

Press Release

For Immediate Release

21 October 2010

Owing to popular culture – and Twilight-mania – Halloween retail figures are set to see tenth year of growth (and 20x increase over the past decade)

A new report by retail analysts at Planet Retail (www.planetretail.net), has predicted that Halloween 2010 will prove the third most lucrative trading period for British retailers after Christmas and Easter in 2010, with an anticipated value to the UK retail sector of £280million – up from £235m last year (and only £12m in 2001).

A factor contributing to this is the vampire-based *Twilight* series – arguably one of the book and film phenomenons of recent years – which has grossed over \$1.7 billion in worldwide receipts; and consists, to date, of three motion pictures. Alongside **Planet Retail**, Britain's largest and longest-established fancy-dress company – **Angels Fancy Dress**, which runs www.fancydress.com – has identified that the recent surge of interest in Vampire-related film and TV (including the Golden Globe and Emmy-winning American TV series, *True Blood*), directly relates to the increase in sales of the most accessible and cheap vampire attire – fangs – during Halloween.

Within www.fancydress.com, on average, 100 people search for 'fangs' per day; peaks (during the week before Halloween, when sales are at their optimum), include 3,500 searches on one day in 2008 (the first *Twilight* film being released just after Halloween); and 5,000 on one day in 2009. In the run-up to Halloween 2010, consumers have already bought 13% more fangs – which is only set to increase as Halloween draws ever nearer.

According to **Natalie Berg (Global Research Director at Planet Retail)**: "*The success of vampire-inspired entertainment such as Twilight and True Blood will continue to fuel consumer interest in Halloween. Combined with the fact that Halloween falls on a weekend, we expect sales to reach £280 million this year.*"

Spend on Halloween Goods in the UK (from Planet Retail)

Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	*2010
Spend(£m)	12	24	39	63	92	120	160	195	235	280

*projection

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Trends identified by Planet Retail as contributing factors to the growth of Halloween spending in 2010

- The trend of escapism: UK consumers are increasingly taking an interest in Halloween, with many viewing it as light relief against everyday woes (the continuing economic anxieties being a natural factor here).
- The efforts of retailers including the major supermarkets, bookstores, toy shops, discounters and clothing stores to launch extensive promotions of increasingly sophisticated Halloween ranges. Led by the likes of Asda, the Halloween category has become a major seasonal retail event. Cadbury's are also conforming to this consumer trend in a bid to increase capital; by releasing an exclusive range of Cadbury's Screme Eggs at Asda stores (an interesting take on the original egg, with the supposedly 'yolk' fondant centre becoming a ghoulishly green one).
- Halloween is one of the biggest seasonal events for single price point stores such as Poundland who are already promoting items needed to throw a Halloween party for £20. Halloween items tend to be single-use and disposable, which makes the discounts all the more attractive for Halloween shoppers.
- Timing: With the 31st October falling on a Sunday this year (and with many celebrations taking place on the Friday and Saturday night(s) before), it gives consumers a fantastic excuse to celebrate throughout the weekend.
- Categories which are typically boosted the most by the Halloween season (in terms of sales) include confectionery, costumes and party goods.

Angels Fancy Dress & Halloween

The UK's largest and longest established Halloween retailer – Angels Fancy Dress (www.fancydress.com) of 119 Shaftesbury Avenue – welcomes these predictions.

Emma Angel, the 6th generation of her family to head Angels Fancy Dress, is naturally pleased with the continued economic importance of the festival, and says:

"Halloween can be inexpensive and fun; and with it falling on a Sunday this year, there is a whole weekends-worth of celebrating to be had! The festival is all about escapism, and it is not surprising that the consumers are buying into the vampire-related phenomena; fangs are a cheap and simple way to update your look, without buying an entire new outfit (as anxiety about the economy continues)."

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Halloween in the US

In the US, meanwhile, 2009's Halloween was worth \$5.8bn. According to the Nation Retail Federation's 2010 Halloween Consumer Intentions and Actions Survey, conducted by BIGresearch, Americans will spend \$66.28 on costumes, candy and decorations, up from last year's \$56.31 and comparable to the \$66.54 average spend in 2008.

Halloween – Background

Halloween has its origin in the ancient Celtic festival known as the Samhain, which celebrated the end of the harvest season in Gaelic culture. The ancient Gaels believed October 31st was a time when the boundaries between the worlds of the living and the dead overlapped. Masks and costumes were worn to mimic the evil spirits or appease them. This tradition was widespread across Europe but by the 19th century had largely disappeared. In the early 1900s, probably under the influence of Irish immigrants, the festival and its modern day practices of trick or treating took form in America. Despite the festival having cultural roots in the British Isles, Halloween today mirrors the American example of a fun, secular celebration. The festival's religious aspect originated when 9th century Pope Gregory IV moved All Saints Day from March 13th to November 1st, to coincide with Halloween. More recently, The Rt Rev Kieran Conry, the Bishop of Arundel and Brighton, suggested – owing to the Christian calendar (Halloween falls on the day before All Hallows' Day – a day to honour all the saints) – that children should dress up as saints rather than in traditional 'scary' Halloween attire.

Planet Retail – Background

Planet Retail (www.planetretail.net) is the leading provider of global retail and foodservice industry information, from news and analysis to market research and digital media. Covering more than 6,000 operations across 140 markets around the world, many of the world's leading companies turn to Planet Retail as their first source of business intelligence.

Angels – Background

Angels Fancy Dress is the UK's largest and longest-established costume supplier – providing the UK general public with outfits from its Shaftesbury Avenue shop and website; kitting-out guests at high-profile parties (including royalty); and supplying Oscar-winning costumes for numerous cinema productions, from **Lawrence of Arabia**, **Star Wars**, **Marie Antoinette**, to this year's **The Young Victoria**.

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About Planet Retail:

Planet Retail is the leading provider of intelligence on the global retail and foodservice industries, monitoring more than 9,000 retail operations as well as market developments in 211 countries. 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, Tokyo, Qingdao and Tokyo.

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