



Chupa Chups

MEET THE CREEPS

- Halloween sales are growing at double digit year on year (+14% 2023)*
- Close to 2.1 million Australians aged 18-34 will also be celebrating Halloween (34%)*



- Take advantage of the biggest retail event outside of Christmas.



WE'VE GOT HALLOWEEN ALL WRAPPED UP



*Source - Halloween hits sweet spot with Aussies - \$490 million boost predicted | Australian Retailers Association