

Pop Bites Explores the Evolution of Halloween Decor

Monster Aficionado Mike Drake Explains The Changing Landscape Of Halloween Decor To Pop Bites



New York City, New York Aug 28, 2024 ([IssueWire.com](https://www.IssueWire.com)) - Halloween decor has evolved dramatically in recent years, with outdoor decorations reaching new heights in both size and sophistication. What once was a holiday primarily associated with children and trick-or-treating has transformed into a multi-billion-dollar industry that attracts adults eager to celebrate with elaborate displays.

Peter Fader, a marketing professor at the Wharton School of the University of Pennsylvania, recently explained to NPR that Halloween is no longer just for kids. "It's increasingly popular among adults, and that enthusiasm was magnified after the COVID shutdowns," Fader said. The National Retail Federation reported that U.S. consumers spent a record \$12.2 billion on Halloween goods in 2023, a sharp increase from the \$8 billion spent in 2020, which was during the pandemic's peak.

Mike Drake, an author, oddity collector, and monster enthusiast, attributes this trend to a generation of children growing up and finally being able to bring their childhood Halloween dreams to life. "Many of us grew up wishing our parents would create elaborate displays," Drake told [Pop Bites](#). "Now that we are adults with homes and families of our own, nothing is stopping us. Little 7-year-old me would have traded at least one of my siblings for a life-size animatronic Frankenstein. The fact that I can walk into [Home Depot](#) and buy one, along with a 12-foot-tall skeleton, is literally a dream come true."

Drake points to Home Depot's [12-foot skeleton](#) as a pivotal moment in Halloween decor history. "Suddenly, you knew who was really serious about Halloween," Drake said, noting that the skeleton's initial shortages made it a coveted item. The skeleton has become a popular lawn centerpiece, even gracing the yard of Kourtney Kardashian Barker, according to The Hollywood Reporter. Author [Jenny Lawson](#) (aka [The Bloggess](#)) wrote extensively about her skeleton, whom she named Bone Crawford.

The 12-foot skeleton is also a staple in Burbank's "Horror Row," a neighborhood known for its residents who work as professional film and TV set decorators. Drake believes that Lance Allen of Home Depot not only hit the ball out of the park but also changed the Halloween decoration game.

Drake notes that before the late 1980s, Halloween decorating was much simpler, typically consisting of ceramic jack-o'-lanterns, cardboard ghost cutouts, and lighted blow molds. However, in 1986, Telco Creations revolutionized Halloween decor with the introduction of Halloween Motion-ettes—24-inch tabletop figures with head and arm movements, illuminated and powered by electricity, reminiscent of motorized holiday window displays.

In 1993, Gemmy Industries further advanced the Halloween decoration market by creating exclusive items for Spirit Halloween, starting with the Lifesize Animated Witch. Since then, Halloween decorations have continued to grow in scale and complexity, with many rivaling the attractions found in theme parks.

"This is the treat we all hoped for so many Halloweens ago," Drake said, reflecting on the transformation of Halloween decor from modest displays to the grand, immersive experiences we see today.



Media Contact

Review Blurbs

staff@reviewblurbs.com

Source : Pop Bites Media

[See on IssueWire](#)