

From Halloween Town to Horror Icons: EXG Pro Taps Pop Culture for Seasonal Growth

EXG Pro is leveraging seasonal fandom with a line-up of Cable Guys that fuse gaming culture, collectibles, and horror nostalgia.

LONDON, LONDON, UNITED KINGDOM, September 12, 2025 /EINPresswire.com/ -- From Halloween Town to Horror Icons: [EXG Pro](#) Taps Pop Culture for Seasonal Growth

With Halloween now one of the fastest-growing consumer events after Christmas, EXG Pro is leveraging seasonal fandom with a line-up of Cable Guys that fuse gaming culture, collectibles, and horror nostalgia.

Positioned at the intersection of licensed merchandise and lifestyle tech accessories, the range brings globally recognised IPs into homes in a functional, display-led format. From The Nightmare Before Christmas' Jack Skellington to Marvel's Venom, each Cable Guy doubles as a device holder and a collectible figure, aligning with consumer demand for products that balance utility and fandom.

Key Market Drivers

- Halloween as a retail moment: U.S. households alone are expected to spend billions on seasonal décor and entertainment this year, with growing crossover into gaming and home tech.
- Pop culture anniversaries: The Nightmare Before Christmas marks 30 years, while Godzilla celebrates 70 - driving renewed interest in retro IP.
- Collectibles meet function: Cable Guys serve both as desk organisation solutions and licensed



Jack Skellington Controller Holder & Phone Stand – The Nightmare Before Christmas, Cable Guys

display pieces, tapping into the trend of multi-purpose merchandise.

Seasonal Highlights

- The Nightmare Before Christmas: Jack Skellington & Sally
- Horror Icons: Pennywise, Call of Duty Monkey Bomb
- Retro Revivals: Godzilla, Stripe & Gizmo from Gremlins
- Marvel Dark Side: Venom, Anti-Venom, Deadpool

Consumers are no longer buying into Halloween as a one-night event. They want seasonal experiences that extend into décor, gaming, and entertainment. EXG Pro's Cable Guys are a natural fit. They're collectible, functional, and align perfectly with fandom-driven seasonal gifting

Kieran Elsby

EXG Pro

[email us here](#)

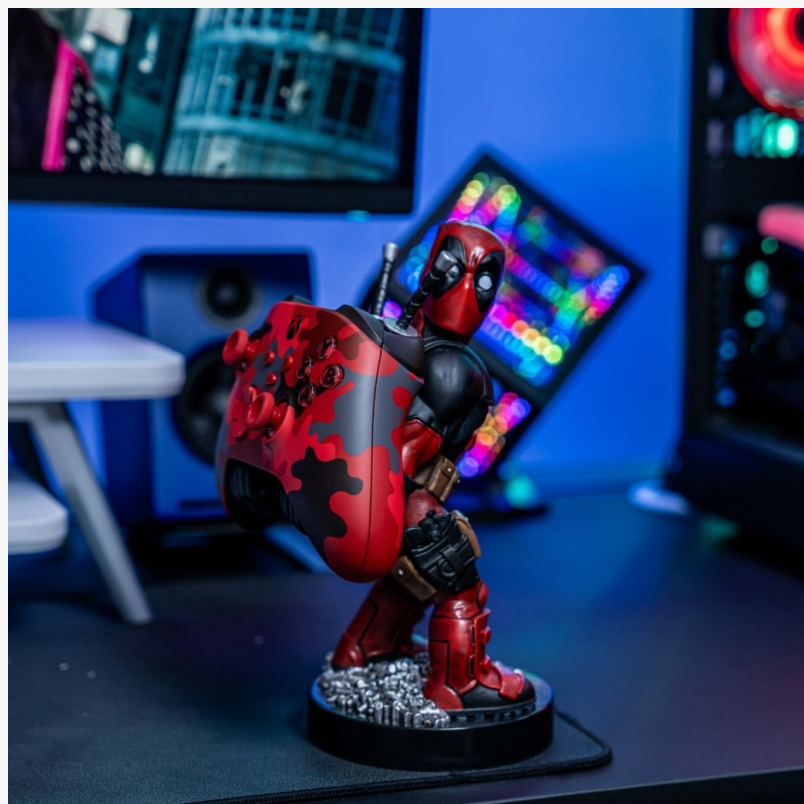
Visit us on social media:

[Instagram](#)

[YouTube](#)



Monkey Bomb Controller Holder & Phone Stand – Call of Duty, Cable Guys



Deadpool 3 'Bringing Up The Rear' Controller Holder & Phone Stand – Marvel, Cable Guys



Pennywise Controller Holder & Phone Stand – IT, Cable Guys



Gojira King of the Monsters Controller Holder & Phone Stand – Godzilla, Cable Guys

This press release can be viewed online at: <https://www.einpresswire.com/article/848143061>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.