

Labor Market Spotlight

Halloween Edition

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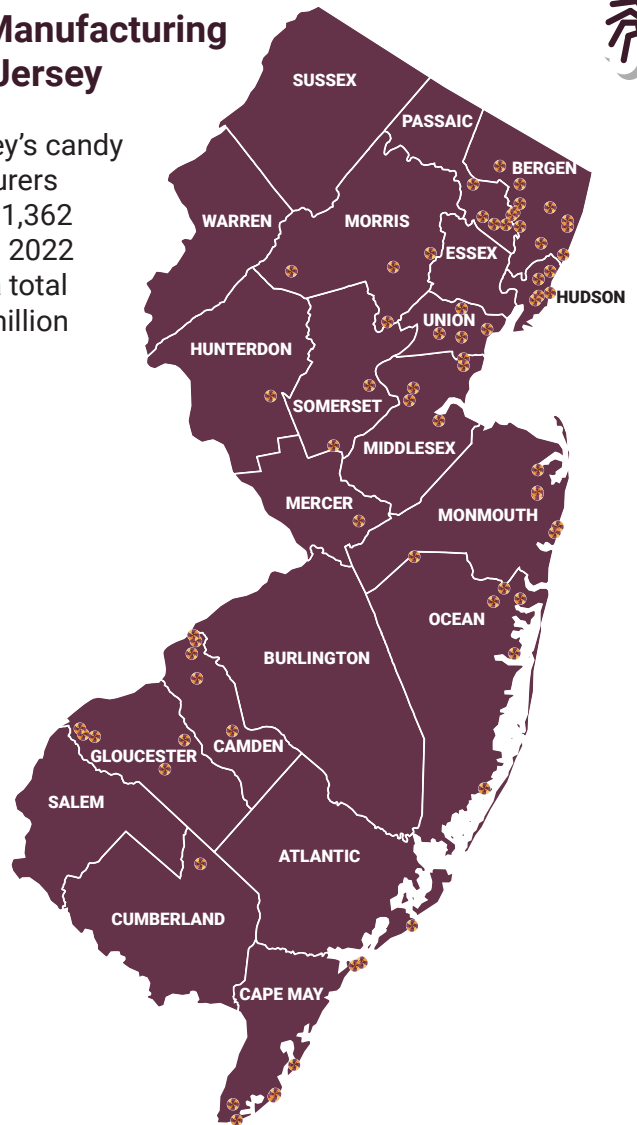


Halloween may be a spooky time of year, but its role in New Jersey's economy isn't scary at all. The state is home to 65 candy manufacturers that contributed \$77.8 million in total wages. In addition, cocoa beans are a major import commodity according to the South Jersey Port Corporation. In 2020, New Jersey's farmers harvested 1,300 acres of pumpkins, a seasonal favorite.

Halloween is a holiday for the young and young at heart; 21.5% of New Jersey's residents are under 18 making for a large pool of potential trick or treaters. Trick or treaters have plenty of places to stop with New Jersey's 3.5 million occupied housing units. Visiting multi-family housing units like apartments can maximize the efficiency of candy collection; 16.9% of the state's occupied housing units are in structures with 10 or more apartments. Of the counties, Hudson County has the largest share of multi-unit structures (42.1%). Depending on personal preference older homes can be charming or spooky; 17% of occupied housing units were built in 1939 or earlier.

Candy Manufacturing in New Jersey

New Jersey's candy manufacturers employed 1,362 workers in 2022 and paid a total of \$77.8 million in wages.



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Occupied housing units, or potential trick-or-treat stops



Value of pumpkins sold



Population under 18, or potential trick or treaters



Tonnage of cocoa beans imported in 2022



Candy manufacturing establishments located in New Jersey

Technical Note: The data in this report are from the US Census Bureau's American Community Survey (ACS), US Bureau of Labor Statistics Quarterly Census of Employment and Wages (QCEW), New Jersey Department of Agriculture 2022 Annual Report, and South Jersey Port Corporation.

The New Jersey Department of Labor and Workforce Development's (NJDOLE) Office of Research and Information is the singular solution for the state's labor market data needs, combining the power of data and marketing materials to deliver evidence-based research. Our team of local and industry specialists provide technical assistance and information that highlights key New Jersey economic status, such as employment, wages, occupation, workplace safety, and labor force.

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