

**IN-STORE  
INSPIRATION!**

# 2023 HALLOWEEN

## ACROSS THE GLOBE

SHOPPER ACTIVATION & IN-STORE EXPERIENCE

# SUMMARY

---

## SHOP! POPAI SEASONAL REPORT “INSTORE MARKETING AND SHOPPER ACTIVATION” AT HALLOWEEN WORLDWIDE!



CONNECT



EVOLVE



SUPPORT



RECOGNIZE

To serve our members, partners and countries across the globe we are happy to share creative and inspirational insights on POP, visual merchandising, store design, digital and interactive, sign, promotions, decoration, props, lighting, print media, adhesives and much more with the purpose to improve the shopping experience and create revenue's instore during the Halloween period. This report shows in-store experience and shopper activation examples with over 160 from 12 countries, covering the continents NA, Europe and APAC. We hope that all of this will inspire you and hopefully it brings you creative thoughts for next year Halloween.

### USA Market

Total Halloween spending is expected to reach a record \$12.2 billion, exceeding last year's record of \$10.6 billion, according to the National Retail Federation's annual survey conducted by Prosper Insights & Analytics. A record number of people (73 percent) will participate in Halloween-related activities this year, up from 69 percent in 2022.

Source / courtesy: NRF

### Power Reviews

In our latest survey, we examine shoppers' attitudes towards Halloween, how much they plan to spend celebrating the holiday, and the criteria that will fuel their purchase decisions.

Source / courtesy: Power reviews

## In-store Strategies

- Own retail labels
- A broad choice of products
- Gift / gimmick oriented assortment
- Focus on Candy

## In-store Tactics

- Halloween at one dedicated space
- Volume presentations
- One look and feel in print/signage on displays, fixtures and walls
- Second placement

## In-store Messaging

- Scary tails
- Every being is welcome
- Trick for Treats
- Low price
- Make a scream
- Happy Halloween
- Halloween house
- Be scary
- Spooky savings

## In-store Design

- Colors orange and black
- Usage of Graphics, bat, pumpkin, ghost
- Cartoons
- Usage of drawings in print

## Final Remarks

- Halloween is moving to an more online presence in lot of countries and in local physical activities for kids.
- Halloween, in some countries, is not large presence in stores, such as DACH, Czech, Netherlands, Hungary.

## In-store Element

- Packaging
- Displays temporary
- Sign, Posters, Adhesives
- Window dressing
- Visual merchandising, decoration, props
- Shelf talkers/Dividers
- Floor stickers
- Dumpbins
- Balloons
- Danglers
- Bags
- Inflatables





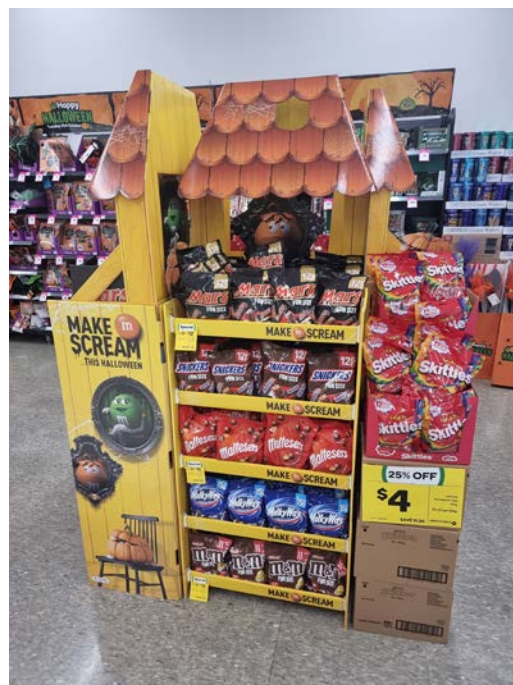
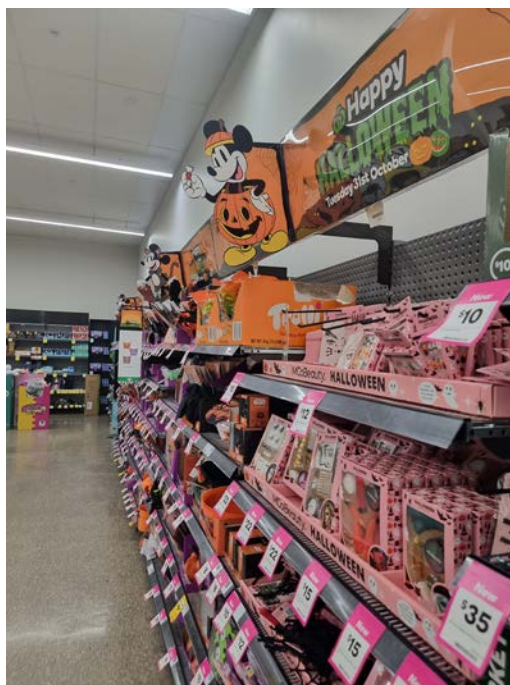
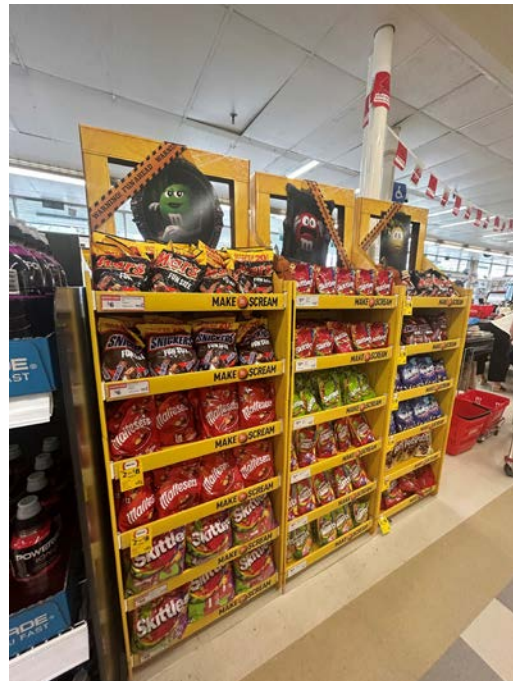
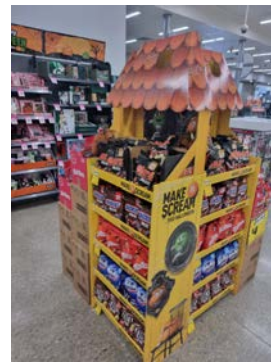
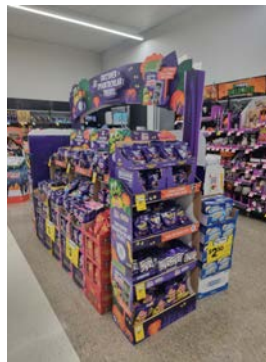
# AUSTRALIA/NEW ZEALAND | COLES







# AUSTRALIA/NEW ZEALAND | WOOLWORTHS











Mundo Oreo



Mundo Oreo Halloween





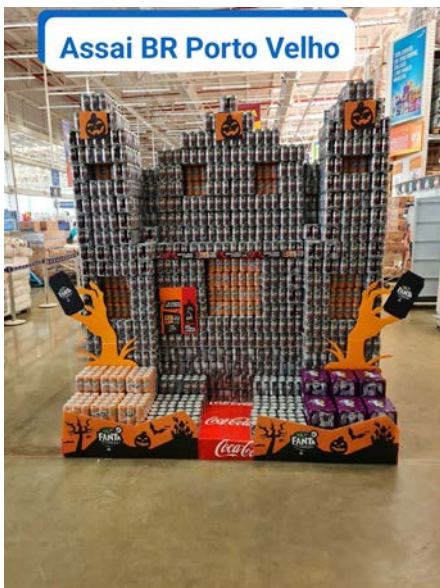






























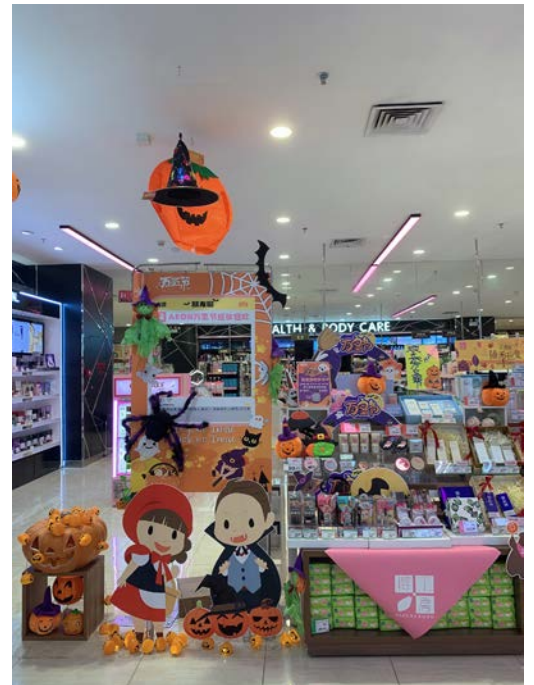


(FORMER GREATER CHINA)





(FORMER GREATER CHINA)







(FORMER GREATER CHINA)



























































































































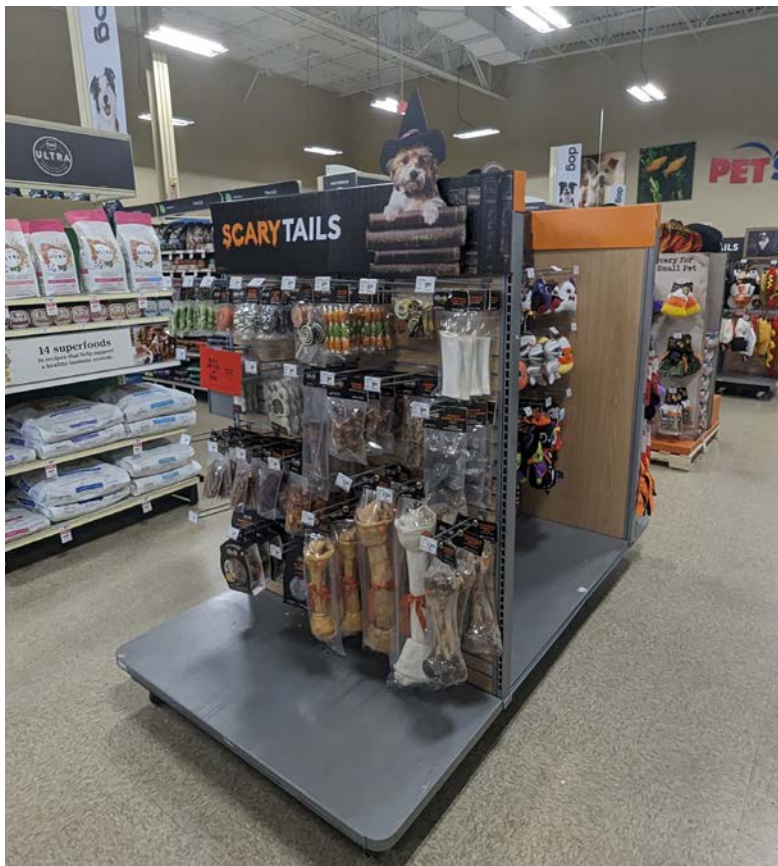




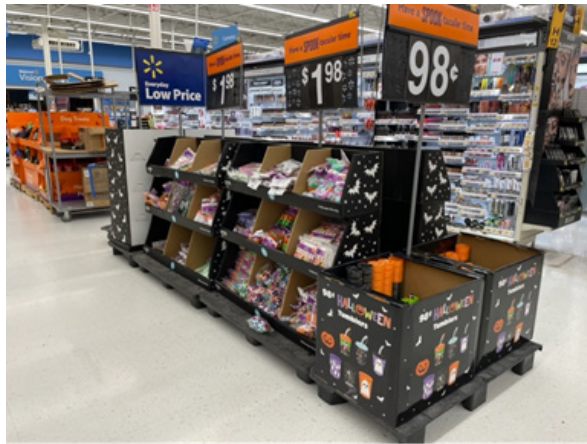
## SPAIN | SANTA ANTONIA















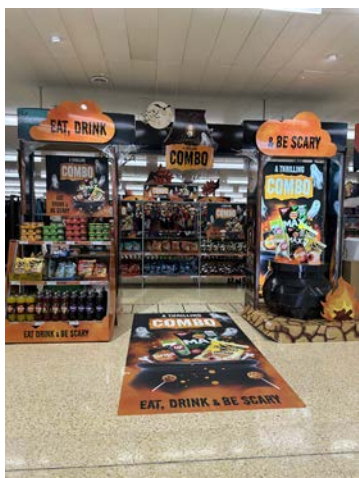








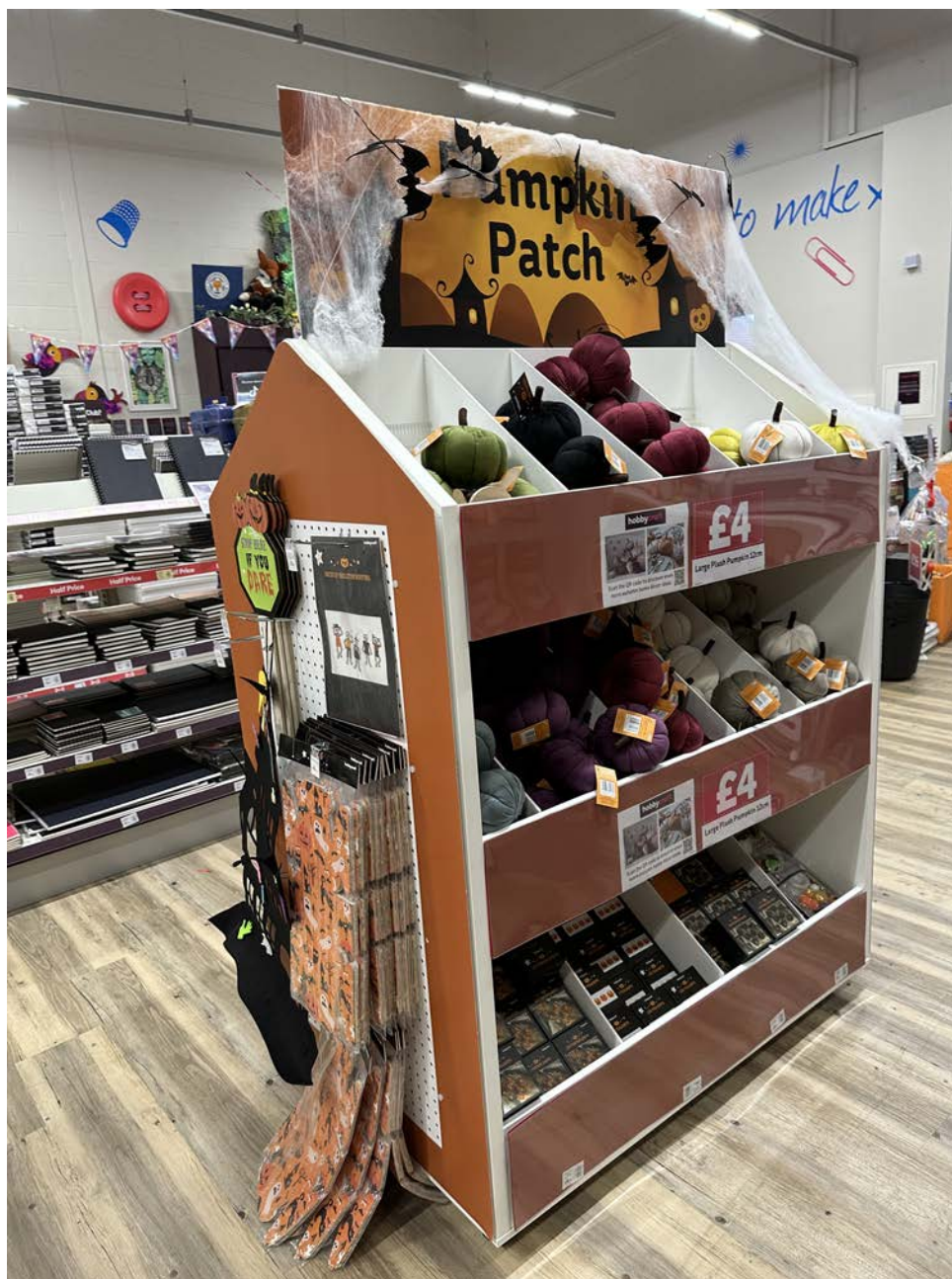


















# A BIG THANK YOU

TO ALL POPAI/SHOP! COUNTRIES AND  
MEMBERS WHO MADE THIS REPORT  
**POSSIBLE!**

We hope that these excellent examples and insights will inspire  
you and hopefully bring you creative thoughts for next year's  
Halloween season!



## ABOUT SHOP!

Shop! Association ([shopassociation.org](http://shopassociation.org)) is the global retail trade association dedicated to elevating the in-store experience and is the catalyst for progressive evolution in retail. Shop! represents companies and affiliates worldwide from 25 countries. The association brings value to the global retail marketplace through connecting, networking, research and education programs, events and industry awards while also offering business-focused content, support and resources to retailers, brands, designers, producers and suppliers throughout the industry.

For information on memberships/partnerships, please contact:



**DINA MEINDL**

Managing Director, Shop!

E: [dina.meindl@smartworkmedia.com](mailto:dina.meindl@smartworkmedia.com)

For information on Shop! Global Insights projects, please contact:






**LEO VAN DE POLDER**

Global Development Director, Shop!

E: [lpolder@shopassociation.org](mailto:lpolder@shopassociation.org)



Shop! Environments Association  
28 Valley Road, Suite 1  
Montclair, NJ 07042  
T: (212) 981-9625  
[shopassociation.org](http://shopassociation.org)

 [shopassociation](https://twitter.com/shopassociation)  
 [shopassociation](https://facebook.com/shopassociation)  
 [shoptradeassociation](https://linkedin.com/company/shoptradeassociation)