

More money spent on adults at Halloween than kids

By Catey Hill, MarketWatch

Forget trick-or-treating. This year, the kids may be twerking for candy.

Americans will spend \$2.6 billion on Halloween costumes this season, according to data released this week by the National Retail Federation. While that's down slightly from last year, they'll still shell out \$1 billion for children's costumes, \$1.2 billion for adult costumes and \$330 million on pet costumes.

So what will we be for Halloween this year? As usual, traditional costumes like witches and Superman are among the most common for both adults and children.

The retail federation finds that 5 million adults are planning to dress up as witches, by far the most common costume for adults, followed by Batman, whom 2.9 million Americans plan to be. Other popular adult costumes include: vampire, zombie, pirate, action/superheros, Superman, Dracula and cat. For children, the most popular costumes, in order of popularity, include princess, animal, Batman, action/superhero, Spider-Man, witch, zombie, Disney princess, Superman and fairy.

While those may be the most popular costumes, you're likely to see a lot of surprising ones as well, including a twerker, meth dealer and dragon-birther. "Costumes related to TV shows are more popular than ever," says Mark Bietz, the vice president of marketing for HalloweenCostumes.com, who's seeing a ton of people buying Duck Dynasty costumes.

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