

The Grocer

Focus On: Halloween

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Intro: Traditionally, Halloween has been associated with eating lots of sugary sweets – but things are changing. Retailers' health targets and tighter HFSS restrictions have incentivised suppliers to push better-for-you lines ahead of spooky season. So, how receptive are shoppers to this shift?

Healthier innovation: Better-for-you treats

- How are confectionery brands innovating to launch healthier treats for Halloween?
- Which other categories are innovating to tap the market?
- How receptive have shoppers been to healthier lines?

Indulgent innovation: Traditional treats

- Which suppliers are doubling down on indulgence?
- How are they marketing their products in light of the latest HFSS restrictions?
- Are UPF concerns having any impact on sales?

Retailer activity: Impactful merchandising

- How are retailers merchandising fruit & veg to tap Halloween?
- How are they merchandising more traditional, indulgent lines in store?
- Who is doing own-label Halloween best?

Halloween weekend: Maximising sales

- With Halloween falling on a Saturday, how are retailers planning to maximise sales of booze & food?
- Which categories are anticipated to be most lucrative?
- Are any brands tying up on promotions?

Sustainability: Green Halloween

- How are suppliers making their packaging more sustainable?
- Are sales of costumes declining as shoppers become more mindful of waste?
- How are suppliers/retailers encouraging shoppers to use up their pumpkins?

Innovations: We will profile two new products or ranges. We need launch date, rsp, and a hi-res picture of each.