

OCTOBER

31

It's Halloween again and  
this much is clear, fun  
costumes and treats make  
it the best time of year!



77%

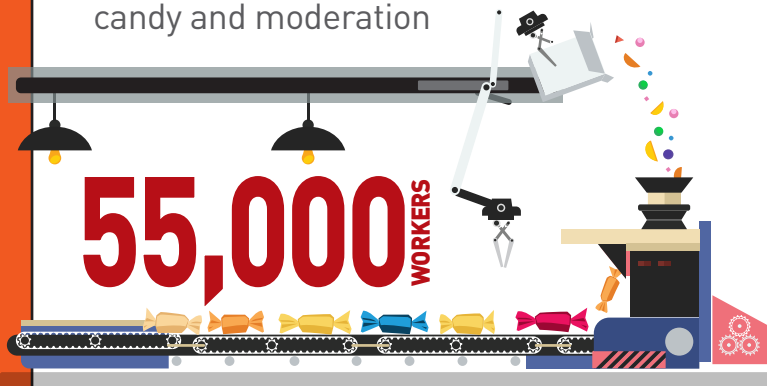
77% of Americans  
are likely to buy Halloween candy this year

90%



90% of Parents use Halloween  
as an occasion to talk to their children about  
candy and moderation

55,000 WORKERS



The candy industry directly employs  
55,000 Americans