

# Spooky-Themed Gingerbread Houses: Growing New Trend for Halloween

## Meijer shoppers picking up holiday-themed sprinkles, gingerbread house kits to add to the fun

GRAND RAPIDS, Mich. – Meijer shoppers are thinking beyond costumes and décor as they gear up for Halloween this year by picking up a holiday-themed gingerbread house.

The Grand Rapids, Mich.-based retailer expects to see an estimated 50 percent increase in customers purchasing Halloween gingerbread house kits.

“Popularity of gingerbread houses continues to grow beyond the traditional holiday season,” said Ryan Yarnell, Meijer Buyer for Housewares. “It’s a great family activity to add to the holiday traditions of pumpkin carving and trick-or-treating.”

The kit comes with one pre-baked, pre-assembled chocolate cookie house, a candy mix with purple balls and black bats, yellow fondant, ready-to-use gray and purple icing, two decorating bags and tips, and a tube of black icing.

The average person will spend nearly \$90 this Halloween on candy, decorations and costumes with more than 175 million Americans participating in Halloween activities, according to the National Retail Federation.

Top costume and décor trends for this season include:

### Costumes:

- **Adults:** DIY/Build-Your-Own costumes continue to drive double digit mask, wig and accessory sales increases this year. Expanded for 2018 is the assortment of “step in” or “over the clothes” costumes. Novelty food costumes like pineapple, banana, mustard and ketchup are classic favorites with new hits this year, including donuts, tacos and fruit slices.
- **Kids:** Superheroes win across all age groups and genders. PJ Masks and The Incredibles are great licenses, and The Avengers, Spiderman and Wonder Woman are annual favorites. Disney princesses continue to get new looks and are once again best sellers this Halloween.
- **Infants/Toddlers:** One-piece costumes are ideal for infants with best sellers that include pandas, unicorns and puppies, while “riders” like dinosaurs, fire trucks and seahorses are a hit with toddlers.

### Décor:

- **Spooky vs. Classic:** From the haunted house to family friendly, wreaths, pumpkins, skeletons and cheeky tabletop signs are a must have for Halloween décor.
- **Lighted:** Build the ultimate Halloween landscape with string lights, projectors, a lunging witch, fog machine and giant light and sound skulls. This year, Meijer buyers expect lighted and animated décor to increase in popularity by 20 percent.
- **Party Décor & Tableware:** With Halloween on a Wednesday this year, there are two weekends to celebrate. Tableware and party décor that coordinates with indoor décor pieces allows our customers to decorate the entire home in their preferred Halloween style.

**About Meijer:** Meijer is a Grand Rapids, Mich.-based retailer that operates more than 240 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. A privately-owned and family-operated company since 1934, Meijer pioneered the “one-stop shopping” concept and has evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive apparel departments, pet departments, garden centers, toys and electronics. For additional information on Meijer, please visit [www.meijer.com](http://www.meijer.com). Follow Meijer on Twitter [@twitter.com/Meijer](https://twitter.com/Meijer) and [@twitter.com/MeijerPR](https://twitter.com/MeijerPR) or become a fan at [www.facebook.com/meijer](http://www.facebook.com/meijer).

For further information: Christina Fecher, 616-735-7968, [christina.fecher@meijer.com](mailto:christina.fecher@meijer.com)

<https://newsroom.meijer.com/2018-10-08-Spooky-Themed-Gingerbread-Houses-Growing-New-Trend-for-Halloween>