



# Arts and crafts

# From pumpkins to paint, Halloween ignites a creative spark

- Halloween isn't all about treats! Many are gearing up to make spooky crafts as well. Whether it's making components for their costumes, carving pumpkins, or party décor, Halloween brings out a creative spark!
- The Arts and Crafts category experienced **steady year-over-year sales growth** across both in-store and online channels.
- The **online channel experienced growth earlier in the season**, seeing the largest uptick roughly a month and a half out from Halloween, in mid to late September. **Early visibility online can help capture shoppers' attention** as they stock up on their crafting needs across our site and app.
- **In-store experienced the most year-over-year growth in October, with the two weeks prior to the holiday being especially impactful.** Ensuring your in-store campaigns run through the holiday or planning **craft-focused activations and experiences for the weeks immediately leading into Halloween** are great ways to influence decisions as shoppers are actively filling their carts.
- Across channels, the **average order values are nearly identical**, separated by roughly 4%, with the online channel seeing the more elevated AOV.
- **Over one third of these shoppers are new customers**, creating a key opportunity to ensure your brand and products are top of mind.





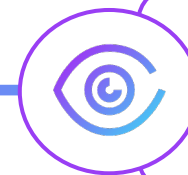
# From search to basket

Rising search and discovery signals growing intent as shoppers build their Halloween baskets.

- Those shopping the Arts and Crafts category were often making their purchases alongside items from other categories. The top cross-shopped categories were **Grocery, Home Décor, Party Supplies, Toys,** and **Seasonal**, signaling that shoppers were combining trips and grabbing crafting supplies alongside other Halloween essentials or their weekly Grocery shops.
- **Online activity climbed steadily in the weeks leading up to Halloween**, increasing month over month. From mid-August to the end of October:
  - **Page views** experienced a lift of 13% year over year.
  - **Search** saw 20% year-over-year growth.
  - **Unique visitors** saw a 16% increase year over year.
- The top subcategories our shoppers were purchasing last season were **paint sets, activity books, stencils, carving kits,** and **craft pumpkins**. It's likely that these categories will remain key heading into the 2026 Halloween season, as parents, friends, and families gear up for nights of arts, crafts, and spooks.

## Top search terms

1. Pumpkin carving kit
2. Halloween stencils
3. Carving tools
4. Halloween craft kits
5. Pumpkin decorating kit
6. Halloween paint
7. Spooky craft supplies
8. Halloween DIY
9. Pumpkin templates
10. Halloween glitter



To capture shoppers at every stage of their shopping journey, ensure you're activating your Halloween media strategy well ahead of the big day!

# Crafting the perfect strategy

Stay visible with a strong omnichannel approach to engage with shoppers, drive consideration, and boost sales.

## Inspire through unique experiences



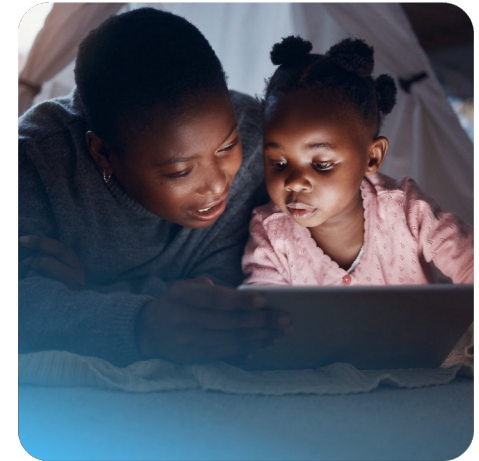
Take advantage of signage opportunities to engage with shoppers at the shelf, while they're making purchase decisions. With placements such as **Blades**, **Wobblers**, and **Side Gables**, you can showcase your brand and products across stores to connect with shoppers on the hunt for spooky treats.

## Drive discovery and influence purchases



As shoppers search for their craft essentials, use **Sponsored Search** to capture their attention while they browse. With search activity growing year over year, this can be an important part of your Halloween media strategy, landing you front and centre as we see activity grow year over year.

## Stand out from the crowd



Connect with online shoppers with **Onsite Display** placements across our site and app in the weeks leading up to Halloween. Drive awareness and consideration by being visible throughout the shopping journey — from exploratory scrolls to time of purchase — during this key shopping season.



Let's spark sales.