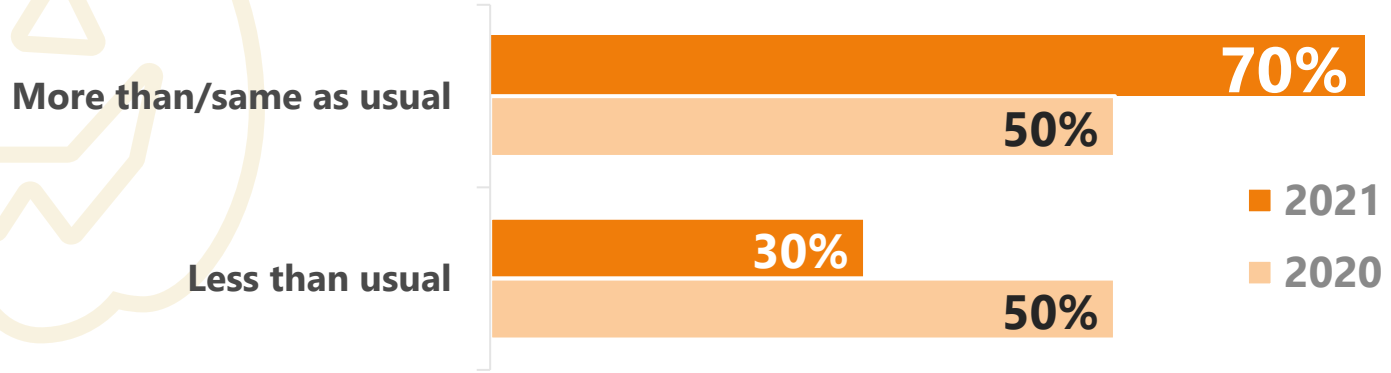
FMI THE FOOD INDUSTRY ASSOCIATION

hartman GROUP

Trick-or-treating is back.

Shoppers' Halloween Plans Today vs Pre-pandemic



Trick-or-Treating*

*Based on FMI's U.S. Grocery Shopper Trends COVID-19 Tracker conducted by FMI and The Hartman Group. The study was fielded online to a nationally representative sample of 1,601 U.S. adults October 1-7, 2021. *This question was asked to a sample of 267 adults with children aged 7-12.*