

Most Popular Halloween Costumes

Source: <https://apluscostumes.com/>

Rank	Name of Costume	SEM Search Volume*
1	Witch	378,830
2	Squid Game	366,180
3	Pirate	325,030
4	Spiderman	258,830
5	Fairy	251,090
6	Angel	248,000
7	Harley Quinn	230,400
8	Clown	217,150
9	Dinosaur	209,360
10	Chucky	207,480
11	Batman	201,750
12	Vampire	194,450
13	Devil	193,220
14	Cheerleader	180,610
15	Joker	177,100
16	Cruella (De Vil)	171,690
17	Alien	161,860
18	Wonder Woman	118,730
19	Cowgirl	114,730
20	Cowboy	113,620
21	Beetlejuice	108,620
22	Jasmine	98,870
23	Velma	94,990
24	(Little) Red Riding Hood	94,960
25	Catwoman	91,730
26	Pumpkin	82,720
27	Black Widow	79,270
28	Rabbit	70,250
29	Wanda (Vision)	68,740
30	Thor	56,820
31	Superman	52,610