








Shipt

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.



For Marvel Fans, THOR: LOVE AND THUNDER:

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



For the Team Ready to Take Flight, TOP GUN:

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:

Share Size Me, Please:

The top 15 cities that purchase the most **Share Sized Candy Bars** are Los Angeles, NYC, Dallas, Chicago, Atlanta, Houston, Tampa, Miami, Phoenix, Philadelphia, Washington DC, Orlando, Boston, Seattle and Denver



#1 Chocolate Lover:

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



And the winner is... M&M’s™:

According to Shipt’s Halloween Trend Report, the most popular Halloween candy nationwide are **M&M’s™**



Candy Calculator

T

x

K

x

G

The **time**, in number of hours, you plan to leave the light on

Estimated number of **kids** per hour that ring the doorbell.

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

+

D

x

F

x

S

The number of **days** between the initial candy purchase and Halloween

Number of **family members** in the household

The **sneaky factor** (average pieces of candy each member of the household)

=

Total number of **candy pieces**

÷

30

(average number of **candy pieces** per 1 lbs. bag)

=

Number of **bags of candy** needed

If rain is in the forecast, divide the final count by 1.5





JAMIE CHUNG’S HAUNTED HOME 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:

Decorate in Unexpected Places:

“I love Halloween decorations 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.”

Be Extra:

“#1 rule for Halloween 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-o-lanterns around the house to cast fun shapes and shadows at night. Halloween is the perfect time to up the design ante.”

Don’t Be Afraid to DIY:

“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.”