

Category Insights: Halloween Candy

OCTOBER 2023 DATA



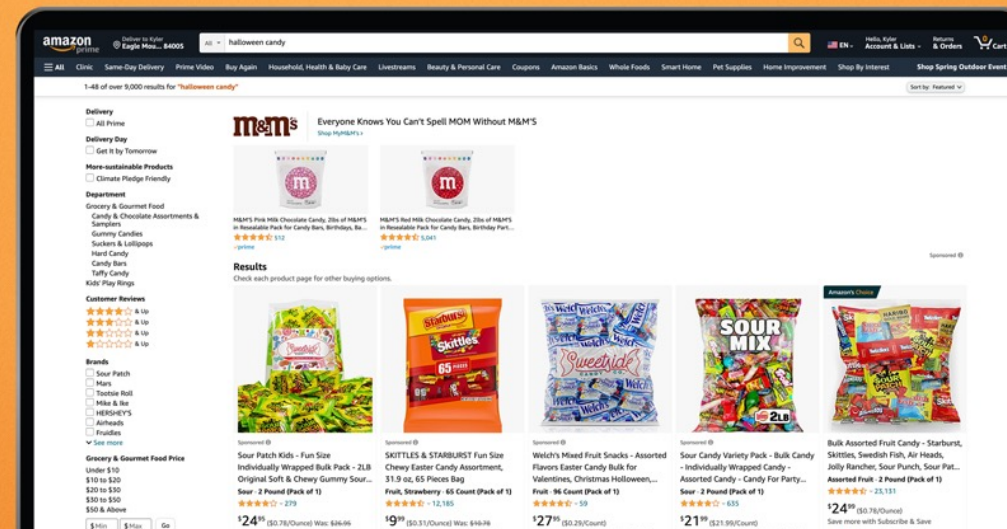
Analysis Overview

Gain valuable insights into sales, search, and retail media for the **Halloween Candy** categories at Amazon, Walmart, Target, and Kroger.

- Top selling brands by share of sales
- Best-selling items by share of sales
- Top brands by sponsorship activity
- Most sponsored keywords
- Most common organic keywords

Disclaimer: Analytic Index has no affiliation with Amazon, Walmart, Target, or Kroger. All data is proprietary to the Analytic Index. This report is based on performance items that are in the top-performing sales or search items.

Halloween Report

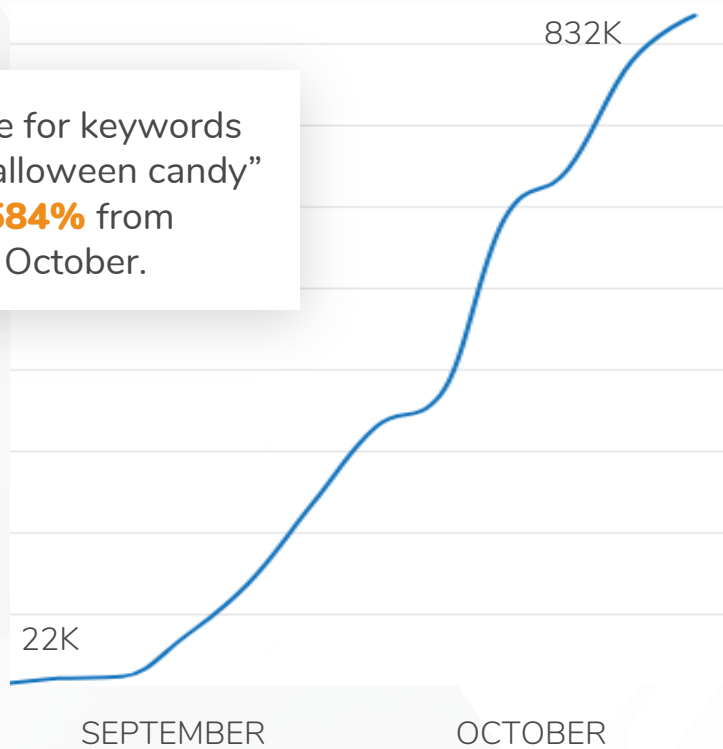




Keywords containing "halloween candy"

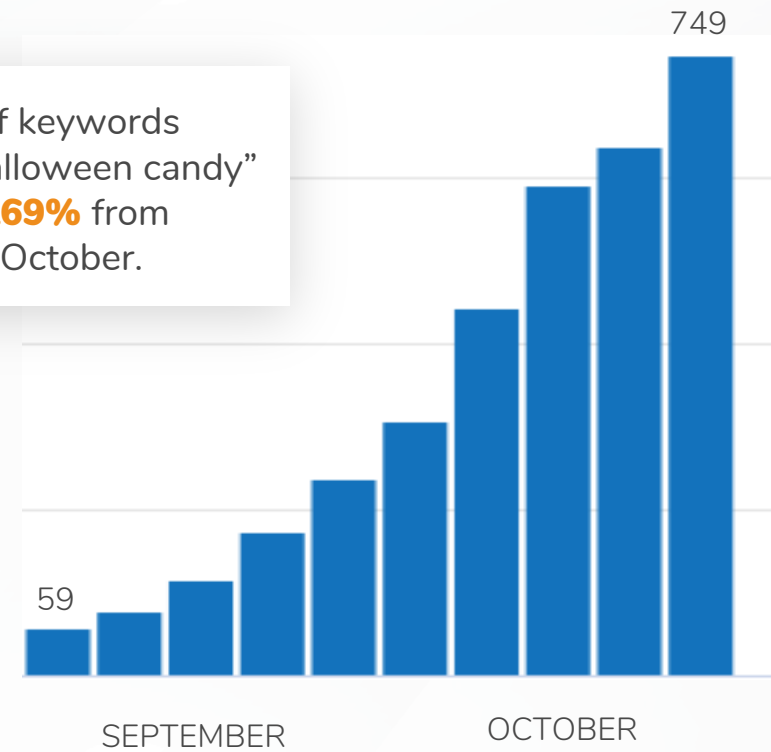
SEARCH VOLUME TREND

Search volume for keywords containing "halloween candy" increased **+3584%** from September to October.








KEYWORD COUNT TREND

The number of keywords containing "halloween candy" increased **+1169%** from September to October.




Top Selling Brands by Share of Sales



amazon

	6%
	5%
	4%
	4%
	4%


Walmart

MARS	22%
HERSHEY'S	9%
<i>Reese's</i>	5%
	4%
<i>Butterfinger</i>	3%

TARGET

favorite day	21%
<i>Reese's</i>	13%
MARS	7%
	7%
	6%

Kroger

<i>Reese's</i>	22%
	20%
HERSHEY'S	10%
m&m's	4%
<i>Dove</i> Chocolate	4%

Best-Selling Items by Share of Sales



Overall Pick **1**



Halloween Bulk Assorted Fruit Candy - Starburst, Skittles, Gummy Life Savers, Air Heads, Jolly Rancher, So...

Assorted Fruit 2 Pound (Pack of 1)

★★★★☆ **23,820**



\$10⁹⁸ ~~\$21.97~~ 17.8 ¢/oz

Mars Mixed Snickers & More Assorted Chocolate Minis Bulk Halloween Candy- 61.85oz/225pc

★★★★☆ 282



Oreo Halloween Boo! Orange Crème Cookies Family Size - 18.71oz

★★★★★ 186 **2 Questions**

\$4.69 (\$0.25/ounce)








REESE'S Milk Chocolate Peanut Butter Pumpkins Halloween Candy Pack






★★★★☆ 4.78 (68) [View All Reviews](#)

Top Brands by Sponsorship Activity






amazon

	3%
	2%
	2%
	2%
	2%






Walmart

	12%
	12%
	7%
	7%
	6%

TARGET

	30%
	14%
	5%
	5%
	3%

Kroger

	33%
	16%
	8%
	5%
	3%

Most Sponsored Keywords



sugar free gum
gummy worms
gum
trolli gummy worms
albanese gummy bears
haribo gummy bears
chewing gum
xylitol gum
life savers hard candy
skittles bulk candy



halloween candy bulk
bulk halloween candy
halloween candy
candy bags bulk
bulk candy individually wrapped
candy halloween
bulk candy
assorted candy
candy mix
chocolate candy variety pack



candy halloween
candy bag
candy in bulk
bulk halloween candy
assorted candy
candies
halloween candy chocolate
fun sized candy
candy mix
bag of candy



matcha kit kat
candies
candy bag
halloween candy
fun size candy
halloween candy clearance
bulk halloween candy 20 lbs
halloween candy bulk
halloween hot chocolate
bulk halloween candy

Most Common Organic Keywords



halloween candy
candy
gum
freeze dried candy
halloween candy bulk
freeze dried skittles
candy bulk
bulk candy
candy corn
sour candy



halloween candy
candy
halloween candy bulk
candy bulk
candy corn
bulk candy
candy variety pack
chocolate
chocolate candy
fun size candy bars



halloween candy
halloween candy bulk
candy
candy bulk
freeze dried candy
bulk candy
snacks
candy corn
cookies
chips



halloween candy
candy
halloween candy bulk
candy corn
candy bulk
halloween
bulk candy
candy variety pack
freeze dried skittles
bulk halloween candy

Interested in leveraging **search, sales, and shelf analytics** for Amazon, Walmart, Target or Kroger?

Schedule an analytics deep-dive with one of our retail search experts to see how you can leverage Analytic Index data and tools to **optimize and measure performance on all major retail marketplaces.**

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