

Halloween Candy Business Case Study

A cross-curricular activity
for Marketing,
Economics, Intro to
Business, and/or
Entrepreneurship classes

A Google Slide file OR
easily convert to
Microsoft PowerPoint

A great break from the
everyday routine!


ENGAGING & FUN!

BUSINESS EDUCATION WITH *Denise Leigh*



PERFECT FOR ANY BUSINESS OR ECONOMICS CLASS

According to the *National Retail Federation's* annual Halloween spending survey, around \$3 billion is expected to be spent on candy this year with more than \$10 billion expected to be spent on the entire holiday. "Candy is the center of the Halloween night ritual," explains Ben George, a content strategist at *Candystore.com*. "It's the ostensible reason why kids dress up in costumes, even if the fun of it all is the true reason."



Source: <https://www.forbes.com/sites/nathanleesington/2021/10/12/americas-favorite-halloween-candy-2021-state-by-state-best-halloween-candy-worst-candy-reeses-skittles-candy.com/?sh=67ed71c05157>

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Economic Impact

Forbes

america's favorite
HALLOWEEN CANDY



Read it and Reap: Mapping America's favorite Halloween candy for 2021. CANDYSTORE.COM

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Geographical Segmentation

Demographics

Analyzing Data:
Data is ... facts and statistics collected together for reference or analysis." Using the data to the right, answer the following questions about Halloween Treats in America...

How many adults participated in this survey?
[Click to add text](#)

When was this data collected?
[Click to add text](#)

What is the percentage range of data results based on these findings?
[Click to add text](#)

The Most Popular Halloween Treats in America
1,100 U.S. adults were asked to choose between two treats in a series of head-to-head match-ups. The win percentage shown is the percentage of times each treat won its match-ups.

Treat	Win %	Treat	Win %
1 M&Ms (Original)	75.1%	31 Hershey's Kisses	65.5%
2 Reese's Peanut Butter Cup	74.4%	32 Dove Dark Chocolate bar	65.2%
3 Kit Kat	72.8%	33 Musketeers	64.7%
4 Peanut M&Ms	72.4%	34 Dove Milk Chocolate bar	62.3%
5 Butterfinger	70.9%	35 Hershey's Krackel bar	62.1%
6 Snickers bar	68.8%	36 Nestlé Crunch bar	61.7%
7 Twix bar	68.5%	37 Almond Joy	61.7%
8 Milky Way bar	68.0%	38 Baby Ruth bar	60.0%
9 Hershey's milk chocolate bar	67.2%	39 Starbursts	59.8%
10 Reese's Pieces	67.1%	40 Andes Chocolate Mints	67.5%

What parent company makes each of the top six treats?

1. M&Ms	Click to add text	4. Peanut M&Ms	Click to add text
2. Reese's Cups	Click to add text	5. Butterfinger	Click to add text
3. Kit Kat	Click to add text	6. Snickers Bar	Click to add text

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Consumer Behavior

Generational Consumer Differences

Adults vs. Kids

Having fun with data!
Drag and drop an oval around the candies that you prefer. Are you more like an adult or kid according to your candy tastes?

Drag ovals over to the candy lists and circle the ones that you prefer.

Are you more like an adult or a kid with regards to your taste in Halloween treats?
Circle one **Adult** **Kid**

Adults vs Kids: The Halloween treats that each prefer
YouGov asked U.S. adults and 8- to 14-year-olds to choose between two treats in a series of head-to-head match-ups. The number shown is the percentage difference between adults and kids picking the treat as the option they liked more in the match-ups.

Adults are more likely than 8- to 14-year-olds to pick these treats		8- to 14-year-olds are more likely than adults to pick these treats	
Treat	Win % Difference	Treat	Win % Difference
Dove Dark Chocolate bar	+22.5	Sour Punch Twists	+23.7
Andes Chocolate Mints	+16.5	Pop Rocks	+23.3
Almond Joy	+15.7	AirHeads	+23.0
Mixed nuts	+15.2	Nerds candy	+19.8
Baby Ruth bar	+15.1	Gummy bears	+18.3
Butterfinger	+14.8	A Ring Pop	+17.5
Mints	+14.2	Double Bubble Chewing Gum	+16.4
Heath Bar	+9.8	Sour Patch Kids	+14.3
York Peppermint Pattie	+9.5	Fruit Snacks	+13.6
Whatchamacallit bar	+9.5	Picky Stix	+11.7

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A GOOGLE SLIDE FILE OR EASILY CONVERT TO A MICROSOFT POWERPOINT FILE

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**Moving parts!
Fun Activities!**

**Demographic
Critical Thinking**

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**Exploration of
Large Candy Companies**

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Students complete a brief research project to share with the class!

Let's learn more about these candy companies!

- #1 Select one of the candy companies on the previous page.
- #2 Research that company.
- #3 Click on **this link** to download a fillable File.
- #4 Follow the prompts in the margins of the file to populate each slide page.

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***Bonus: 'Would You Rather Game?' ***

**Collaborative Learning
Student-led instruction!**

Teacher Testimonials



The assignment was a hit! Students were engaged and talking about their favorite candies. Beautiful slides.



This was so much fun! My students were engaged. Thank you



This was so easy to use, and **a nice break from traditional learning.**



Yet ANOTHER awesome resource from Denise. I used this on Halloween with my students. It also introduced the students to specific companies and brands they might not be as familiar with. **Love the design of all activities she produces.**



Thank you for this resource! It helps prepare students and they recognize the relevance!
Your lessons are ALWAYS a hit! THE BEST!

**Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam!
Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!**

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

