

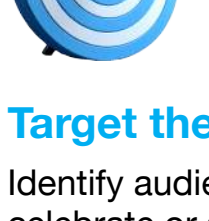
Reach Halloween Audiences Effectively in 2025

Target smarter. Drive results. This Halloween.

Why Halloween Audience Data Matters

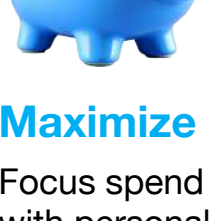
Halloween is one of the biggest and the most competitive retail moments of the year, only in 2025 Americans are expected to spend about **\$13.1 billion** on costumes, decor, and treats.

OnAudience provides audience data that helps you reach the people who are actually **planning, buying, or celebrating**, ensuring that your ads are delivered to the **right people, at the right time with no budget waste**.



Target the right consumers

Identify audiences with real intent to celebrate or shop.



Maximize ROI

Focus spend on high-potential segments with personalized messaging instead of broad, unfocused groups.



Reach every audience

Access both broad-reach and niche data segments to connect with all customer types and intentions.



Optimize campaigns

Use accurate data to improve conversions and campaign efficiency across CTV, mobile, display and social media.

Explore OnAudience Halloween Audience Segments 2025

Check our precisely refined audiences that help brands, marketers, and agencies engage Halloween shoppers through accurate, ready-to-activate data.



Shopping & Seasonal Purchases

- Halloween related items
- Halloween gadgets
- seasonal gifts

Deals, Coupons & Discount Seekers

- bundle offers, clearance sales, promo codes or last-minute deals
- bulk candy bags, early-bird discounts or weekend-only promos

Costumes for Children (Parents)

- various kids costumes e.g. princess, superhero, witch and skeletons,
- toddler & baby outfits e.g pumpkin suits, cozy animal costumes
- family matching costumes for kids and their parents
- accessories to the costumes e.g. bags, brooms, safe guns

Costumes & Dress-up Apparel

- costumes elements such as masks, wigs, hats, fake blood
- Halloween jewelry
- make-up kits
- Halloween costumes



Events & Party Enthusiasts

- party decor e.g. balloons, banners, tableware, napkins, drinkware, plates,
- Invitations & party planning tools e.g. digital invites, event planning apps,
- event experiences e.g. haunted house tickets, escape rooms, club events
- photo backgrounds e.g. selfie walks, decorative kits for social content creation

Party Supplies Buyers

- Tableware & serving items e.g. themed plates, cups, napkins, straws
- decorative accessories - banners

Horror & Scary Movie Fans

- horror and thriller films, streaming marathons, movie-themed merchandise, and Halloween viewing parties.

Cinema Marathon Enthusiasts

- horror movie marathons, buying snacks, décor, and movie-night essentials for at-home or theater events.

Sweets, Chocolates & Snacks Buyers

- trick-or-treat goodies, candy bars, lollipops, gummies, chocolate coins
- premium chocolates & gift boxes
- popcorn pretzels, cookies, cupcakes, and chips



Home & Garden Spooky Decorations

- outdoor inflatables and yard decor e.g. giant pumpkins, witches, skeletons,
- indoor decorations e.g. wall decals, centerpieces, banners,
- gravestones, skeleton animals, sound-activated decorations.
- home fragrance e.g. scented candles, diffusers, Halloween scents.

DIY Makers & Craft Enthusiasts

- craft supplies - paints, fabrics, glue, glitter, foam, ribbons
- pumpkin carving tools & kits - carving knives, stencil templates.

Need a custom audience?

Use our [AI Audiences](#) tool to build tailored segments — fast, free, and ready to upload.

Turn timing into your competitive advantage

Generational Spotlight

The better you know your audience and when they're actively looking for products the more effectively you can allocate budget to the right personas and channels at the right time.

Learn what channels should you use to maximize ROI of your Halloween campaigns:

Generation	Primary channels	When to engage	Key interests
Gen Z (13–27)	Social, Streaming, Mobile	Mid–Late October	Costumes, parties, trends
Millennials (28–43)	Social, CTV, Display	Early–Mid October	Family décor, kids' costumes, DIY
Gen X (44–59)	Programmatic, CTV	September–Mid October	Home décor, value buys
Boomers (60+)	Programmatic, CTV, Social	September	Candy, early décor, gifting

Don't Waste Your Campaign Budget

Reach superior quality, engaged Halloween audiences — at scale.

Find data tailored to your campaign needs: contact@onaudience.com