

Check out this year's buzziest Halloween trends.

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Autor Jenny Lee
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Ready or not, spooky season is here. To help you prepare, we're launching Google Frightgeist, our annual interactive website highlighting the top trending searches for Halloween costumes, movies, and more.

Here's a peek at what's trending in 2026:

- Costumes: Horror movie characters, TV and movie favorites, country legends, and some out-of-the-box ideas (stress balls?!) top the charts.
- Party essentials: "Witches brew punch" is the top trending Halloween drink, and search interest in "cauldron crock pot" is at an all-time high.
- Spooky effects: "How to make a bubbling cauldron" is a breakout search this month, and "where can I buy dry ice," which spikes every year, is among the top "where can I buy" Halloween searches.
- Scary watchlists: Searches for "nostalgic halloween movies" have increased year-over-year since 2019. "Gothic horror movies" and "mascot horror movies" are this year's top trending horror movie searches.

Explore the full list of Halloween trends here.

<https://blog.google/products-and-platforms/products/search/frightgeist-halloween-trends-2026>