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.

CELEBRATE THE MAGIC OF HALLOWEEN WITH THE SHIPT HALLOWEEN TREND REPORT

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

- For the Power Duo, CLUELESS: Choose a fun vintage look inspired by the iconic film. Recreate the days of 1920s glamour and add a modern twist with a pop of color or an unexpected accessory.

- For Maniac Fans, THOR: LOVE AND THUNDER: Get your cape, hammer, and other accessories to reenact the character of Thor or Jane Foster, showing off the strength of “Thor” or “Jane” in your costume.

- For the Team Ready to Take Flight, TOP GUN: Perfect for a group costume, dress up as a legendary pilot from the movie "Top Gun" and have fun with your flight gear.

MARS WRIGLEY TOP CANDY CHOICES:

- #1 Chocolate Lover: Mars Wrigley has created a chocolate bar made just for Halloween, featuring the beloved chocolate of M&M’S®.

- Share Size Me, Please:
  - The top 5 cities that purchase the most Share Size Candy Bars are Los Angeles, NYC, Dallas, Chicago, Atlanta.

- Share Size Candy Bars:
  - According to Shipt’s Halloween Trend Report, the most popular candy bar choice for Halloween is M&M’S®.

- Top Candy Choices:
  - According to Shipt’s Halloween Trend Report, the most popular candy nationwide are M&M’S®.

MARDI GRAS TOP BAG CHOICES:

- And the winner is... M&M’S®!

- Calculate for the Power Duo, CLUELESS:
  - The time, in number of hours, you plan to leave the light on
  - The number of days between the initial candy purchase and Halloween
  - Total number of candy pieces
  - If rain is in the forecast, divide the final count by 1.5
  - Number of bags of candy needed
  - Estimated number of kids per hour that ring the doorbell.
  - Number of family members in the household
  - The generosity factor (how many pieces will be distributed to each trick-or-treater)
  - The sneaky factor (average pieces of candy each member of the household)

- For Marvel Fans, THOR: LOVE AND THUNDER:
  - Collect your Thor costume and accessories, including your hammer, based on Thorr’s strength.

- For the Team Ready to Take Flight, TOP GUN:
  - Don your aviators and bomber jacket to make for an easy look for all members of the flight crew.

- Jamie Chung’s Haunted Home Hosting Tips:

- Decorate in Unexpected Places: "There’s no reason Halloween decor can’t have an element of surprise or surprise. Add a spiral staircase in your front yard, add spiderweb garlands, floating ghosts and bat decals to make for a festive backdrop."

- Be Extra: "Add a haunted family portrait, a skull for a headstone, or a witch’s broom to add a spooky element to your decor."

- Don’t Be Afraid to DIY: "The Halloween decorations don’t have to be perfect. In fact, they’re better when they’re not. Don’t be afraid to DIY your Halloween décor to make a truly fun family experience."

- Minnesota is the biggest candy-loving state, buying the most chocolate for Halloween.

- According to Shipt, the trend for gluten-free and sugar-free options continues to grow.

- Don’t forget to check out the Candy Calculator tool on the Shipt website to make your candy calculation easy and fun.