

Spooky Season

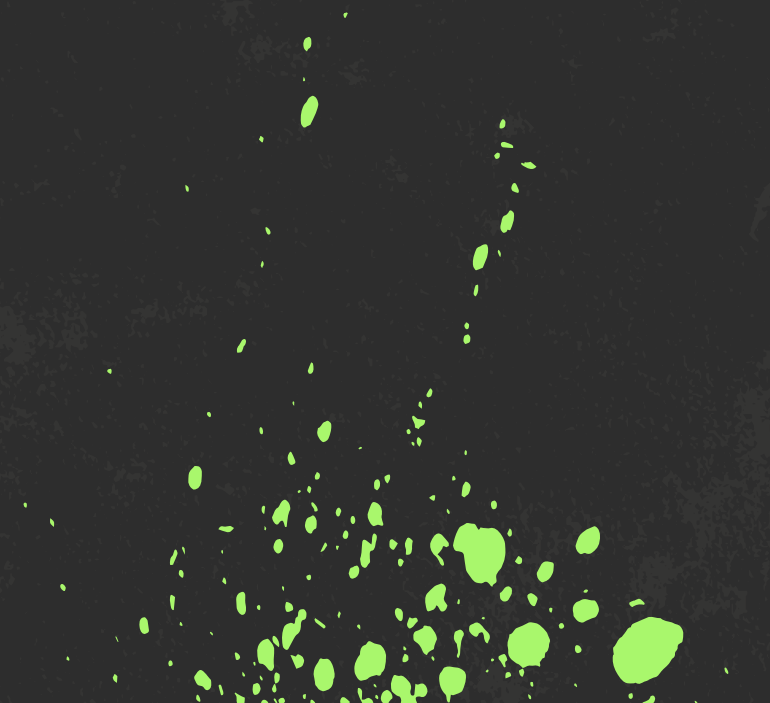
A social listening study revealing the trends that drive seasonal engagement and consumption.



Analysis made by Loxias with Brandwatch and All Ears
Period: September 23 to October 23 2025

“When black cats prowl and pumpkins gleam
may luck be yours on *Halloween*”

TRADITIONAL ENGLISH RHYME. 19TH CENTURY.



Big numbers

total mentions

851K +122%*

unique authors

460K +111%*

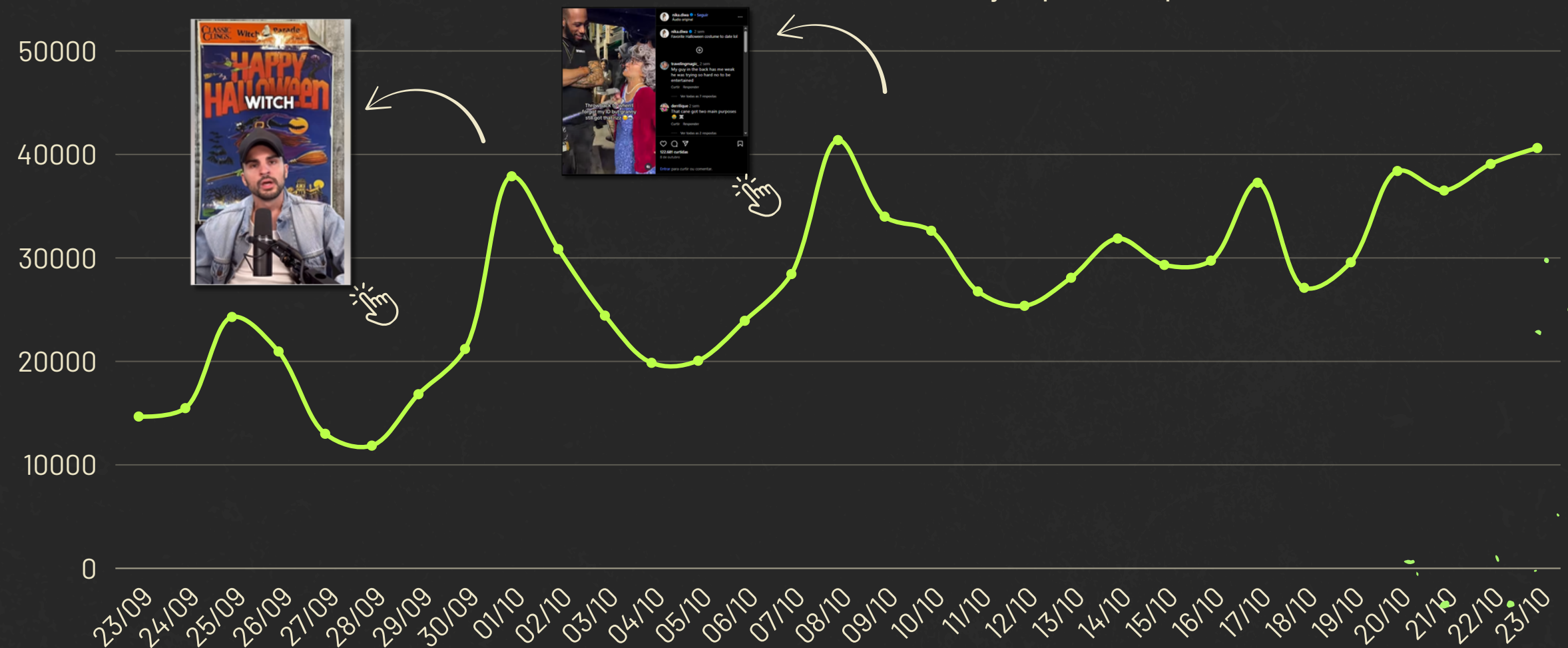
reach

1.8B +116%*

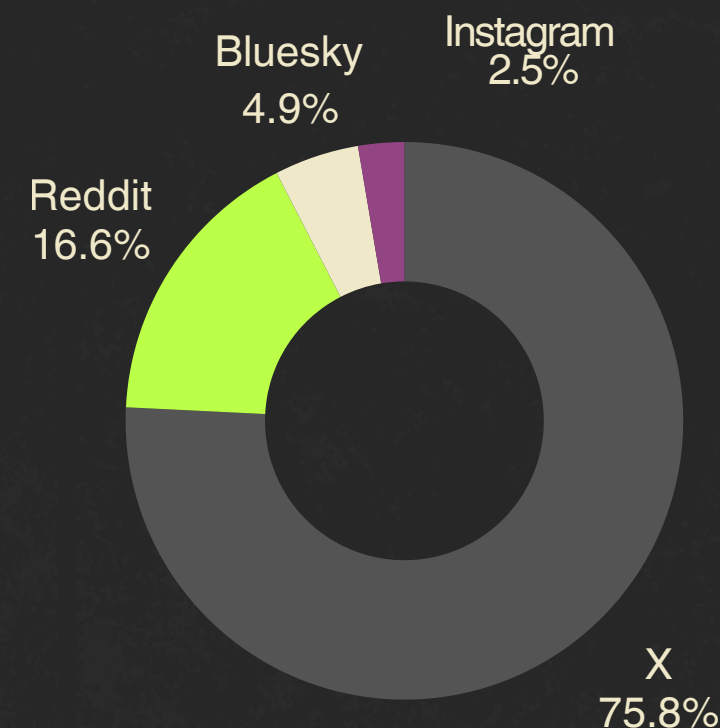
*Previous period: August 21 to September 22, 2025

Source: Brandwatch

Analysis period: September 23 to October 23, 2025



Mentions by platform



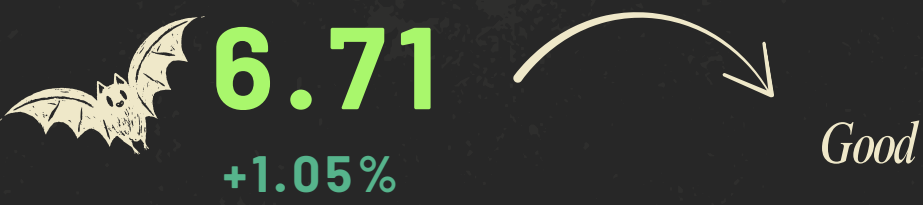
Humor beats horror as Halloween 2025 thrives on viral wit and social buzz

In the analyzed period, online buzz around the **spooky season** hit a new peak: **851K mentions** (+122%), **460K unique authors** (+111%), and **1.8B reach** (+116%) compared to the previous period. Conversation **frequency spiked in early and mid-October**, aligning with viral Halloween content and costume trends led by creators such as Eric D'Alessandro and Nika Diwa. **X dominated** the volume (75.8%), followed by **Reddit** (16.6%), confirming that public humor and cultural commentary remained central to Halloween engagement.

- **Humor as main driver** - relatable and funny content outperformed horror themes.
- **Platform hierarchy** - X dominated volume, Reddit held thematic depth.
- **Cultural shift** - creativity and irony replaced fear as Halloween's core tone.

Sentiment analysis

Brand Health Index



*Previous period: 6.64

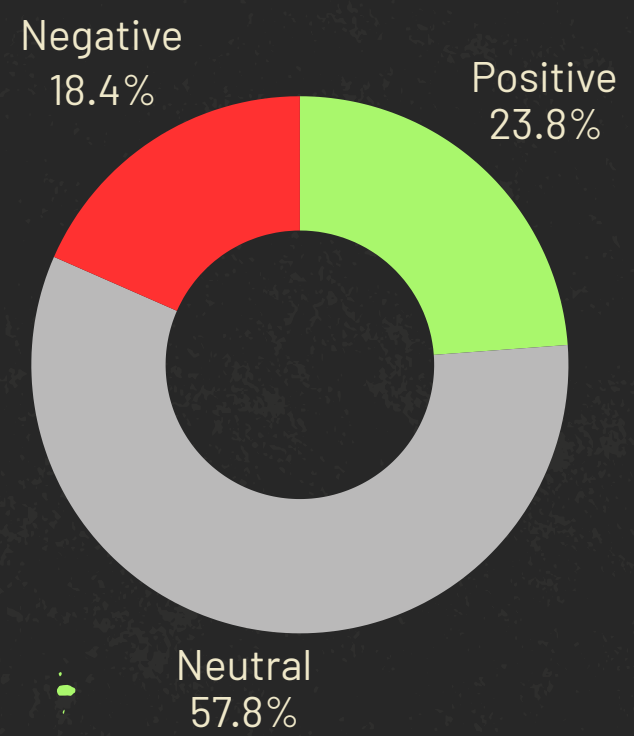
Halloween



*From August 21 to September 22, 2025.

The BrandHealth Index is a proprietary metric developed by Loxias that uses statistical calculations based on the polarity of mentions.

Share by sentiment



*Previous period: August 21 to September 22, 2025

Halloween maintains a positive perception and grows in engagement, driven by family content and social humor

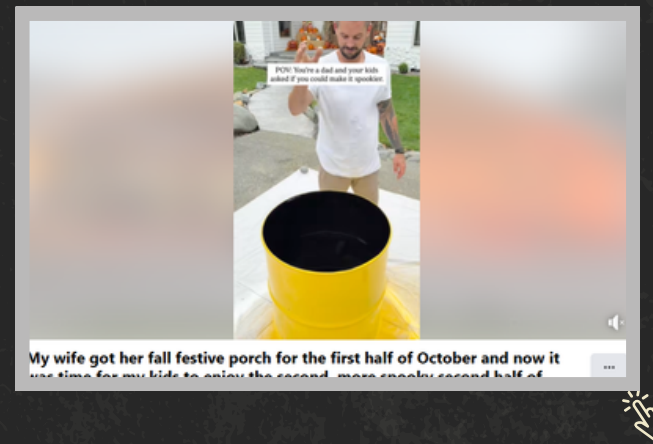
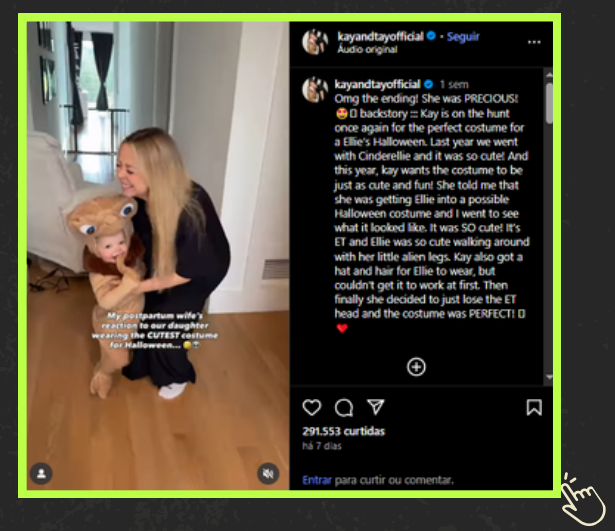
Online conversations about Halloween reached a Brand Health Index (BHI) of 6.71, a +1.05% increase from the previous period (6.64). The index remains in the “Good” range, showing a stable and positive perception of the topic. Most mentions were neutral (57.8%), while positive (23.8%) and negative (18.4%) conversations reveal a balanced environment between enthusiasm for seasonal traditions and isolated controversies.

Positive sentiment came mainly from emotional and family-oriented content shared on social media, such as an Instagram post of a mother and child preparing costumes — a symbol of warmth and creativity associated with the holiday.

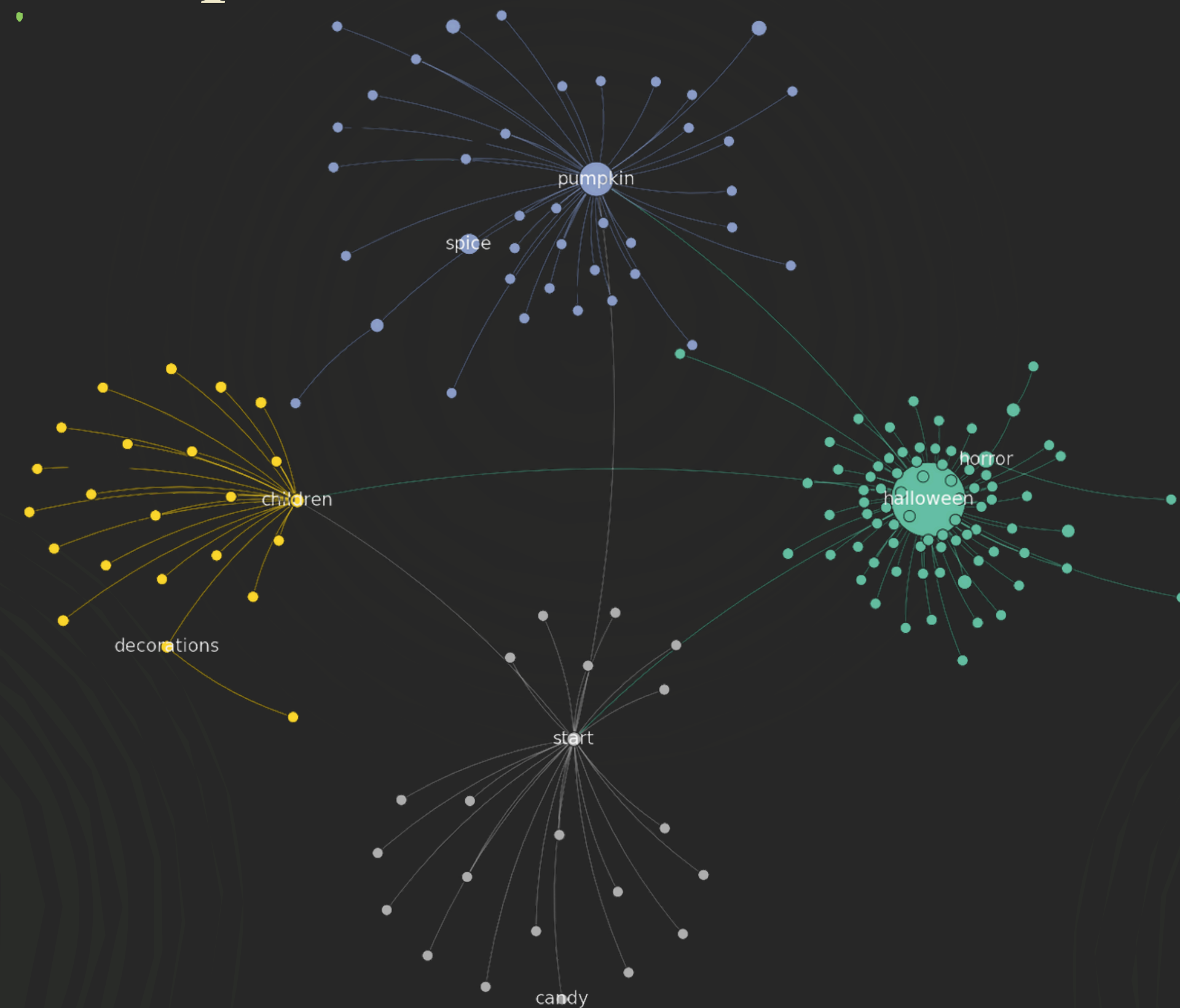
Negative reactions were driven by controversial costumes or tone-deaf humor, as seen in a viral post on X that sparked debates about taste and cultural sensitivity.

Neutral mentions dominated, with posts focused on everyday activities like decorating, organizing parties, or handing out candy, exemplified by a Facebook video showing a family participating in the tradition early in the month.

- The +1.05% rise in BHI reflects higher engagement and consistency without major backlash.
- Positive mentions reinforce the emotional and communal side of Halloween.
- Negative mentions highlight the need for awareness around humor and representation.
- The dominance of neutral content confirms Halloween’s role as a broad, inclusive cultural event with strong social and engagement potential.



Graph



Halloween conversations reveal four core narratives – from spooky entertainment to family moments and shared celebrations

- Brings together the core of Halloween conversations, highlighting topics related to the spooky universe – costumes, horror films, and Netflix productions. The vocabulary revolves around costume, night, trick, and treat, portraying the holiday as both a cultural and entertainment event. It stands out as the broadest and most symbolic cluster of the season, connecting humor, lifestyle, and nostalgic content.
- Groups discussions around classic fall elements such as pumpkins, spices, and themed decorations. Terms like carving, season, and pumpkin spice appear frequently, alongside mentions of preferences, expectations, and even frustrations with seasonal products and experiences. It reflects a snapshot of autumnal consumption and typical audience behavior during this time of year.
- Highlights a more human and social tone, referencing children, families, and diverse cultural contexts – including proper names and geographic mentions. The cluster suggests personal and community-driven narratives around Halloween celebrations in different contexts, often connecting themes of solidarity, memory, and cultural identity.
- Focuses on shared experiences linked to Halloween – parties, candy distribution, and nostalgic memories. Words like party, candy, teenagers, and memories emphasize the emotional and social dimensions of the celebration, shaped by encounters, fun, and reminiscence. This cluster embodies the lighthearted and festive spirit of the date, anchored in collective enjoyment.

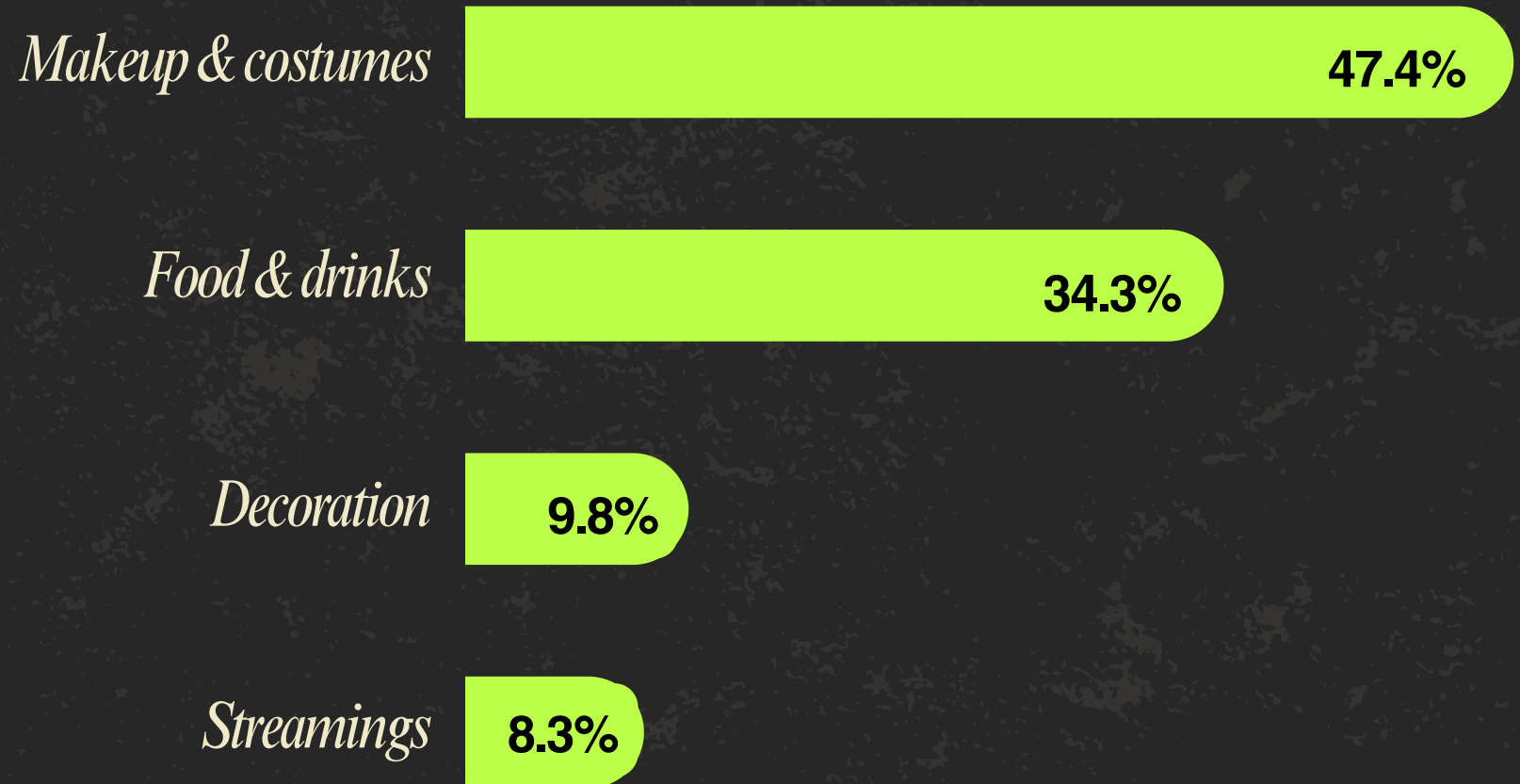
The graph transforms large volumes of data into a visual network that shows how the points are connected. Each point represents a relevant term or topic, and the lines indicate their relationships. Its purpose is to reveal how groups connect to one another – and to highlight the central elements.

What's trending this *Spooky Season*

Exploring the most talked-about categories this Halloween

Most talked categories

Conversation volume by topic



Creativity, candy, and chaos: Halloween 2025 takes over the internet with makeup trends, spooky snacks, and viral laughs

Halloween conversations were led by **visual and creative themes**. “Makeup & costumes” dominated with **47.4%** of mentions, followed by “food & drinks” (34.3%), while “decoration” (9.8%) and “streamings” (8.3%) had smaller but consistent traction. Viral moments ranged from humorous costume videos to safety-related discussions about Halloween candy. Engagement came mainly from creators **mixing humor, fear, and commentary**, turning the spooky season into a stage for participation and social reflection.

- **Creative dominance** - Costumes and makeup drove engagement through humor and self-expression, as seen in viral posts from influencers.
- **Conversation triggers** - Food discussions spiked due to viral alerts about candy safety, linking fear to real-world tension.
- **Entertainment layer** - Streamings maintained cultural relevance but were secondary to participatory and visual-driven trends.

Top most popular posts

Makeup & costumes

Food & drinks

Decoration

Streamings

DID YOU KNOW?



The tradition of wearing costumes on **October 31** dates back over 2,000 years to the **Celtic festival of Samhain**, when people believed the boundary between the living and the dead grew thin. To protect themselves, Celts dressed in animal skins or masks to confuse wandering spirits. Over centuries, this evolved through Christian influence into the modern Halloween costumes seen in parties and social media today.

Most talked topics

Total mentions

12.1K

+95%*

PR Value (USD)

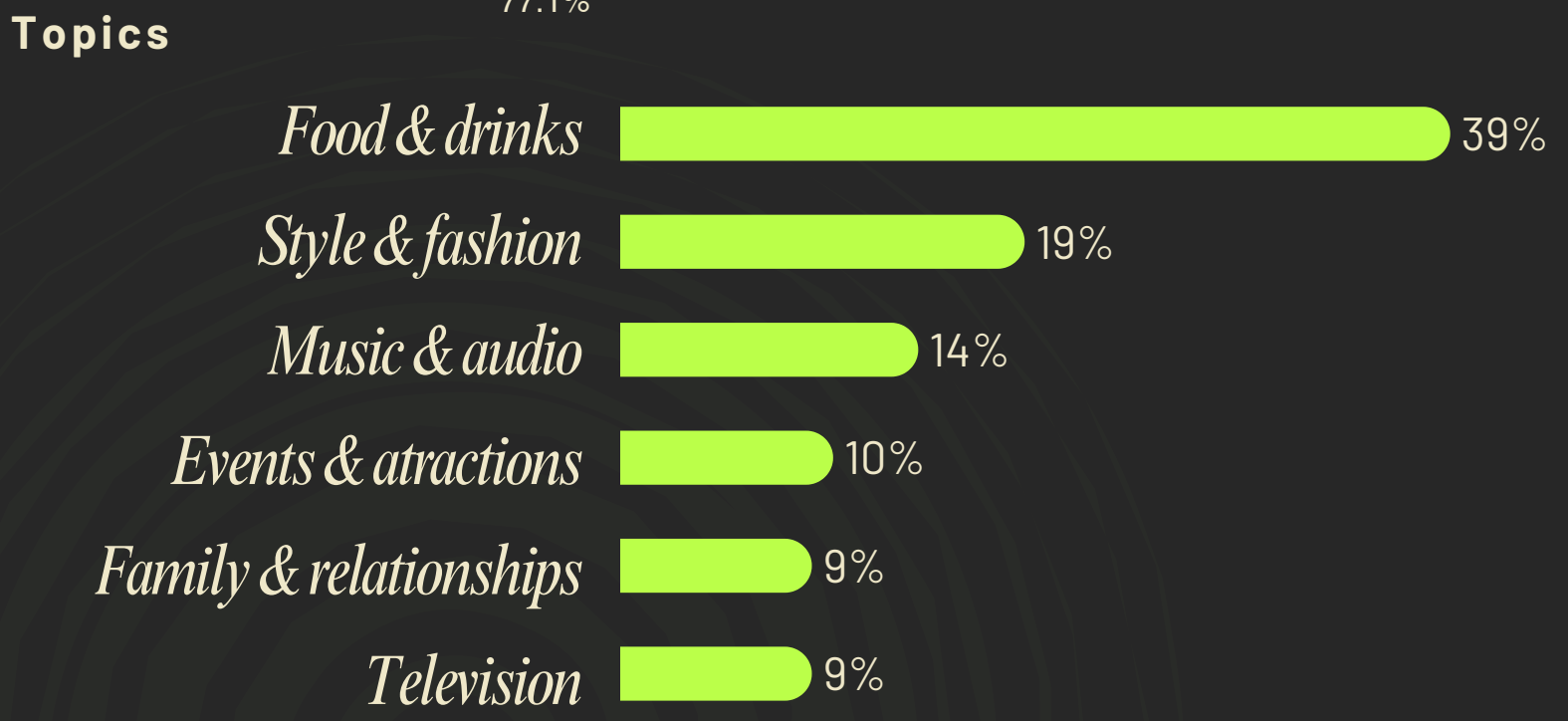
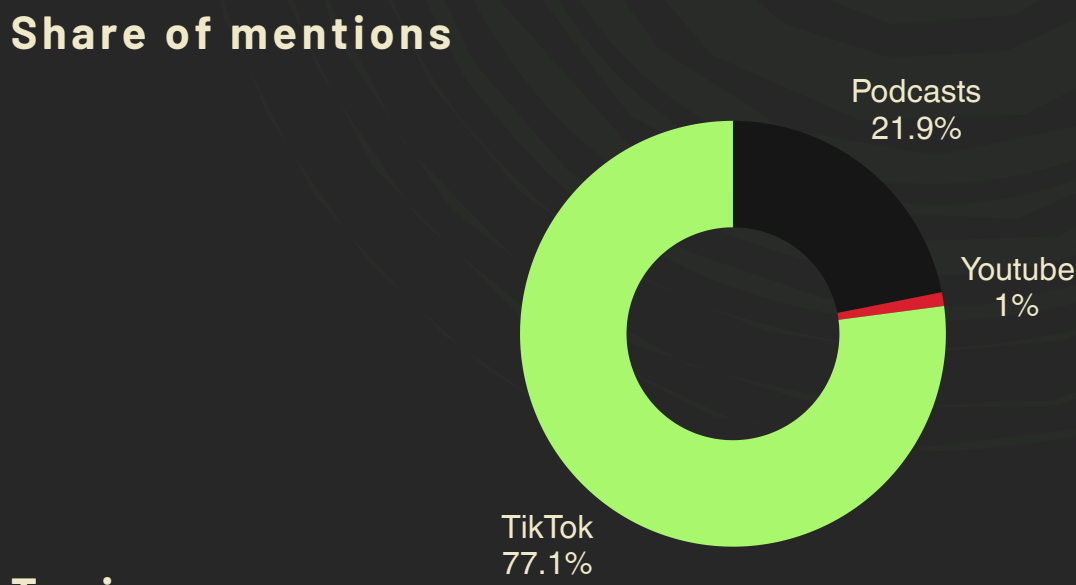
13.1M

+149%*

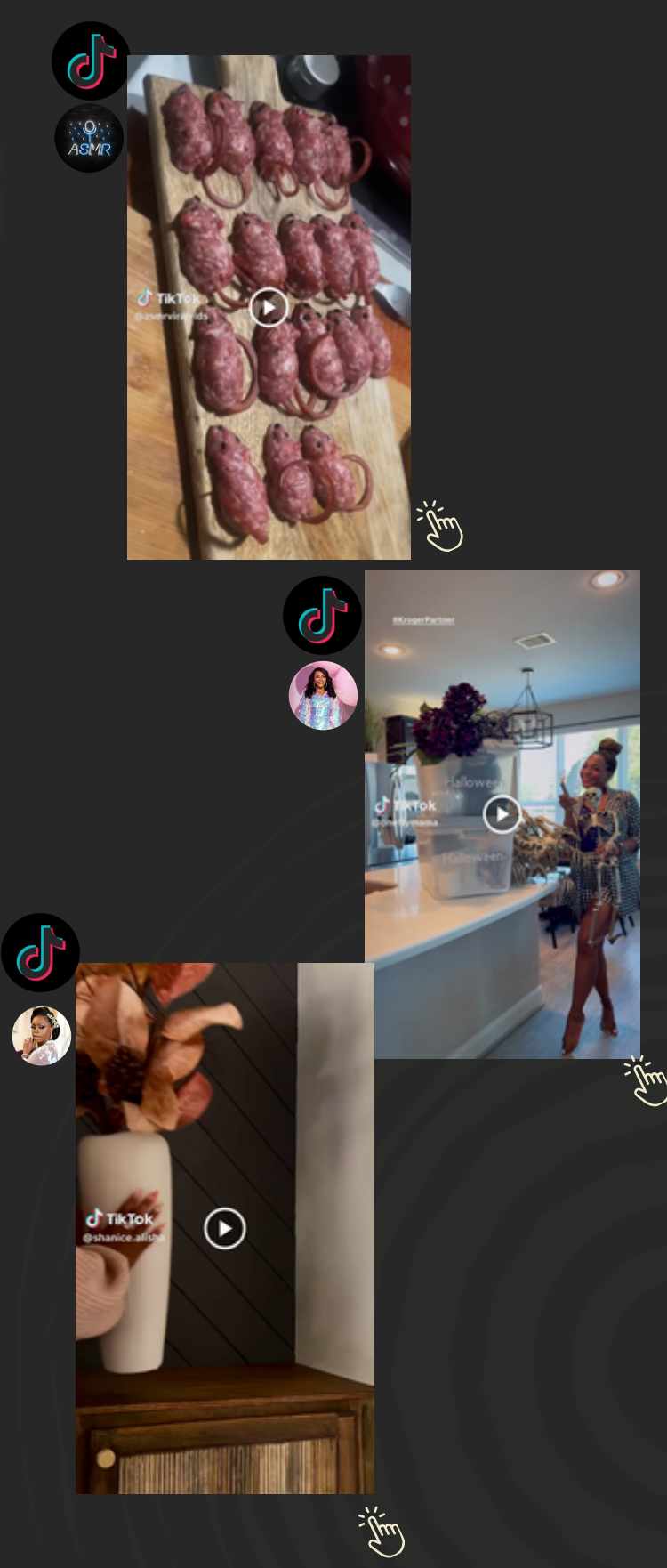
Reach

250K

+267%*



Highlights



Spooky vibes take over social media with viral recipes, creativity and humor

In the analyzed period, topics related to Halloween 2025 reached **12.1K mentions** (+95%) and USD 13.1M in PR value (+149%), driven mainly by **TikTok (77.1%)** and **podcasts (21.9%)**. The most discussed topics were “food & drinks” (39%), “style & fashion” (19%), and “music & audio” (14%). Viral posts reflected a blend of creativity and commerce, from **themed recipes** and **cozy home aesthetics** to **branded collabs promoting seasonal products**. The platform served as a cultural mirror for how Halloween merges lifestyle, humor, and consumption.

- **Food as visual storytelling** - DIY recipes with spooky aesthetics dominated engagement and virality.
- **Commercial creativity** - Partnerships with CVS and Kroger linked seasonal moods to shopping experiences.
- **Mood-driven aesthetics** - Warm, cozy visuals replaced fear-based narratives, positioning Halloween as a lifestyle celebration more than a horror event.

Most worldwide watched *spooky* shows on streamings

#1 TV show on each streaming platform + number of views

Netflix	#1 Monster: The Ed Gein Story	14,1K
HBO Max	#1 Task	14,7K
Disney +	#1 Marvel Zombies	6K
Amazon Prime	#1 Gen V	11,5K
Apple TV	#1 Slow Horses	23K

OVERVIEW

In October 2025, streaming audiences gravitated toward **dark, crime-based**, and **psychologically intense** narratives **rather than traditional horror**. Across major platforms, titles blending real-life crime, tension, and dystopian fiction dominated viewership. **Apple TV's** *Slow Horses* led globally with 23K views, suggesting strong interest in suspense-driven storytelling over supernatural content. **Netflix's** *Monster: The Ed Gein Story* (14.1K) and **HBO Max's** *Task* (14.7K) reinforced this pattern, both exploring human-driven terror and moral decay.



KEY INSIGHTS

- Shift from **supernatural** to **psychological** horror: Real-world and character-based fear outperformed classic horror tropes, signaling fatigue with zombies and monsters (Marvel Zombies reached only 6K).
- **Platform differentiation:** Apple TV and HBO Max leveraged mature, investigative themes, gaining engagement in older demographics, while Disney+ underperformed due to its genre constraints.
- Cultural timing: October's seasonal demand for **"spooky" content expanded beyond horror**; audiences preferred **tension, realism, and intelligence over traditional scares**, defining a broader Halloween engagement trend.

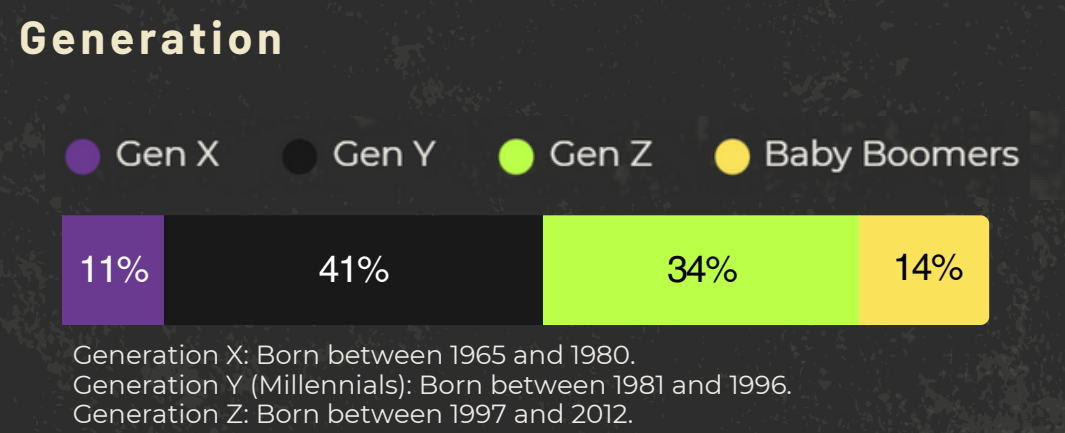
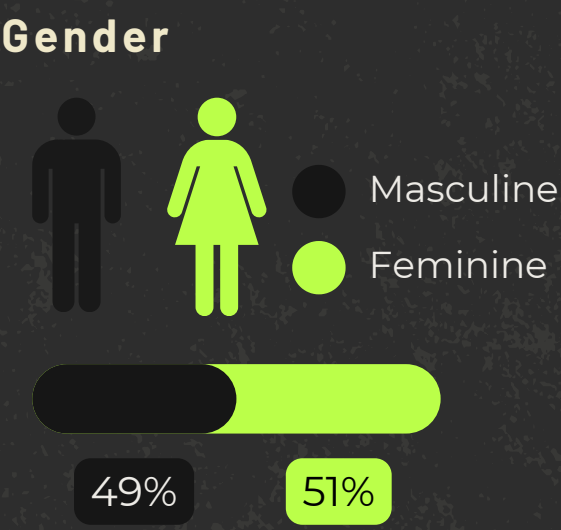
Streaming market

Growth, seasonality and user behavior

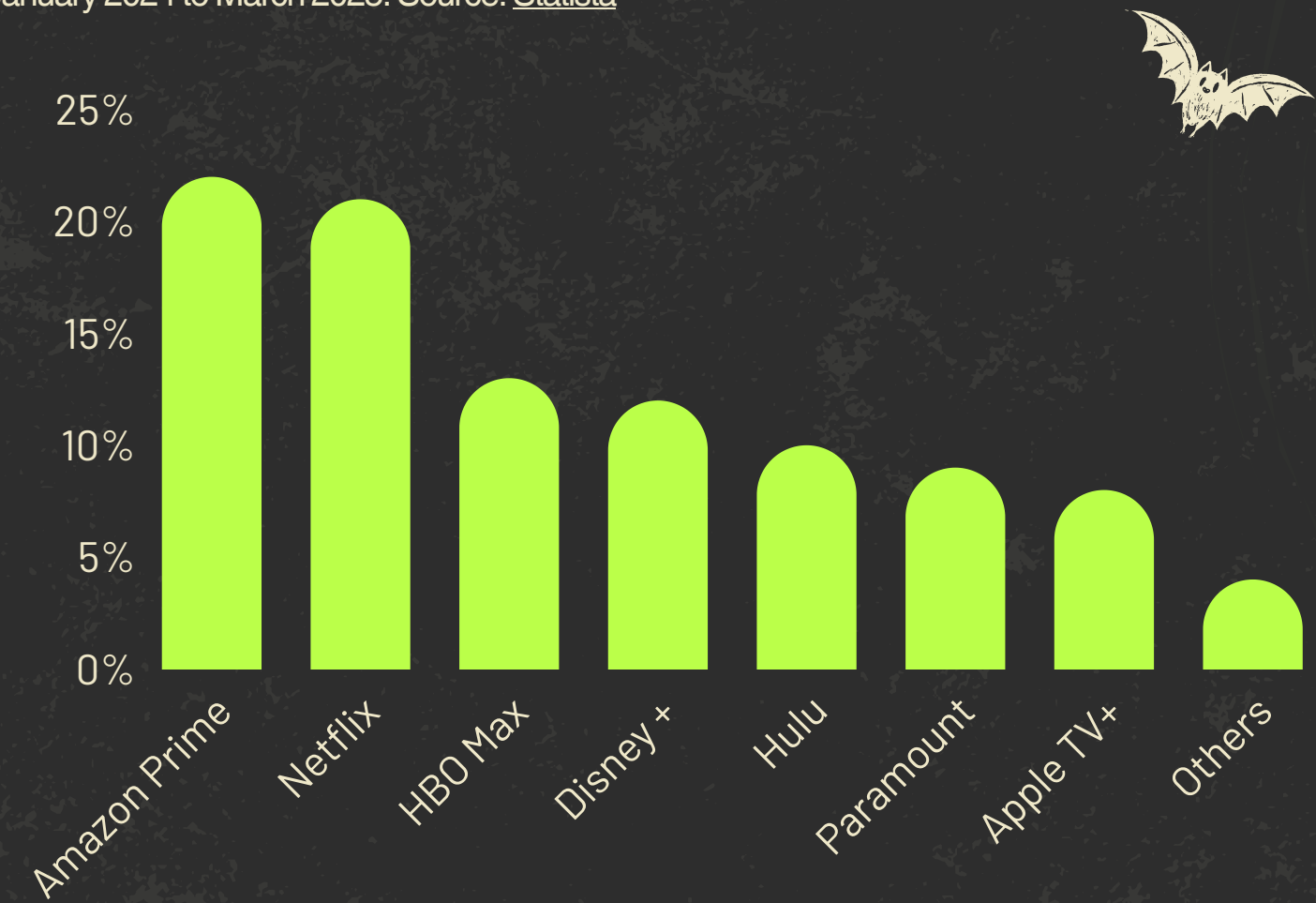
According to [DemandSage](#) (October 2025), the global streaming market has surpassed **1.1 billion paid subscriptions**, solidifying its position as one of the most competitive sectors in digital entertainment. Netflix leads with **301.6 million subscribers and US \$11.5 billion in Q3 revenue**, driven by the growth of its ad-supported plan (94 million active users) and strong performance in Latin America and Europe.

Amazon Prime Video follows with around **200 million subscribers**, supported by its integrated ecosystem and regional reach. Disney+, with about **128 million**, remains one of the fastest-growing platforms, powered by Star Wars, Marvel, and Pixar franchises and the Disney Bundle combining Disney+, Hulu, and ESPN+. Meanwhile, HBO Max and Apple TV+ strengthen their presence through high-quality originals with global appeal, even with smaller user bases.

Demographically, the audience is **mostly millennial (45%), 51% female**, and spends roughly **one hour per day on streaming** – underscoring this generation’s central role in digital entertainment consumption.



SVOD Market Share in the US
 From January 2024 to March 2025. Source: [Statista](#)



Seasonal engagement and thematic opportunities

Halloween-themed content consistently drives engagement spikes across major streaming platforms. Netflix, HBO Max, and Apple TV+ benefited most from this trend – titles like *Monster: The Ed Gein Story* and *Slow Horses* topped global charts by blending real-world tension with character-driven storytelling rather than relying on traditional horror tropes.

The correlation between seasonal moods and audience peaks highlights how streaming services can leverage cultural moments – from Halloween to year-end holidays – to curate thematic catalogs, launch limited collections, and integrate social campaigns. This approach not only enhances watch time but also strengthens subscription retention.

Conclusion

Digital Behavior Shift

Halloween 2025 reflects a clear change in how audiences engage online. The rise in mentions and reach indicates steady interest, but the focus has moved from fear to humor and creativity. People now use the occasion as a casual form of expression and interaction, suggesting that seasonal moments work more as opportunities for participation and shared behavior than as isolated consumption events.

Stability and Emotional Connection

The steady Brand Health Index and the balanced distribution of positive, neutral, and negative mentions reveal that Halloween has become part of the cultural routine. Audiences respond more to content rooted in personal or emotional experiences — particularly family moments — than to promotional messaging. This points to an environment where emotional connection and identification hold more influence than traditional marketing incentives.

Participatory Culture and Dominant Formats

Platforms like TikTok and podcasts reinforce a model of engagement based on participation and recreation. Makeup, costumes, and food drive conversations because they merge aesthetics, humor, and accessibility. People are not just consuming; they're reinterpreting and replicating trends, turning Halloween into a dynamic flow of spontaneous cultural exchange rather than a scripted campaign moment.

Streaming: Behavior and Maturity of Consumption

Streaming stands out as the most strategic component of this ecosystem. Viewers gravitated toward psychological and realistic storytelling — such as *Slow Horses* and *Monster: The Ed Gein Story* — instead of classic horror. This shift reveals a preference for narratives that generate reflection and identification rather than immediate visual shock.

With more than 1.1 billion global subscriptions, streaming demonstrates how audiovisual consumption mirrors collective moods and cultural timing. Platforms that connect thematic releases with seasonal sentiment strengthen engagement and retention. Within this context, Halloween operates as a behavioral and narrative indicator, offering insights into what captures attention and how content strategy can adapt to evolving viewer habits.

Conclusion

The 2025 Spooky Season shows that humor, aesthetics, and behavior now drive online participation more than fear or spectacle. Halloween illustrates how digital entertainment depends less on theme and more on how audiences recognize themselves in what they watch and share — a shift that places streaming platforms at the center of cultural interpretation and response.



WHO WE ARE

Loxias.ai combines 10 years of experience in social media technology inherited from its mother Polis Consulting with leading AI driven Social Media monitoring and analytics platforms, a robust proprietary methodology and its experienced and highly motivated team of social media analysts and data scientists.

Our innovative solution combines state of art multi-channel monitoring tools with a robust proprietary methodology and qualified human expertise – everything is just a few clicks away through our e-commerce platform.

DEMOCRATIZING ENTERPRISE DATA AND INSIGHTS WITH INTELLIGENCE POWERED BY AI

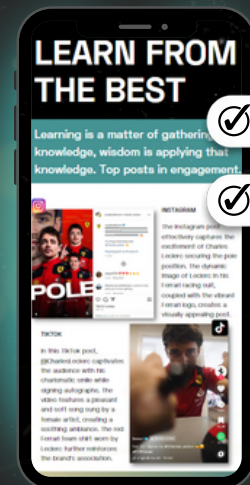


Image Analysis

Unlock Content Opportunity

Loxias utilizes exclusive AI methodology and skilled data analysts to assist brands and companies in comprehending market trends and shifts in social media and public conversations, providing valuable business insights.

In-deph analysis of a particular brand in the social media landscape

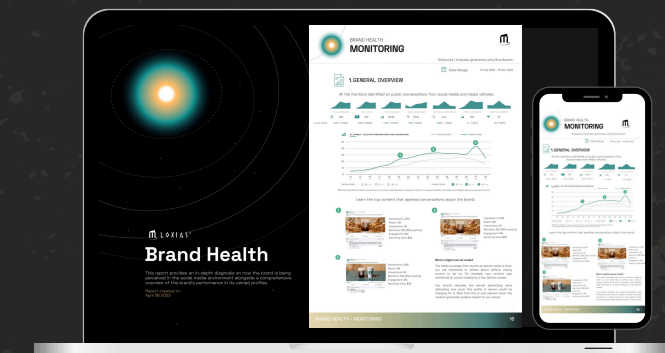
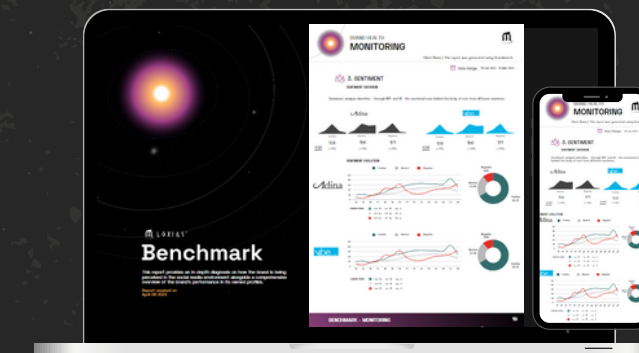
OUR PRODUCTS

Benchmark

Discover brand narratives, compare customer perceptions.

Brand Health

Comprehensive overview of the brand's across Monitoring.



- Monthly, weekly and daily Reports tracking and analyzing the overall Brand Health
- Ad hoc Reports on specific matters of interest
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Receive your
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*Business hours (EDT/EST), once the parameters are approved by our experts

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THANK YOU



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