Americans Are Ready for A Sugar Rush - As Long As It Involves Chocolate

68% of Americans plan to buy candy this Halloween

Americans plan to spend about **$30** when they shop for Halloween candy

Women are more value-focused than men.

30% of women vs. 18% of men say they buy the candy that is cheapest or offers the best value when shopping.

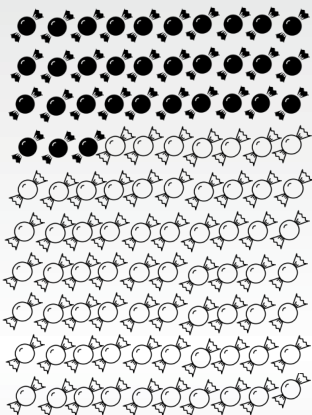**30% of people with children under 18** say they pick what their kids or family like

vs. 18% of those without children under 18

And they plan to eat it as well

33% of American adults say **they eat "a lot" of candy around Halloween** regardless of their parental status or plans to pass out candy to trick-or-treaters.

32% eat some of the candy they pass out

And **36% buy candy just for themselves** *rather than candy they think will be most popular.*

Men are much more likely to have a Halloween sweet tooth.

40% of men vs. 26% of women say they typically eat "a lot" of Halloween candy.

What Halloween Candy Makes The Best Trick-or-Treat Basket?
(Bandit MaxDiff Analysis of 66 candy flavors)

#1 & #6 (Xtreme) SNICKERS

#2 Reese's

#3 Kit Kat

#4 Twix

#5 MilkyWay

#7 HERSHEY'S

R.I.P.
Gummy eyeballs (65th)
Good & Plenty (66th)
America's least favorite candy

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