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Spending spooktacular: ANZ customers to spend record \$2.32b this Halloween

ANZ is forecasting a record-breaking Halloween in 2025, with customer spending expected to reach \$2.32 billion during the seven-day period from 25 to 31 October – a 10% increase since 2022.

The insights reveal Australians are embracing Halloween more than ever, and that the spooky season is celebrated in many ways – with strong consumer activity expected across food, entertainment, and retail.

In 2024, food stores, take away, entertainment, retail/goods, wineries and bottle shops took the top spots for consumer spending, with the latter proving that the Halloween thrill isn't just for kids.

ANZ General Manager, Deposits and Payments, Kate Britton says the data proves that Halloween is a key moment in Australia's retail calendar.

"Halloween is now a cross-generational event with strong retail implications. Retailers can expect demand across food, clothing, and entertainment, as Aussies decorate their homes, go trick-or-treating, host parties, or attend events.

"With Halloween falling on a Friday this year, we expect even greater participation as Australians get into the spooky spirit," Ms. Britton said.

Michael Smith, owner of the Sun Theatre in Yarraville and ANZ business customer, said:

"Halloween is one of our favourite times of year in Yarraville – and it just keeps getting bigger. At the Sun Theatre, we're celebrating with cult-classic horror screenings and encouraging movie-goers to dress in their spookiest costumes and get ready to scream. It's a fun, festive moment for our community, filled with creativity, costumes and sweet treats," Mr Smith said.

In 2024, Gen X led the way in spending with \$745 million, followed by millennials (\$697m) and baby boomers (\$465m). Gen Z showed the highest year-on-year growth at 20%.

Across the states, Victoria spent the most in 2024 (\$613m), followed by NSW (\$594m). All states recorded higher spend compared to a typical week, highlighting Halloween's growing popularity nationwide.

2024 SPEND DATA & TRENDS – ANZ CUSTOMER CREDIT AND DEBIT CARD DATA

- In 2024, total spend increased by 4.85%, reaching \$2.28 billion during Halloween week, compared to 2023
- Victorians spent the most overall during Halloween week (\$613m), followed by NSW (\$594m)
- WA, NT and SA had the largest YoY increase in spend, with 7%, 5.7% and 5.6% respectively. Per capita, SA had the highest uplift, spending an additional \$29 (4.3% uplift YoY)
- WA had the highest spend per capita, \$764, with YoY increase by 4%
- NSW had the maximum spending during the Halloween week, compared to normal weeks, spending an additional \$20.1m (3.5% uplift)
- NT had the greatest uplift of 4.9% in spend compared to normal weeks.

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