The Best Halloween Candy to Give Out in 2025



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Halloween is the time of year when candy reigns supreme! Doorbells ring, trick-or-treat bags swing wide open, and that glowing porch light signals sweet fortune. But with so many candy choices, what makes one treat better than another? Whether you're a candy-lover choosing your favorites, a parent buying for trick-or-treaters, or someone handing out sweets at the door, the right variety can make all the difference. Check out our list of the best Halloween candy to give out this year.

1. SNICKERS

If you want to give out something that counts, SNICKERS is a go-to. With its signature nougat, peanuts, caramel, and chocolate, SNICKERS is always satisfying. Whether in fun size(open in new tab), Ghoulish Green(open in new tab), or pumpkin-shaped(open in new tab) seasonal varieties, SNICKERS stands out as a definite Halloween favorite.

2. M&M's

Few candies hit the mark like M&M's for Halloween: colorful, crunchy-shell, chocolate-filled, and available in themed flavors or shapes. M&M's Pumpkin Pie Chocolate(open in new tab) and M&M's Halloween Black and Orange(open in new tab) are perfect choices for the season. They work well as trick-or-treat handouts, party favors, and inside candy bowls.

3. TWIX

For those who love a mix of biscuit, caramel, and chocolate, TWIX is a stellar pick. The combination of crunchy cookie plus chewiness from caramel wrapped in chocolate makes it a crowd-pleaser. If regular TWIX isn't festive enough, try Ghoulish Green TWIX(open in new tab): creepy and fun without compromising on that beloved TWIX flavor.

4. SKITTLES

Not everyone's a chocolate fan, and that's okay! That's where SKITTLES shine. Bright, fruity, chewy, and colorful, Fun Size SKITTLES(open in new tab) are especially popular for Halloween. But if you want something a little more fitting for the occasion, SKITTLES Shriekers(open in new tab) might be right up your (haunted) alley.

5. STARBURST

Another fruity favorite is STARBURST(open in new tab). Individually wrapped, chewy, and packed with bold flavor, STARBURST are easy to share and always bring a flash of color to the candy bowl. Their small size makes them perfect for parties and for balancing out chocolate-heavy bags.

6. MILKY WAY

With smooth, creamy caramel and nougat wrapped in chocolate, MILKY WAY (open in new tab)is a great Halloween candy choice. Available in original(open in new tab), Midnight(open in new tab), and Cookie Dough(open in new tab), MILKY WAY will bring a smile to the face of any trick-or-treater.

7. 3 MUSKETEERS

Light, fluffy, and coated in chocolate, 3 MUSKETEERS offers a different experience compared to heavier candy bars. Its whipped nougat filling makes it less dense, so it feels like a sweet, airy treat. For households looking to provide variety, 3 MUSKETEERS is a great counterbalance to caramel- and nut-heavy candies.

Trick-or-Treating Tips

- **Variety is key.** Buying a mix of chocolate and fruity, chewy and crunchy will make sure you please as many trick-or-treaters as possible. So throw in some SKITTLES or STARBURST along with your SNICKERS and M&M's!
- **Portion control.** Use fun-size or mini variants so that everyone can indulge and the treats are perfectly proportioned.
- **Keep them fresh.** If you're loading up on candy ahead of time, store it in a cool, dry place until Halloween. Avoid places with heat or direct sunlight that can melt chocolate.
- **Check for allergies.** Some kids may be allergic to nuts or dairy. Consider dividing your treats into separate bowls; one containing nuts or dairy options, and another one

with nut-free or allergy-safe alternatives.
- **Display counts.** Put treats in a bowl or bucket by the door so you can hand them out quickly and stay safe.
- **Plan ahead.** Buy candy well before Halloween to avoid last-minute rushes and ensure you get the most popular treats!

Frequently Asked Questions

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1. **What's the Best Candy to Give Out for Halloween?**

   The best Halloween candy are ones that balance popularity, variety, and durability. Candies like SNICKERS, M&M's, TWIX, SKITTLES, STARBURST, MILKY WAY, and 3 MUSKETEERS are great picks because 1. They're tasty, 2. They offer a mix of chocolatey and fruity, 3. They travel well, and 4. Did we mention they're tasty?

2. **What Are Good Halloween Candies for Adults?**

   Choices like full-size candy bars (SNICKERS or MILKY WAY are good) or limited seasonal flavors (e.g. Pumpkin Pie M&M's) are great for adults, especially at Halloween parties.

3. **How Long is Halloween Candy Good For?**

   Most candies have a "best by" or "use by" date printed on their wrapper. Chocolates often last several months if kept in cool, dry ambient conditions (not too warm or humid). Fruity chews may dry out or lose flavor over time. For the best taste, try to use or eat it within 6-12 months. It will usually still be okay beyond that, though texture/flavor may degrade.

4. **How Much Candy Should I Buy for Halloween?**

   A common guideline is to count how many trick-or-treaters you expect (or estimate by number of houses in your area). Based on these numbers, you can consider buying bulk packs. You may also want to include allergy-safe options. Additionally, if you want to save some for yourself, you might want to get a few extra pieces.

5. **What Candies Are Best for Halloween Parties?**

   For Halloween parties, safety, portion control, and variety matter. Fun-size or mini bars are good. Soft or chewable candies (like STARBURST and SKITTLES) are often loved by all. Also, consider allergy concerns!

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