web garlands,

floating ghosts and bat

decals can make for a festive

backdrop."

WELCOME

HOSTING TIPS According to Shipt's Halloween Trend Report, the most popular decor theme you'll see this year is **magic**. Here are three ways to bring this trend to life at home, according to the Halloween Hosting Specialist:

JAMIE CHUNG'S

HAUNTED HOME



decorating? Go all out. Hang ghosts from trees in your front yard, use dry ice for a witchy cauldron in your kitchen, and place illuminating jack-olanterns around the house to cast fun shapes and shadows at night. Halloween is the perfect

time to up the design ante."



"Your Halloween decorations don't have to be perfect. In fact, they shouldn't be. Don't be afraid to DIY your Halloween decor so the whole family can get in on the fun. This Halloween is going to be all about magical finger-painting in our house and I can't wait."