

The Sweeter Side of Halloween

Halloween is a time for ghouls, goblins, spooky stories and—most importantly—*candy!* Whether you trick-or-treat or not, it's hard to deny that candy is a staple for the holiday. Even so, the emphasis placed on Halloween candy may still surprise you.

One Click Retail, an e-commerce data and analysis firm, looked at the online shopping habits of Halloween consumers. They found that Amazon's candy sales grew 22% between November 2017 and April 2018. If that sounds too early, consider that search terms like "Halloween candy" began showing up as early as late July and skyrocketed in late August through mid-September (Thompson, 2018).

Not only are people buying their candy early, but they're buying a lot of it, too. A 2017 survey by ChargeItSpot found that 52% of shoppers reported that they would spend the majority of their Halloween budget on candy. The fact that 10% of shoppers planned to spend upwards of \$500 on the holiday goes to show the staggering amount of candy that flies off the shelves every year (Renfrow, 2017)!

So what exactly are people buying? CandyStore.com looked at a decade of their sales data to find that M&Ms are their best-selling Halloween candy, closely followed by Reese's Cups, candy corn, and Skittles. The worst of the Halloween candy bunch, however? Circus Peanuts (Pullen, 2017).

Sources:

- Thompson, A. (2018). Start preparing Amazon candy offerings now to win big this Halloween: Ecommerce data firm One Click Retail says consumers buy Halloween candy early, in bulk. *Candy Industry*, 183(7), 24.
- Renfrow, J. (2017). 52% of shoppers will spend most on candy this Halloween. *Fierceretail*, 1.
- Pullen, J. P. (2017). America's Favorite Halloween Candy? It's Definitely Not Candy Corn. *Fortune.Com*, 1.

Patent and Trademark Day



Join us as we celebrate our 35th anniversary of being a Patent & Trademark Resource Center. Two librarians from the USPTO will provide valuable information on intellectual property and show the audience how to perform patent and trademark searches.

Tuesday, November 6th

8:30am-4:30pm (Come & go as needed)

Evans Library, Room 204E

For more information or to register:
bit.ly/PatentTrade2018

Meals will be provided for participants.



Check Out These Treats— Literally!

We have some new goodies at the library that you might like. You can now check out the following at the circulation desk:

- **Canon DSLR Cameras**
14-day loan
- **Voice Recorders**
3-day loan
- **USB Headphones w/Microphone**
4-hour loan
- **Surge Protectors**
1-day loan, in-building use only



Remember that you need to present a photo ID in order to check out any items from the library.



WEST CAMPUS LIBRARY

Libraries Contact Information:

Evans:

979.845.3731

West Campus:

979.845.2111

Medical Science:

979.845.7428

Reserve a study room
online at the library
homepage:
wcl.library.tamu.edu
under Quick Links!

Copies of the newsletter are
available at the Ask Us Desk
or Oak Trust

<https://oaktrust.library.tamu.edu>