

PressRelease

For Immediate Release

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UK retailers in for a spook-tacular Halloween

Planet Retail estimates that UK retail sales for Halloween will rise 12.5% in 2011 to £315 million, up from £280 million last year. This makes Halloween the third most significant event in the retail calendar after Christmas and Easter and ahead of Valentine's Day.

The rise in popularity of Halloween in the UK can be attributed to the increasing influence of US culture and of retailers such as Walmart, whose Asda chain has devoted increasing amounts of shelf space to the holiday. Asda has an estimated 50% market share of Halloween retail sales and as in previous years is offering a number of exclusive tie-ups with brand manufacturers, such as its Halloween crisps and several products with Cadbury. Asda expects to sell more than one million pumpkins this year. Single price point retailers and discounters are also expected to do well.

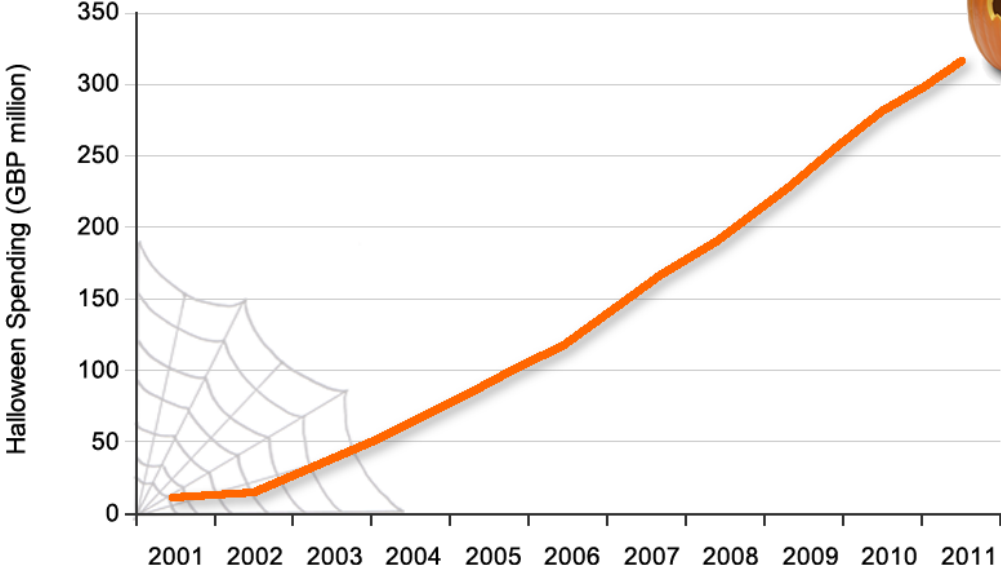
Although UK retail spending at Halloween continues to increase, Planet Retail expects the rate of growth to slow this year to around 12.5% compared to 19.1% last year. This is due to the difficult economic environment, which will make consumers more cautious.

Lisa Byfield-Green, Retail Analyst at Planet Retail, says: *"Supermarkets such as Asda have increased their price focus on Halloween items this year and we expect more consumers to be looking for bargains in discount stores. Many people may look to update costumes with new accessories rather than buying new ones. We expect people to continue to spend on confectionery and party items."*

With Christmas merchandise already on display in many stores, people will be thinking ahead and saving where possible. Customers will be seeking out bargains and are likely to do the majority of their shopping at the last minute in the half term week leading up to Halloween and over the weekend beforehand. With Halloween falling on a Monday this year there will be the opportunity for celebrations over the weekend and an additional night of trick or treating on Monday.

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UK: Halloween Spending, 2001-2011 (GBP million)



Source: Planet Retail

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For more information please contact:

PRESS:

Robyn Ashman, Marketing Assistant

Tel: +44 (0) 20 7728 4335; E-mail: robyn.ashman@planetretail.net

ANALYST:

Lisa Byfield-Green, Retail Analyst

Tel: +44 (0) 20 7728 3855; E-mail: lisa.byfield-green@planetretail.net

About Planet Retail:

Planet Retail is the leading provider of intelligence on the global retail and foodservice industries, monitoring more than 10,000 retail operations as well as market developments in 211 markets. With over 15 years of industry insight, Planet Retail is a brand trusted by more than 3,000 organisations worldwide, delivering up-to-the-minute news, analysis, market research and digital media via www.planetretail.net. Planet Retail has offices in London, Frankfurt, Chicago, Qingdao and Tokyo.