

Millions on Pet Halloween Costumes? Why We Spend More and More on Pets

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TIME:

American consumers are expected to collectively spend \$370 million on pet costumes this Halloween. That's \$70 million more than last year, and a whopping 40% increase compared to 2010. And how's this for perspective: Americans will spend barely three times more on costumes for *children* than they will for pets.

The estimated 15% of Americans who will buy pet costumes aren't likely to just throw a bandana on their dog and be done with it. Not only are more people purchasing Halloween costumes for their dogs—there's been a 24% increase since 2010—but they're spending much, much more per costume, with a rise of 40% in overall spending in two years. Expect to see dogs dressed as tacos, skunks, crayons, dinosaurs, chefs, princesses, leprechauns, flowers, and even as Gumby.... if you can imagine it, there's a costume. Last year's top-selling costumes were pumpkins, devils, and hot dogs.

Read the whole story: [TIME](#)