



FOR IMMEDIATE RELEASE

Media Contact:

Marla Eby – Director, Marketing & Media Relations

(323) 539-2104 – office

meby@goodwillsofcal.org

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HALLOWEEN SHOPPERS ARE INCREASINGLY TURNING TO THRIFT STORES FOR UNIQUE, AFFORDABLE AND SUSTAINABLE DIY LOOKS THIS HALLOWEEN

2026 Goodwill® Halloween Survey Uncovers Trends for the Halloween Season

Los Angeles, CA, September 21, 2026 — Halloween shoppers are embracing creativity, affordability and sustainability this season, and many are turning to thrift stores to make it happen.

According to new research commissioned by Goodwill, 85% of surveyed costume shoppers plan to incorporate thrift shopping or DIY elements into their Halloween costume this year. The survey also found that 60% primarily create DIY costumes, while 71% are looking for costumes that can be reused or repurposed beyond Halloween.

As consumers look for ways to celebrate without overspending, thrift stores are becoming a go-to destination for Halloween inspiration. More than half (53%) of respondents said saving money is a key reason they shop thrift stores for Halloween, while 44% shop thrift stores to create DIY costumes and 44% do so to find unique costume pieces.

At Goodwill Southern California, shoppers can discover one-of-a-kind costume ideas, accessories, home décor and DIY materials while supporting programs that help people in the community build skills and achieve their employment goals.

"Halloween is one of the best times of year to get creative," said Daniela Davis, Chief Marketing Officer of Goodwill Southern California. "Whether you're building a costume from scratch, decorating your home or looking for a unique finishing touch, Goodwill offers affordable finds that help bring ideas to life. Every purchase also supports our mission of helping people strengthen their careers and their future."

The research also found that 72% of respondents plan to incorporate thrift or DIY elements into their Halloween decorations, highlighting a growing interest in creating personalized celebrations while giving items a second life.

Shoppers can find costumes, clothing, accessories, home décor, craft supplies and other Halloween treasures at Goodwill Southern California's locations in Los Angeles (N. of Rosecrans), Riverside & San Bernardino counties. For store locations, hours and additional Halloween inspiration, visit <https://www.goodwillsofcal.org/shop/goodwill-locator/>.

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@goodwillsofcal.org or 323-539-2104 (office).

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.goodwillso-cal.org for more information.

ABOUT THE GOODWILL HALLOWEEN SURVEY

The 2026 Goodwill Halloween Survey was conducted online among 2,000 U.S. adults ages 18-64 who buy, make, design or assemble Halloween costumes for themselves. The survey explored consumer preferences, shopping habits and attitudes related to Halloween costumes, décor and thrift shopping.