



29/10/2024

# META ANALYSIS

Trick or Treat: The Haunting Habits of Halloween Shoppers



## QUERY

Can you tell me the key similarities and differences between the UK and US consumers during Halloween?

## PROJECTS

Halloween UK

United Kingdom, size: 10

Halloween US

United States, size: 10



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## SUMMARY

### Similarities between UK & US Halloween Consumers (Age 18-35)

**Importance of Trick-or-Treating:** Both groups heavily associate Halloween with trick-or-treating, viewing it as a cherished tradition, especially for children.

**Costumes & Decorations:** Purchasing costumes and decorations is common in both countries, with consumers seeking items that create a spooky and festive atmosphere.

**Candy is King:** Candy is a central element of Halloween celebrations in both the UK and US, with many consumers prioritizing name-brand sweets.

**Nostalgia and Excitement:** Halloween evokes feelings of nostalgia and excitement in both groups, often linked to childhood memories and the thrill of the occasion.

### Differences between UK & US Halloween Consumers (Age 18-35)

**Cultural Significance:** Halloween appears to hold a deeper cultural significance in the US, with respondents mentioning a stronger sense of community engagement and a wider array of traditions compared to the UK.

**Holiday Importance:** The US participants consistently ranked Halloween higher in importance compared to other holidays, placing it on par with Christmas. UK respondents seemed to favor Christmas more, with some mentioning Halloween feeling less established.

**Influence of Advertising:** US respondents seemed more influenced by Halloween advertising, specifically mentioning commercials that stuck with them. UK respondents were less swayed by ads, with some prioritizing practicality over brand influence.

**Adult vs. Child-Centric:** While both groups acknowledge the importance of Halloween for children, US respondents seemed more likely to engage in adult-centric activities like bar crawls and elaborate costume parties. UK respondents often emphasized family-oriented gatherings.





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## SUMMARY

### Additional Insights

**Sustainability:** While not a primary concern for either group, UK consumers showed slightly more awareness and consideration for sustainable Halloween practices.

**Brand Loyalty:** US respondents placed a higher value on brand reputation, particularly for candy. UK consumers were more open to trying less-known brands or prioritizing affordability.

**Uniqueness & Limited Editions:** Both groups expressed some interest in unique or limited-edition Halloween products, but for different reasons. US consumers sought exclusivity and special seasonal items, while UK respondents valued the novelty and potential for reuse.





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## INSIGHTS

### Halloween Celebrations: UK vs. US

- Both UK and US consumers highly value trick-or-treating and costume parties as core Halloween celebrations.
- UK consumers emphasize carrying on traditions, especially with family, while US consumers focus on the excitement and nostalgic aspects.
- Community engagement is highlighted in the UK, with many mentioning house decorations as a communal effort, while US respondents mainly focus on individual or family experiences.

### Quotes:

We hang decorations up outside and we also go trick or treating as a family. - Age 32, Female - Halloween UK

We either go out trick or treating or we have a party as well. - Age 32, Male - Halloween UK

With family and friends, Hand out candy to kids trick or treating - Age 29, Male - Halloween US





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## INSIGHTS

### Halloween Shopping Motivations: Tradition vs. Nostalgia

- UK consumers are driven by a sense of tradition and passing down customs to younger generations.
- US consumers are motivated by nostalgia and reliving happy childhood memories associated with Halloween.
- Both groups appreciate the joy and excitement associated with Halloween shopping, although UK respondents express some stress related to crowds and inflated prices.

### Quotes:

The trick or treating as we both did it as children do it's nice to carry that tradition on. - Age 32, Female - Halloween UK

I get a lot of joy from Halloween shopping because it makes my kids happy. - Age 30, Male - Halloween UK

Tend to feel happy and comfortable. Just brings back nostalgic memories of Halloween as a kid. - Age 29, Male - Halloween US





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## INSIGHTS

### Brand Influence and Preferences

- Brand reputation is more important to US consumers, especially for candy, with specific brands like Reese's being frequently mentioned.
- UK consumers prioritize affordability and practicality, often choosing products based on function over brand name.
- Limited-edition products appeal to both groups, but for different reasons. US consumers find them more special and exciting, while UK consumers appreciate their uniqueness and potential for reuse.

### Quotes:

Not overly. I am more than happy to purchase non branded Halloween items as they are only for a short period of time.  
- Age 32, Female - Halloween UK

When it comes to candy I try to buy name brand chocolate and candy and decorations people would know about. - Age 25, Male - Halloween US

I prefer limited edition, because it makes the products seem more special. - Age 31, Male - Halloween US





# COMPARISONS

## QUERY

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### Halloween Celebrations: UK vs. US

Halloween UK	UK consumers emphasize the community aspect and family traditions during Halloween, often mentioning house decorations as a shared effort.
Halloween US	US consumers focus more on the nostalgic and exciting aspects of Halloween, often reminiscing about childhood memories and enjoying the thrill of the holiday.







# COMPARISONS

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Can you tell me the key similarities and differences between the UK and US consumers during Halloween?

### Halloween Shopping Motivations: Tradition vs. Nostalgia

Halloween UK	UK participants are primarily driven by tradition and passing down Halloween customs, finding joy in continuing these practices with their children.
Halloween US	Nostalgia plays a significant role in motivating US consumers, who associate Halloween with positive childhood memories and seek to recreate those experiences.





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# COMPARISONS

## Brand Influence and Preferences

Halloween UK	UK consumers are more pragmatic in their Halloween purchases, focusing on affordability and practicality over brand names, often opting for reusable or versatile items.
Halloween US	US consumers place greater importance on brand reputation, particularly for candy, often showing a preference for established brands like Reese's.





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FURTHER QUESTIONS ABOUT THIS  
REPORT**

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