



FOR IMMEDIATE RELEASE

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**HALLOWEEN SHOPPERS ARE INCREASINGLY TURNING TO THRIFT STORES FOR UNIQUE, AFFORDABLE
AND SUSTAINABLE DIY LOOKS THIS HALLOWEEN
2025 Goodwill® Halloween Survey Uncovers Trends for the Halloween Season**

Los Angeles, CA, September 9, 2025 — With Halloween celebration plans on the rise in 2025, a new survey from Goodwill Industries International shows consumers who prefer DIY costumes are increasingly turning to thrift stores to find unique, sustainable and affordable materials.

Almost nine in ten Americans (87%) plan to celebrate this year, an increase from 80% in 2024. Among those celebrating this year, over six in 10 adults (62%) who prefer DIY costumes, shop at thrift stores, a notable increase over 2024 (53%). Also, Goodwill remains the favorite shopping spot for DIY costume enthusiasts (84%) who turn to thrift stores for materials.

Eco-conscious shopping continues to be an important trend. Three in four adults (76%) say the Goodwill focus on sustainability impacts their decision to shop at Goodwill stores. This trend is particularly strong among Gen Z, with 84% of young adults influenced by the commitment to sustainability shown by Goodwill.

"Halloween is our busiest season, and this year we're seeing an even greater embrace of the Halloween thrifting trend, particularly among DIY costume shoppers," said Marla Eby, Director of Marketing & Media Relations for Goodwill Southern California. "The popularity of thrifting is increasingly being driven by Gen Z, who are not only seeking affordable options but are also committed to shopping more sustainably. Thrifting at Goodwill lets individuals create personalized, affordable and eco-friendly costumes while supporting our mission to provide those in need with career services and community programs."

For shoppers planning to wear a costume, nearly 70% are also prioritizing savings, making secondhand shopping the smart choice for the season. Among Gen Z, 65% say they won't spend a lot of money on a costume or costume materials this year.

The Goodwill Halloween Survey also found that among those who plan to wear a Halloween costume, roughly three in 10 would most like to wear a costume based on pop culture trends, or a character from a movie, TV show, video game or book (29%). A very unique, one-of-a-kind costume was the top pick of 22% of respondents planning to dress up for Halloween.

More than two-thirds (69%) of adults who prefer DIY costumes say they or members of their household turn to social media and websites for DIY costume ideas and inspiration, similar to 2024 (67%). Pinterest (34%) is the top-cited social media platform this year, followed by YouTube (32%), Facebook (26%), Instagram (25%) and TikTok (24%). Thrift stores are a source of costume ideas and inspiration for roughly four in 10 adults (39%) who prefer DIY costumes, comparable to last year (36%).

As a growing trend, AI is fast becoming a source of ideas for Halloween costumes. Four in 10 (39%) say AI will inspire their costume ideas, with similar proportions across Gen Z (44%), Millennials (38%) and Gen X (42%).

Aside from wearing a costume, the most popular ways people plan to celebrate include giving out candy to trick-or-treaters (56%), decorating their home (44%) and/or attending a party with family/friends (34%).

Media who wish to film Halloween footage and / or feature segments at a Goodwill Southern California store during September or October may contact Marla Eby, Director of Marketing & Media Relations, at meby@goodwillsoCal.org or 323-246-3620 (cell). Also available, is a fact sheet with additional Goodwill Halloween Survey results.

About Goodwill Southern California

Transforming lives through the power of work, Goodwill Southern California (GSC) serves individuals with barriers to employment by providing education, training, work experience and job placement services. Each year, GSC prepares and places thousands of individuals into sustainable employment through programs and services offered at three campuses as well as Career Resource Centers, WorkSource Centers, Youth and Veteran Employment Programs throughout Los Angeles (north of Rosecrans Ave.), Riverside and San Bernardino counties. GSC supports its mission with proceeds generated from more than 100 stores and freestanding attended donation centers. GSC spends 95 percent of its budget on programs and services. Committed to caring for the earth, last year GSC diverted more than 165 million pounds of reusable or recyclable goods from landfills. Goodwill is GOOD for Everyone! Follow Goodwill SoCal on social media - @GoodwillSoCal or visit www.goodwillsoCal.org for more information.

ABOUT THE GOODWILL HALLOWEEN SURVEY

Big Village, an independent research organization, conducted the 2025 Goodwill Halloween Survey for Goodwill Industries International. The online poll took place from August 20-24, 2025, and included a sample size of 2,021 self-selected adults. Responses were weighted by age, gender, geographic region, race and education.