

For immediate release
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Pumpkins costing a pretty penny: Aussies to spend \$1.5 million on Jack-O-Lanterns

- ➔ Pumpkin spend set to reach \$1.5 million this Halloween
- ➔ More than 6.3 million Aussies will celebrate the holiday this year
- ➔ How to save money this Halloween

16 October 2017, Sydney, Australia – Halloween spending should hit a record in Australia this year, according to finder.com.au, the site that compares virtually everything.

finder.com.au analysis estimates that Aussies will spend at least \$1.5 million on Halloween pumpkins alone, for carving out Jack-O-Lanterns.

More than 500,000 kilograms of largely inedible pumpkins will be sold across Australia as more Aussies get into the spooky celebrations.

Looking to grab a share of shoppers' dollars, supermarkets and major retailers have increased their range of Halloween merchandise, including costumes, decorations and speciality treats.

It's estimated that more than 6.3 million Australians will celebrate Halloween this year.

Bessie Hassan, Money Expert at finder.com.au, says Halloween is becoming more mainstream in Australia.

"Australians are increasingly getting into Halloween festivities and spending up on everything from costumes to candy," she says.

"It's becoming a highly anticipated day and is a trend that is here to stay, with Halloween sales showing growth."

[The Australian Retailers Association](#) attributed a bump in sales in October 2014 to Halloween, and the event has only increased in popularity since then.

“It’s too early for some to be thinking about starting their Christmas shopping so it’s highly likely that a jump in sales seen in October is due to Halloween,” said Ms Hassan.

Halloween in Australia was once focussed on children, but Ms Hassan says adults were increasingly getting in on the spooky action, hosting parties and dressing up.

“It used to be a strange American tradition we only saw in the movies but more and more Australians are getting in on the celebrations.”

But Ms Hassan urges people to be frugal.

“It can quickly become an expensive occasion if you don’t plan ahead. Prepare ahead of time and reduce what you spend,” she says.

How to save money on Halloween

- **Shop online**

There are [many online retailers selling creepy costumes](#) at affordable prices. And better still shop after Halloween and grab a bargain costume for next year.

- **Swap and recycle**

Reuse your costume from last Halloween or do a swap with a friend or family member.

- **Go thrift shopping**

Used clothing stores are treasure troves when it comes to putting outfits together and it won't break your budget, they can sometimes carry decorations as well.

- **Shop for lollies at discount or bulk food stores**

Give yourself a strict budget when going treat shopping or you might spend far more than you intended.

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Our free service is 100% independently-owned by two Australians: Fred Schebesta and Frank Restuccia. Since launching in 2006, we’ve helped our users make more than 17 million decisions.

We continue to expand and launch around the globe, and now operate in the United States and United Kingdom. For further information visit [www.finder.com.au](#).