

A Spooky Business



According to [this article](#), Halloween spending is expected to reach a record \$10.6 billion, exceeding pre-pandemic rates by 68%. With so much excitement surrounding this spooky holiday, let's explore some of the business trends surrounding Halloween.

From candy corn to pumpkin shaped chocolates and everything in between, candy is a Halloween necessity. Unfortunately, [Hershey's announced it won't be able to meet demand](#) this year due to supply chain shortages and an increase in demand for regular products, which limits the ability to produce seasonal products. Read [the Hershey's demand article](#) and answer the following questions:

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- 1. With supply chain shortages, how do you anticipate candy companies will prepare to face the high demand?**

- 2. What opportunities do you see, if any, for competitors to take advantage of Hershey's situation?**

Speaking of spooky treats, McDonald's could be reaching back to the 80's for inspiration. It's been rumored that McDonald's could be offering Halloween Happy Meal buckets for a limited time. [Read this article](#) about the buckets and answer the following questions:

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- 1. What are some of the immediate benefits of running a limited-time campaign like the Halloween Happy Meal buckets for an established brand such as McDonald's?**
 - 2. What are some of the creative ways McDonald's can use social media to spread the word about this limited-time offer?**
 - 3. Bonus: Jot down two creative hashtag ideas to spread the word about this promotion.**
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But let's not forget the costumes! According to a [recent survey](#), costume spending is expected to reach an all-time high of \$3.6 billion, with \$1.7 billion coming from adult costumes. One of the most iconic places to get costumes are at pop-up stores like Halloween City or Spirit Halloween. These retailers make a significant amount of their revenue during the holiday season, [as noted in this Halloween pop-up store article](#). Review the article and answer the following questions:

- 1. Why do you think these pop-up stores have become a staple for Halloween shoppers?**
- 2. How do you anticipate these types of stores will sustain their business model and remain popular in the near future?**