

# Complete Wedding Market Report

For: United States

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## Products & Services

Includes Number of Weddings (Demand), Average Spending per Wedding, Total Sales, Spending Distribution per Product or Service, and spending by number of guests.

- Dress Accessories
- Tuxedo/suit/other Accessories
- Tuxedo/suit/other Rent/purchase
- Wedding Dress
- Hair Service
- Makeup Service
- Manicure & Pedicure
- DJ/MC
- Entertainment lighting
- Live Band
- Musician/s, Soloist, or Ensemble
- Bouquets
- Boutonnieres, Corsages
- Wedding Venue Decorations
- Wedding Venue Flowers & Arrangements
- Wedding Venue Table Centerpieces
- Gift/s for Attendants
- Gift/s for Parents
- Tips (for all services)
- Wedding Favors
- Ceremony Programs
- Engagement Announcements
- Guest Book
- Invitations & Reply Cards
- Postage
- Reception Menus
- Save the Date Cards
- Table Name and Escort/place Cards
- Thank You Cards
- Bracelet
- Earrings
- Engagement Ring
- Necklace
- Wedding ring/band for HER
- Wedding ring/band for HIM
- Digital or Photo cd/dvd
- Engagement Session
- Photo Booth
- Prints and/or Enlargements
- Wedding album/s or photo book/s

- Wedding Photographer
- Wedding Videographer
- A La Carte Services
- Day of Coordinator
- For Getting Started
- Full Service
- Month of Direction
- Ceremony Officiator
- Hotel Room for After Reception
- Limo Rental
- Other Transportation
- Rehearsal Dinner
- Wedding Cake/dessert
- Wedding Venue Accessories
- Wedding Venue Bar Service
- Wedding Venue Food Service
- Wedding Venue Location
- Wedding Venue Rentals

# Market Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Market Totals - Market Summary in United States.**

1,267,877

2020 Weddings

\$20,286

2020 Avg Spend

\$13,195

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales      |
|------|-----------------------------|------------------------------|------------------|
| 2008 | 2,160,858                   | \$24,111                     | \$52,100,447,238 |
| 2009 | 2,084,828                   | \$22,062                     | \$45,995,475,336 |
| 2010 | 2,096,932                   | \$26,542                     | \$55,656,769,144 |
| 2011 | 2,119,494                   | \$25,631                     | \$54,324,750,714 |
| 2012 | 2,134,311                   | \$25,656                     | \$54,757,883,016 |
| 2013 | 2,146,169                   | \$25,200                     | \$54,083,458,800 |
| 2014 | 2,205,269                   | \$26,444                     | \$58,316,133,436 |
| 2015 | 2,220,389                   | \$26,645                     | \$59,162,264,905 |
| 2016 | 2,250,631                   | \$26,720                     | \$60,136,860,320 |
| 2017 | 2,227,024                   | \$25,764                     | \$57,377,046,336 |
| 2018 | 2,130,061                   | \$24,723                     | \$52,661,498,103 |
| 2019 | 2,126,126                   | \$24,675                     | \$52,462,159,050 |
| 2020 | 1,267,877                   | \$20,286                     | \$25,720,152,822 |
| 2021 | 1,934,982                   | \$22,473                     | \$43,484,850,486 |
| 2022 | 2,469,186                   | \$24,317                     | \$60,043,195,962 |
| 2023 | 2,240,458                   | \$24,885                     | \$55,753,797,330 |
| 2024 | 2,171,902                   | \$25,106                     | \$54,527,771,612 |
| 2025 | 2,135,012                   | \$25,362                     | \$54,148,174,344 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Market Totals - Market Summary in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,267,877

2020 Weddings

\$20,286

2020 Avg Spend

\$13,195

2020 Median Spend

Table

| Spending Range    | Percent of Weddings | Number of Weddings | Total Sales     |
|-------------------|---------------------|--------------------|-----------------|
| <\$5000           | 20.3%               | 257,379            | \$643,447,578   |
| \$5000 - \$10000  | 25.1%               | 318,237            | \$2,386,778,453 |
| \$10001 - \$20000 | 28.8%               | 365,149            | \$5,477,228,640 |
| \$20001 - \$30000 | 14.9%               | 188,914            | \$4,722,841,825 |
| \$30000+          | 10.9%               | 138,199            | \$6,218,936,685 |

# Seasonality of Engagements

1,825,743

Engaged Couples

17.3

Avg Months of Engagement

Table

| Month     | Percent of Engagements | Number of Engagements |
|-----------|------------------------|-----------------------|
| January   | 7.8%                   | 142,408               |
| February  | 8.2%                   | 149,711               |
| March     | 6.8%                   | 124,151               |
| April     | 6.9%                   | 125,976               |
| May       | 7.7%                   | 140,582               |
| June      | 7.1%                   | 129,628               |
| July      | 8.5%                   | 155,188               |
| August    | 8.0%                   | 146,059               |
| September | 7.5%                   | 136,931               |
| October   | 8.3%                   | 151,537               |
| November  | 7.7%                   | 140,582               |
| December  | 15.5%                  | 282,990               |

# Seasonality of Weddings

1,267,877

2020 Weddings

Table

| Month     | Percent of Weddings | Number of Weddings |
|-----------|---------------------|--------------------|
| January   | 3.3%                | 41,840             |
| February  | 2.8%                | 35,501             |
| March     | 4.7%                | 59,590             |
| April     | 7.0%                | 88,751             |
| May       | 10.9%               | 138,199            |
| June      | 12.5%               | 158,485            |
| July      | 9.6%                | 121,716            |
| August    | 9.0%                | 114,109            |
| September | 13.6%               | 172,431            |
| October   | 14.9%               | 188,914            |
| November  | 6.9%                | 87,484             |
| December  | 4.8%                | 60,858             |

## Number of Guests by Range

107

Avg No. Guests US

Table

| Range         | Percent of Weddings | Number of Weddings |
|---------------|---------------------|--------------------|
| Less than 25  | 3.0%                | 38,036             |
| 25-50         | 14.0%               | 177,503            |
| 50-100        | 30.0%               | 380,363            |
| 101-150       | 25.0%               | 316,969            |
| 151-200       | 17.0%               | 215,539            |
| 201-300       | 9.0%                | 114,109            |
| More than 300 | 2.0%                | 25,358             |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$8,256          |
| 25-50         | \$10,143         |
| 51-100        | \$14,200         |
| 101-150       | \$19,535         |
| 151-200       | \$25,763         |
| 201-300       | \$33,127         |
| More than 300 | \$75,545         |

# Travel Distance

This is the average distance that couples travel from their home to marry in United States.

**46 - 56**

2020 Travel Distance US

# Full Item Summary

This is the number of 2020 weddings, average amount spent, and total sales for each item (product or service) we track. This includes weddings that originate and travel into this market.

1,267,877

2020 Weddings

\$20,286

2020 Avg Spend

\$25,720,152,822

2020 Total Sales

| Category                         | Item                                 | Est Weddings | Avg Spend | Median Spend | Total Sales      |
|----------------------------------|--------------------------------------|--------------|-----------|--------------|------------------|
| <b>Market Totals</b>             |                                      |              |           |              |                  |
|                                  | Market Summary                       | 1,267,877    | \$20,286  | \$13,195     | \$25,720,152,822 |
| <b>Attire &amp; Accessories</b>  |                                      |              |           |              |                  |
|                                  | Dress Accessories                    | 1,204,483    | \$227     | \$95         | \$273,417,641    |
|                                  | Tuxedo/suit/other Accessories        | 1,026,980    | \$107     | \$60         | \$109,886,860    |
|                                  | Tuxedo/suit/other Rent/purchase      | 1,153,768    | \$217     | \$163        | \$250,367,656    |
|                                  | Wedding Dress                        | 1,204,483    | \$1,251   | \$794        | \$1,506,808,233  |
| <b>Beauty &amp; Spa</b>          |                                      |              |           |              |                  |
|                                  | Hair Service                         | 1,001,623    | \$70      | \$63         | \$70,113,610     |
|                                  | Makeup Service                       | 824,120      | \$58      | \$52         | \$47,798,960     |
|                                  | Manicure & Pedicure                  | 925,550      | \$46      | \$42         | \$42,575,300     |
| <b>Entertainment</b>             |                                      |              |           |              |                  |
|                                  | DJ/MC                                | 900,193      | \$759     | \$630        | \$683,246,487    |
|                                  | Entertainment lighting               | 760,726      | \$341     | \$173        | \$259,407,566    |
|                                  | Live Band                            | 228,218      | \$1,773   | \$1,107      | \$404,630,514    |
|                                  | Musician/s, Soloist, or Ensemble     | 291,612      | \$642     | \$324        | \$187,214,904    |
| <b>Flowers &amp; Decorations</b> |                                      |              |           |              |                  |
|                                  | Bouquets                             | 1,179,126    | \$346     | \$215        | \$407,977,596    |
|                                  | Boutonnieres, Corsages               | 1,039,659    | \$156     | \$110        | \$162,186,804    |
|                                  | Wedding Venue Decorations            | 1,090,374    | \$456     | \$267        | \$497,210,544    |
|                                  | Wedding Venue Flowers & Arrangements | 1,014,302    | \$337     | \$161        | \$341,819,774    |
|                                  | Wedding Venue Table Centerpieces     | 1,065,017    | \$185     | \$93         | \$197,028,145    |
| <b>Gifts &amp; Favors</b>        |                                      |              |           |              |                  |
|                                  | Gift/s for Attendants                | 824,120      | \$103     | \$39         | \$84,884,360     |
|                                  | Gift/s for Parents                   | 798,763      | \$123     | \$64         | \$98,247,849     |

|                                   |           |         |         |                 |
|-----------------------------------|-----------|---------|---------|-----------------|
| Tips (for all services)           | 1,039,659 | \$214   | \$225   | \$222,487,026   |
| Wedding Favors                    | 1,001,623 | \$136   | \$73    | \$136,220,728   |
| <b>Invitations</b>                |           |         |         |                 |
| Ceremony Programs                 | 786,084   | \$73    | \$64    | \$57,384,132    |
| Engagement Announcements          | 342,327   | \$64    | \$69    | \$21,908,928    |
| Guest Book                        | 1,052,338 | \$35    | \$37    | \$36,831,830    |
| Invitations & Reply Cards         | 1,204,483 | \$126   | \$93    | \$151,764,858   |
| Postage                           | 1,166,447 | \$60    | \$62    | \$69,986,820    |
| Reception Menus                   | 507,151   | \$71    | \$47    | \$36,007,721    |
| Save the Date Cards               | 862,156   | \$64    | \$65    | \$55,177,984    |
| Table Name and Escort/place Cards | 748,047   | \$48    | \$41    | \$35,906,256    |
| Thank You Cards                   | 1,103,053 | \$51    | \$47    | \$56,255,703    |
| <b>Jewelry</b>                    |           |         |         |                 |
| Bracelet                          | 240,897   | \$179   | \$68    | \$43,120,563    |
| Earrings                          | 456,436   | \$155   | \$66    | \$70,747,580    |
| Engagement Ring                   | 1,065,017 | \$3,456 | \$1,928 | \$3,680,698,752 |
| Necklace                          | 329,648   | \$205   | \$75    | \$67,577,840    |
| Wedding ring/band for HER         | 1,128,411 | \$787   | \$442   | \$888,059,457   |
| Wedding ring/band for HIM         | 1,204,483 | \$465   | \$237   | \$560,084,595   |
| <b>Photography &amp; Video</b>    |           |         |         |                 |
| Digital or Photo cd/dvd           | 621,260   | \$285   | \$65    | \$177,059,100   |
| Engagement Session                | 760,726   | \$392   | \$188   | \$298,204,592   |
| Photo Booth                       | 316,969   | \$384   | \$230   | \$121,716,096   |
| Prints and/or Enlargements        | 710,011   | \$239   | \$87    | \$169,692,629   |
| Wedding Photographer              | 1,141,089 | \$1,634 | \$893   | \$1,864,539,426 |
| Wedding Videographer              | 469,114   | \$1,104 | \$701   | \$517,901,856   |
| Wedding album/s or photo book/s   | 481,793   | \$414   | \$138   | \$199,462,302   |
| <b>Planner/Coordinator</b>        |           |         |         |                 |
| A La Carte Services               | 126,788   | \$962   | \$354   | \$121,970,056   |
| Day of Coordinator                | 228,218   | \$825   | \$349   | \$188,279,850   |
| For Getting Started               | 126,788   | \$884   | \$310   | \$112,080,592   |
| Full Service                      | 202,860   | \$2,773 | \$978   | \$562,530,780   |
| Month of Direction                | 126,788   | \$1,055 | \$383   | \$133,761,340   |

## Venue, Catering & Rentals

|                                |           |         |         |                 |
|--------------------------------|-----------|---------|---------|-----------------|
| Ceremony Officiator            | 1,001,623 | \$215   | \$98    | \$215,348,945   |
| Hotel Room for After Reception | 836,799   | \$319   | \$213   | \$266,938,881   |
| Limo Rental                    | 304,290   | \$494   | \$375   | \$150,319,260   |
| Other Transportation           | 278,933   | \$291   | \$351   | \$81,169,503    |
| Rehearsal Dinner               | 849,478   | \$320   | \$336   | \$271,832,960   |
| Wedding Cake/dessert           | 1,166,447 | \$234   | \$256   | \$272,948,598   |
| Wedding Venue Accessories      | 1,115,732 | \$185   | \$175   | \$206,410,420   |
| Wedding Venue Bar Service      | 862,156   | \$1,361 | \$993   | \$1,173,394,316 |
| Wedding Venue Food Service     | 1,115,732 | \$2,645 | \$2,035 | \$2,951,111,140 |
| Wedding Venue Location         | 1,103,053 | \$3,734 | \$1,979 | \$4,118,799,902 |
| Wedding Venue Rentals          | 950,908   | \$1,392 | \$861   | \$1,323,663,936 |

## Note About Average Spending

**Products;** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services;** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Competitive Landscape

This is the estimated number of businesses, estimated weddings served per business per year, estimated gross sales per business per year for all categories that we track in **United States**.

Table

| Category                                  | Businesses | Weddings per Year | Avg Sale per Wedding | Gross Sales per Year |
|---|------------|-------------------|----------------------|----------------------|
| Attire & Accessories                      | 12,948     | 156               | \$1,643              | \$256,308            |
| Bakery                                    | 29,637     | 66                | \$413                | \$27,258             |
| Beauty & Spa                              | 23,033     | 72                | \$122                | \$8,784              |
| Ceremony Officiator                       | 27,091     | 62                | \$212                | \$13,144             |
| Entertainment                             | 18,604     | 80                | \$1,229              | \$98,320             |
| Event Food Service Catering & Bar Service | 30,829     | 60                | \$6,983              | \$418,980            |
| Event Location/Venue                      | 30,991     | 59                | \$3,638              | \$214,642            |
| Event Rentals                             | 20,702     | 76                | \$1,749              | \$132,924            |
| Flowers & Decorations                     | 39,546     | 50                | \$1,565              | \$78,250             |
| Gifts & Favors                            | 19,136     | 90                | \$646                | \$58,140             |
| Invitations                               | 25,248     | 80                | \$734                | \$58,720             |
| Jewelry                                   | 18,877     | 107               | \$4,370              | \$467,590            |
| Photography & Video                       | 49,064     | 39                | \$2,613              | \$101,907            |
| Planner/Coordinator                       | 14,458     | 25                | \$2,704              | \$67,600             |
| Transportation                            | 6,490      | 95                | \$1,006              | \$95,570             |

## Weddings and Spending by Age Group

This shows the number of weddings and spending by age group.

Table

| Age       | % of Weddings | Number of Weddings | Average Spending |
|-----------|---------------|--------------------|------------------|
| Age 15-19 | 2.1%          | 26,625             | \$ 18,866        |
| Age 20-24 | 16.8%         | 213,003            | \$ 17,852        |
| Age 25-29 | 26.4%         | 334,720            | \$ 22,517        |
| Age 30-34 | 18.4%         | 233,289            | \$ 22,517        |
| Age 35-39 | 10.4%         | 131,859            | \$ 18,460        |
| Age 40-44 | 7.7%          | 97,627             | \$ 19,069        |
| Age 45-49 | 6.1%          | 77,340             | \$ 14,606        |
| Age 50+   | 12.0%         | 152,145            | \$ 20,590        |

## Weddings and Spending by Education

This shows the number of weddings and spending by type of education.

Table

| Education Level             | % of Weddings | No. of Weddings | Average Spending |
|-----------------------------|---------------|-----------------|------------------|
| No High School Diploma      | 7.5%          | 95,091          | \$ 27,589        |
| High School Diploma         | 22.8%         | 289,076         | \$ 14,200        |
| Some College                | 24.1%         | 305,558         | \$ 13,592        |
| Professional Degree         | 2.2%          | 27,893          | \$ 14,606        |
| Associates Degree           | 9.6%          | 121,716         | \$ 17,040        |
| Bachelors Degree            | 23.9%         | 303,023         | \$ 23,735        |
| Masters or Doctorate Degree | 9.9%          | 125,520         | \$ 31,038        |

## Weddings and Spending by Household Income

This shows the number of weddings and spending by household income.

Table

| Household Income    | Percent of Weddings | No. of Weddings | Average Spending |
|---------------------|---------------------|-----------------|------------------|
| Less than \$25,000  | 14.6%               | 185,110         | \$ 7,506         |
| \$25,000-50,000     | 26.0%               | 329,648         | \$ 9,129         |
| \$50,000-75,000     | 23.1%               | 292,880         | \$ 11,766        |
| \$75,000-100,000    | 16.7%               | 211,735         | \$ 14,606        |
| \$100,000-150,000   | 12.3%               | 155,949         | \$ 18,866        |
| \$150,000-200,000   | 4.4%                | 55,787          | \$ 23,532        |
| More than \$200,000 | 3.0%                | 38,036          | \$ 56,598        |

# Weddings and Spending by Occupation

This shows the number of weddings and spending by occupation.

Table

| Occupation                                  | % of Weddings | No. of Weddings | Average Spending |
|---|---------------|-----------------|------------------|
| Architecture & Engineering                  | 2.0%          | 25,358          | \$ 31,646        |
| Arts Design Entertainment Sports & Media    | 1.9%          | 24,090          | \$ 24,343        |
| Building And Grounds Cleaning & Maintenance | 3.1%          | 39,304          | \$ 9,129         |
| Business & Financial Operations             | 4.7%          | 59,590          | \$ 26,169        |
| Community & Social Services                 | 1.8%          | 22,822          | \$ 19,880        |
| Computer & Mathematical Science             | 2.6%          | 32,965          | \$ 20,489        |
| Construction & Extraction                   | 5.8%          | 73,537          | \$ 22,112        |
| Education Training & Library                | 6.6%          | 83,680          | \$ 19,880        |
| Farming Fishing & Forestry                  | 1.1%          | 13,947          | \$ 31,240        |
| Food Preparation & Serving Related          | 5.2%          | 65,930          | \$ 15,620        |
| Healthcare Practitioners & Technical        | 6.3%          | 79,876          | \$ 22,923        |
| Healthcare Support                          | 2.9%          | 36,768          | \$ 16,837        |
| Installation Maintenance & Repair           | 4.0%          | 50,715          | \$ 10,752        |
| Legal                                       | 1.3%          | 16,482          | \$ 29,618        |
| Life Physical & Social Science              | 1.2%          | 15,215          | \$ 18,866        |
| Management                                  | 8.4%          | 106,502         | \$ 21,503        |
| Military Specific                           | 1.2%          | 15,215          | \$ 15,823        |
| Office & Administrative Support             | 12.4%         | 157,217         | \$ 16,635        |
| Personal Care & Service                     | 3.4%          | 43,108          | \$ 18,460        |
| Production                                  | 5.8%          | 73,537          | \$ 18,460        |
| Protective Service                          | 2.6%          | 32,965          | \$ 19,069        |
| Sales & Related                             | 9.7%          | 122,984         | \$ 17,243        |
| Transportation & Material Moving            | 5.9%          | 74,805          | \$ 21,097        |

## Weddings and Spending by Race

Table

| <b>Race</b>                             | <b>Percent of Weddings</b> | <b>No. of Weddings</b> | <b>Average Spending</b> |
|---|----------------------------|------------------------|-------------------------|
| White-Caucasian                         | 78.7%                      | 997,819                | \$ 17,649               |
| Black-African American                  | 8.3%                       | 105,234                | \$ 16,837               |
| Asian                                   | 5.3%                       | 67,197                 | \$ 27,995               |
| Other                                   | 7.7%                       | 97,627                 | \$ 18,663               |
| Of Hispanic, Latino, or Spanish Origin* | 14.0%                      | 177,503                | \$ 19,475               |

\* Included in all races

# Attire & Accessories - Dress Accessories

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Attire & Accessories - Dress Accessories** in **United States**. Includes headpiece, veil, shoes, lingerie, sash, handbag, garter, etc.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,204,483

2020 Weddings

\$227

2020 Avg Spend

\$95

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 2,052,815                   | \$247                        | \$507,045,305 |
| 2009 | 1,897,193                   | \$225                        | \$426,868,425 |
| 2010 | 1,929,177                   | \$232                        | \$447,569,064 |
| 2011 | 1,886,350                   | \$219                        | \$413,110,650 |
| 2012 | 1,899,537                   | \$221                        | \$419,797,677 |
| 2013 | 1,931,552                   | \$225                        | \$434,599,200 |
| 2014 | 2,050,900                   | \$229                        | \$469,656,100 |
| 2015 | 2,064,962                   | \$226                        | \$466,681,412 |
| 2016 | 2,093,087                   | \$224                        | \$468,851,488 |
| 2017 | 2,071,132                   | \$224                        | \$463,933,568 |
| 2018 | 2,023,558                   | \$223                        | \$451,253,434 |
| 2019 | 2,019,820                   | \$222                        | \$448,400,040 |
| 2020 | 1,204,483                   | \$227                        | \$273,417,641 |
| 2021 | 1,838,233                   | \$225                        | \$413,602,425 |
| 2022 | 2,345,727                   | \$224                        | \$525,442,848 |
| 2023 | 2,128,435                   | \$223                        | \$474,641,005 |
| 2024 | 2,063,307                   | \$222                        | \$458,054,154 |
| 2025 | 2,028,261                   | \$223                        | \$452,302,203 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Attire & Accessories - Dress Accessories in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,204,483

2020 Weddings

\$227

2020 Avg Spend

\$95

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$50          | 22.9%               | 275,827            | \$6,895,665  |
| \$50 - \$100   | 30.3%               | 364,958            | \$27,371,876 |
| \$101 - \$250  | 25.6%               | 308,348            | \$53,960,838 |
| \$251 - \$500  | 14.0%               | 168,628            | \$63,235,358 |
| \$500+         | 7.1%                | 85,518             | \$64,138,720 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Dress Accessories in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$140            |
| 25-50         | \$172            |
| 51-100        | \$191            |
| 101-150       | \$215            |
| 151-200       | \$260            |
| 201-300       | \$319            |
| More than 300 | \$482            |

# Attire & Accessories - Tuxedo/suit/other Accessories

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Attire & Accessories - Tuxedo/suit/other Accessories** in **United States**. Includes cuff links, cummerbund, tie, pocket square, shoes, etc.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,026,980

2020 Weddings

\$107

2020 Avg Spend

\$60

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 1,879,946                   | \$204                        | \$383,508,984 |
| 2009 | 1,813,800                   | \$157                        | \$284,766,600 |
| 2010 | 1,845,300                   | \$111                        | \$204,828,300 |
| 2011 | 1,949,934                   | \$99                         | \$193,043,466 |
| 2012 | 1,963,566                   | \$99                         | \$194,393,034 |
| 2013 | 1,974,475                   | \$102                        | \$201,396,450 |
| 2014 | 1,984,742                   | \$101                        | \$200,458,942 |
| 2015 | 1,998,350                   | \$101                        | \$201,833,350 |
| 2016 | 2,003,062                   | \$103                        | \$206,315,386 |
| 2017 | 1,982,051                   | \$104                        | \$206,133,304 |
| 2018 | 1,725,349                   | \$104                        | \$179,436,296 |
| 2019 | 1,722,162                   | \$104                        | \$179,104,848 |
| 2020 | 1,026,980                   | \$107                        | \$109,886,860 |
| 2021 | 1,567,335                   | \$107                        | \$167,704,845 |
| 2022 | 2,000,041                   | \$107                        | \$214,004,387 |
| 2023 | 1,814,771                   | \$107                        | \$194,180,497 |
| 2024 | 1,759,241                   | \$107                        | \$188,238,787 |
| 2025 | 1,729,360                   | \$108                        | \$186,770,880 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Attire & Accessories - Tuxedo/suit/other Accessories in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,026,980

2020 Weddings

\$107

2020 Avg Spend

\$60

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$50          | 43.3%               | 444,682            | \$11,117,059 |
| \$50 - \$100   | 32.7%               | 335,822            | \$25,186,685 |
| \$101 - \$250  | 15.3%               | 157,128            | \$27,497,390 |
| \$251 - \$500  | 5.5%                | 56,484             | \$21,181,463 |
| \$500+         | 3.2%                | 32,863             | \$24,647,520 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Tuxedo/suit/other Accessories in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$80             |
| 25-50         | \$92             |
| 51-100        | \$93             |
| 101-150       | \$96             |
| 151-200       | \$100            |
| 201-300       | \$154            |
| More than 300 | \$252            |

# Attire & Accessories - Tuxedo/suit/other Rent/purchase

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Attire & Accessories - Tuxedo/suit/other Rent/purchase** in **United States**. Tuxedo (purchased or rented), suit (purchased or rented), or other attire options for groom only.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,153,768

2020 Weddings

\$217

2020 Avg Spend

\$163

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 1,944,772                   | \$250                        | \$486,193,000 |
| 2009 | 1,855,497                   | \$246                        | \$456,452,262 |
| 2010 | 1,866,269                   | \$271                        | \$505,758,899 |
| 2011 | 1,865,155                   | \$200                        | \$373,031,000 |
| 2012 | 1,878,194                   | \$200                        | \$375,638,800 |
| 2013 | 1,910,090                   | \$203                        | \$387,748,270 |
| 2014 | 2,006,795                   | \$203                        | \$407,379,385 |
| 2015 | 2,020,554                   | \$203                        | \$410,172,462 |
| 2016 | 2,048,074                   | \$208                        | \$425,999,392 |
| 2017 | 2,026,592                   | \$209                        | \$423,557,728 |
| 2018 | 1,938,356                   | \$210                        | \$407,054,760 |
| 2019 | 1,934,775                   | \$211                        | \$408,237,525 |
| 2020 | 1,153,768                   | \$217                        | \$250,367,656 |
| 2021 | 1,760,834                   | \$199                        | \$350,405,966 |
| 2022 | 2,246,959                   | \$195                        | \$438,157,005 |
| 2023 | 2,038,817                   | \$192                        | \$391,452,864 |
| 2024 | 1,976,431                   | \$189                        | \$373,545,459 |
| 2025 | 1,942,861                   | \$190                        | \$369,143,590 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Attire & Accessories - Tuxedo/suit/other Rent/purchase in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,153,768

2020 Weddings

\$217

2020 Avg Spend

\$163

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$50          | 10.0%               | 115,377            | \$2,884,420  |
| \$50 - \$100   | 23.2%               | 267,674            | \$20,075,563 |
| \$101 - \$250  | 40.1%               | 462,661            | \$80,965,669 |
| \$251 - \$500  | 18.8%               | 216,908            | \$81,340,644 |
| \$500+         | 7.8%                | 89,994             | \$67,495,428 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Tuxedo/suit/other Rent/purchase in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$172            |
| 25-50         | \$183            |
| 51-100        | \$201            |
| 101-150       | \$211            |
| 151-200       | \$224            |
| 201-300       | \$269            |
| More than 300 | \$384            |

# Attire & Accessories - Wedding Dress

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Attire & Accessories - Wedding Dress in United States**.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,204,483

2020 Weddings

\$1,251

2020 Avg Spend

\$794

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales     |
|------|-----------------------------|------------------------------|-----------------|
| 2008 | 2,052,815                   | \$916                        | \$1,880,378,540 |
| 2009 | 1,980,587                   | \$1,031                      | \$2,041,985,197 |
| 2010 | 1,992,085                   | \$1,053                      | \$2,097,665,505 |
| 2011 | 2,013,519                   | \$1,166                      | \$2,347,763,154 |
| 2012 | 2,027,595                   | \$1,187                      | \$2,406,755,265 |
| 2013 | 2,038,861                   | \$1,211                      | \$2,469,060,671 |
| 2014 | 2,095,006                   | \$1,216                      | \$2,547,527,296 |
| 2015 | 2,109,370                   | \$1,226                      | \$2,586,087,620 |
| 2016 | 2,138,099                   | \$1,221                      | \$2,610,618,879 |
| 2017 | 2,115,673                   | \$1,220                      | \$2,581,121,060 |
| 2018 | 2,023,558                   | \$1,217                      | \$2,462,670,086 |
| 2019 | 2,019,820                   | \$1,217                      | \$2,458,120,940 |
| 2020 | 1,204,483                   | \$1,251                      | \$1,506,808,233 |
| 2021 | 1,838,233                   | \$1,272                      | \$2,338,232,376 |
| 2022 | 2,345,727                   | \$1,293                      | \$3,033,025,011 |
| 2023 | 2,128,435                   | \$1,314                      | \$2,796,763,590 |
| 2024 | 2,063,307                   | \$1,335                      | \$2,754,514,845 |
| 2025 | 2,028,261                   | \$1,342                      | \$2,721,926,262 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Attire & Accessories - Wedding Dress in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,204,483

2020 Weddings

\$1,251

2020 Avg Spend

\$794

2020 Median Spend

Table

| Spending Range  | Percent of Weddings | Number of Weddings | Total Sales   |
|-----------------|---------------------|--------------------|---------------|
| <\$250          | 17.3%               | 208,376            | \$26,046,945  |
| \$250 - \$500   | 17.5%               | 210,785            | \$79,044,197  |
| \$501 - \$1000  | 26.0%               | 313,166            | \$234,874,185 |
| \$1001 - \$2500 | 25.7%               | 309,552            | \$541,716,229 |
| \$2500+         | 13.6%               | 163,810            | \$614,286,330 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Dress in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$587            |
| 25-50         | \$791            |
| 51-100        | \$976            |
| 101-150       | \$1,220          |
| 151-200       | \$1,511          |
| 201-300       | \$1,875          |
| More than 300 | \$3,001          |

# Beauty & Spa - Hair Service

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Beauty & Spa - Hair Service** in **United States**. Per person

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,001,623

2020 Weddings

\$70

2020 Avg Spend

\$63

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 1,944,772                   | \$82                         | \$159,471,304 |
| 2009 | 1,813,800                   | \$81                         | \$146,917,800 |
| 2010 | 1,761,423                   | \$71                         | \$125,061,033 |
| 2011 | 1,780,375                   | \$66                         | \$117,504,750 |
| 2012 | 1,792,821                   | \$66                         | \$118,326,186 |
| 2013 | 1,802,782                   | \$65                         | \$117,180,830 |
| 2014 | 1,896,531                   | \$66                         | \$125,171,046 |
| 2015 | 1,909,535                   | \$66                         | \$126,029,310 |
| 2016 | 1,913,036                   | \$67                         | \$128,173,412 |
| 2017 | 1,892,970                   | \$67                         | \$126,828,990 |
| 2018 | 1,661,448                   | \$68                         | \$112,978,464 |
| 2019 | 1,658,378                   | \$68                         | \$112,769,704 |
| 2020 | 1,001,623                   | \$70                         | \$70,113,610  |
| 2021 | 1,528,636                   | \$71                         | \$108,533,156 |
| 2022 | 1,950,657                   | \$73                         | \$142,397,961 |
| 2023 | 1,769,962                   | \$74                         | \$130,977,188 |
| 2024 | 1,715,803                   | \$76                         | \$130,401,028 |
| 2025 | 1,686,659                   | \$75                         | \$126,499,425 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Beauty & Spa - Hair Service in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,001,623

2020 Weddings

\$70

2020 Avg Spend

\$63

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$25          | 11.0%               | 110,179            | \$1,377,232  |
| \$25 - \$50    | 27.2%               | 272,441            | \$10,216,555 |
| \$51 - \$75    | 23.0%               | 230,373            | \$14,398,331 |
| \$76 - \$100   | 19.8%               | 198,321            | \$17,353,118 |
| \$100+         | 19.0%               | 190,308            | \$28,546,256 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Hair Service in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$61             |
| 25-50         | \$60             |
| 51-100        | \$67             |
| 101-150       | \$71             |
| 151-200       | \$74             |
| 201-300       | \$76             |
| More than 300 | \$88             |

# Beauty & Spa - Makeup Service

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Beauty & Spa - Makeup Service** in **United States**. Per person

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

824,120

2020 Weddings

\$58

2020 Avg Spend

\$52

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales  |
|------|-----------------------------|------------------------------|--------------|
| 2008 | 1,426,166                   | \$65                         | \$92,700,790 |
| 2009 | 1,334,290                   | \$64                         | \$85,394,560 |
| 2010 | 1,342,036                   | \$60                         | \$80,522,160 |
| 2011 | 1,420,061                   | \$52                         | \$73,843,172 |
| 2012 | 1,429,988                   | \$52                         | \$74,359,376 |
| 2013 | 1,459,395                   | \$53                         | \$77,347,935 |
| 2014 | 1,543,688                   | \$53                         | \$81,815,464 |
| 2015 | 1,554,272                   | \$53                         | \$82,376,416 |
| 2016 | 1,575,442                   | \$54                         | \$85,073,868 |
| 2017 | 1,558,917                   | \$54                         | \$84,181,518 |
| 2018 | 1,363,239                   | \$55                         | \$74,978,145 |
| 2019 | 1,360,721                   | \$56                         | \$76,200,376 |
| 2020 | 824,120                     | \$58                         | \$47,798,960 |
| 2021 | 1,257,738                   | \$59                         | \$74,206,542 |
| 2022 | 1,604,971                   | \$61                         | \$97,903,231 |
| 2023 | 1,456,298                   | \$62                         | \$90,290,476 |
| 2024 | 1,411,736                   | \$64                         | \$90,351,104 |
| 2025 | 1,387,758                   | \$63                         | \$87,428,754 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Beauty & Spa - Makeup Service in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

824,120

2020 Weddings

\$58

2020 Avg Spend

\$52

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$25          | 19.7%               | 162,352            | \$2,029,396  |
| \$25 - \$50    | 29.0%               | 238,995            | \$8,962,305  |
| \$51 - \$75    | 24.6%               | 202,734            | \$12,670,845 |
| \$76 - \$100   | 14.6%               | 120,322            | \$10,528,133 |
| \$100+         | 12.1%               | 99,719             | \$14,957,778 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Makeup Service in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$51             |
| 25-50         | \$48             |
| 51-100        | \$54             |
| 101-150       | \$57             |
| 151-200       | \$59             |
| 201-300       | \$65             |
| More than 300 | \$90             |

# Beauty & Spa - Manicure & Pedicure

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Beauty & Spa - Manicure & Pedicure** in **United States**. Per person

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

925,550

2020 Weddings

\$46

2020 Avg Spend

\$42

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales  |
|------|-----------------------------|------------------------------|--------------|
| 2008 | 1,836,729                   | \$53                         | \$97,346,637 |
| 2009 | 1,730,407                   | \$52                         | \$89,981,164 |
| 2010 | 1,572,699                   | \$47                         | \$73,916,853 |
| 2011 | 1,610,815                   | \$43                         | \$69,265,045 |
| 2012 | 1,643,419                   | \$43                         | \$70,667,017 |
| 2013 | 1,674,012                   | \$43                         | \$71,982,516 |
| 2014 | 1,742,163                   | \$44                         | \$76,655,172 |
| 2015 | 1,754,107                   | \$44                         | \$77,180,708 |
| 2016 | 1,777,998                   | \$45                         | \$80,009,910 |
| 2017 | 1,759,349                   | \$45                         | \$79,170,705 |
| 2018 | 1,554,945                   | \$45                         | \$69,972,525 |
| 2019 | 1,552,072                   | \$45                         | \$69,843,240 |
| 2020 | 925,550                     | \$46                         | \$42,575,300 |
| 2021 | 1,412,537                   | \$47                         | \$66,389,239 |
| 2022 | 1,802,506                   | \$48                         | \$86,520,288 |
| 2023 | 1,635,534                   | \$48                         | \$78,505,632 |
| 2024 | 1,585,488                   | \$49                         | \$77,688,912 |
| 2025 | 1,558,559                   | \$48                         | \$74,810,832 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Beauty & Spa - Manicure & Pedicure in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

**925,550**

2020 Weddings

**\$46**

2020 Avg Spend

**\$42**

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$25          | 18.3%               | 169,376            | \$2,117,196  |
| \$25 - \$50    | 46.5%               | 430,381            | \$16,139,278 |
| \$51 - \$75    | 21.2%               | 196,217            | \$12,263,538 |
| \$76 - \$100   | 9.6%                | 88,853             | \$7,774,620  |
| \$100+         | 4.3%                | 39,799             | \$5,969,797  |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Manicure & Pedicure in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$43             |
| 25-50         | \$40             |
| 51-100        | \$43             |
| 101-150       | \$45             |
| 151-200       | \$47             |
| 201-300       | \$52             |
| More than 300 | \$74             |

# Entertainment - DJ/MC

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Entertainment - DJ/MC in United States.**

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

900,193

2020 Weddings

\$759

2020 Avg Spend

\$630

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales     |
|------|-----------------------------|------------------------------|-----------------|
| 2008 | 1,339,732                   | \$691                        | \$925,754,812   |
| 2009 | 1,438,531                   | \$745                        | \$1,071,705,595 |
| 2010 | 1,572,699                   | \$748                        | \$1,176,378,852 |
| 2011 | 1,589,621                   | \$699                        | \$1,111,145,079 |
| 2012 | 1,600,733                   | \$699                        | \$1,118,912,367 |
| 2013 | 1,609,627                   | \$698                        | \$1,123,519,646 |
| 2014 | 1,720,110                   | \$712                        | \$1,224,718,320 |
| 2015 | 1,731,903                   | \$728                        | \$1,260,825,384 |
| 2016 | 1,732,986                   | \$735                        | \$1,273,744,710 |
| 2017 | 1,714,808                   | \$736                        | \$1,262,098,688 |
| 2018 | 1,491,043                   | \$737                        | \$1,098,898,691 |
| 2019 | 1,488,288                   | \$739                        | \$1,099,844,832 |
| 2020 | 900,193                     | \$759                        | \$683,246,487   |
| 2021 | 1,373,837                   | \$760                        | \$1,044,116,120 |
| 2022 | 1,753,122                   | \$763                        | \$1,337,632,086 |
| 2023 | 1,590,725                   | \$766                        | \$1,218,495,350 |
| 2024 | 1,542,050                   | \$769                        | \$1,185,836,450 |
| 2025 | 1,515,859                   | \$772                        | \$1,170,243,148 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Entertainment - DJ/MC in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

900,193

2020 Weddings

\$759

2020 Avg Spend

\$630

2020 Median Spend

Table

| Spending Range  | Percent of Weddings | Number of Weddings | Total Sales   |
|-----------------|---------------------|--------------------|---------------|
| <\$500          | 40.2%               | 361,878            | \$90,469,397  |
| \$500 - \$1000  | 37.8%               | 340,273            | \$255,204,716 |
| \$1001 - \$2000 | 17.1%               | 153,933            | \$230,899,505 |
| \$2001 - \$3000 | 4.3%                | 38,708             | \$96,770,748  |
| \$3000+         | 0.7%                | 6,301              | \$28,356,080  |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for DJ/MC in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$546            |
| 25-50         | \$505            |
| 51-100        | \$622            |
| 101-150       | \$772            |
| 151-200       | \$858            |
| 201-300       | \$890            |
| More than 300 | \$1,331          |

# Entertainment - Entertainment lighting

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Entertainment - Entertainment lighting in United States.**

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

760,726

2020 Weddings

\$341

2020 Avg Spend

\$173

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2016 | 1,350,379                   | \$343                        | \$463,179,997 |
| 2017 | 1,336,214                   | \$337                        | \$450,304,118 |
| 2018 | 1,256,736                   | \$334                        | \$419,749,824 |
| 2019 | 1,254,414                   | \$333                        | \$417,719,862 |
| 2020 | 760,726                     | \$341                        | \$259,407,566 |
| 2021 | 1,160,989                   | \$337                        | \$391,253,293 |
| 2022 | 1,481,512                   | \$337                        | \$499,269,544 |
| 2023 | 1,344,275                   | \$336                        | \$451,676,400 |
| 2024 | 1,303,141                   | \$336                        | \$437,855,376 |
| 2025 | 1,281,007                   | \$337                        | \$431,699,359 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Entertainment - Entertainment lighting in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

760,726

2020 Weddings

\$341

2020 Avg Spend

\$173

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$100         | 33.5%               | 254,843            | \$12,742,161 |
| \$100 - \$250  | 33.8%               | 257,125            | \$44,996,943 |
| \$251 - \$500  | 16.7%               | 127,041            | \$47,640,466 |
| \$501 - \$1000 | 8.6%                | 65,422             | \$49,066,827 |
| \$1000+        | 7.4%                | 56,294             | \$84,440,586 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Entertainment lighting in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$210            |
| 25-50         | \$216            |
| 51-100        | \$295            |
| 101-150       | \$319            |
| 151-200       | \$373            |
| 201-300       | \$571            |
| More than 300 | \$771            |

# Entertainment - Live Band

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Entertainment - Live Band in United States.**

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

228,218

2020 Weddings

\$1,773

2020 Avg Spend

\$1,107

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales     |
|------|-----------------------------|------------------------------|-----------------|
| 2008 | 605,040                     | \$1,836                      | \$1,110,853,440 |
| 2009 | 479,510                     | \$1,711                      | \$820,441,610   |
| 2010 | 629,080                     | \$1,751                      | \$1,101,519,080 |
| 2011 | 614,653                     | \$1,542                      | \$947,794,926   |
| 2012 | 618,950                     | \$1,539                      | \$952,564,050   |
| 2013 | 622,389                     | \$1,633                      | \$1,016,361,237 |
| 2014 | 705,686                     | \$1,676                      | \$1,182,729,736 |
| 2015 | 710,524                     | \$1,706                      | \$1,212,153,944 |
| 2016 | 697,696                     | \$1,695                      | \$1,182,594,720 |
| 2017 | 668,107                     | \$1,700                      | \$1,135,781,900 |
| 2018 | 404,712                     | \$1,693                      | \$685,177,416   |
| 2019 | 403,964                     | \$1,724                      | \$696,433,936   |
| 2020 | 228,218                     | \$1,773                      | \$404,630,514   |
| 2021 | 348,297                     | \$1,770                      | \$616,485,690   |
| 2022 | 444,453                     | \$1,771                      | \$787,126,263   |
| 2023 | 403,282                     | \$1,773                      | \$715,018,986   |
| 2024 | 390,942                     | \$1,774                      | \$693,531,108   |
| 2025 | 384,302                     | \$1,775                      | \$682,136,050   |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Entertainment - Live Band in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

228,218

2020 Weddings

\$1,773

2020 Avg Spend

\$1,107

2020 Median Spend

Table

| Spending Range  | Percent of Weddings | Number of Weddings | Total Sales   |
|-----------------|---------------------|--------------------|---------------|
| <\$500          | 30.2%               | 68,922             | \$17,230,459  |
| \$500 - \$1000  | 17.7%               | 40,395             | \$30,295,939  |
| \$1001 - \$2000 | 19.4%               | 44,274             | \$66,411,438  |
| \$2001 - \$3000 | 21.0%               | 47,926             | \$119,814,450 |
| \$3000+         | 11.6%               | 26,473             | \$119,129,796 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Live Band in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$1,011          |
| 25-50         | \$844            |
| 51-100        | \$1,067          |
| 101-150       | \$1,553          |
| 151-200       | \$1,863          |
| 201-300       | \$2,498          |
| More than 300 | \$3,647          |

# Entertainment - Musician/s, Soloist, or Ensemble

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Entertainment - Musician/s, Soloist, or Ensemble in United States.**

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

291,612

2020 Weddings

\$642

2020 Avg Spend

\$324

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 734,692                     | \$542                        | \$398,203,064 |
| 2009 | 562,904                     | \$668                        | \$376,019,872 |
| 2010 | 943,619                     | \$559                        | \$527,483,021 |
| 2011 | 847,798                     | \$538                        | \$456,115,324 |
| 2012 | 875,068                     | \$537                        | \$469,911,516 |
| 2013 | 858,468                     | \$593                        | \$509,071,524 |
| 2014 | 970,318                     | \$604                        | \$586,072,072 |
| 2015 | 999,175                     | \$611                        | \$610,495,925 |
| 2016 | 990,278                     | \$618                        | \$611,991,804 |
| 2017 | 979,891                     | \$618                        | \$605,572,638 |
| 2018 | 660,319                     | \$612                        | \$404,115,228 |
| 2019 | 637,838                     | \$624                        | \$398,010,912 |
| 2020 | 291,612                     | \$642                        | \$187,214,904 |
| 2021 | 464,396                     | \$632                        | \$293,498,272 |
| 2022 | 641,988                     | \$638                        | \$409,588,344 |
| 2023 | 582,519                     | \$643                        | \$374,559,717 |
| 2024 | 564,695                     | \$649                        | \$366,487,055 |
| 2025 | 555,103                     | \$652                        | \$361,927,156 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Entertainment - Musician/s, Soloist, or Ensemble in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

291,612

2020 Weddings

\$642

2020 Avg Spend

\$324

2020 Median Spend

Table

| Spending Range  | Percent of Weddings | Number of Weddings | Total Sales  |
|-----------------|---------------------|--------------------|--------------|
| <\$250          | 42.3%               | 123,352            | \$15,418,984 |
| \$250 - \$500   | 26.3%               | 76,694             | \$28,760,234 |
| \$501 - \$1000  | 16.9%               | 49,282             | \$36,961,821 |
| \$1001 - \$2000 | 8.9%                | 25,953             | \$38,930,202 |
| \$2000+         | 5.7%                | 16,622             | \$49,865,652 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Musician/s, Soloist, or Ensemble in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$546            |
| 25-50         | \$435            |
| 51-100        | \$536            |
| 101-150       | \$541            |
| 151-200       | \$607            |
| 201-300       | \$840            |
| More than 300 | \$1,710          |

# Flowers & Decorations - Bouquets

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Flowers & Decorations - Bouquets** in **United States**. Total for all

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,179,126

2020 Weddings

\$346

2020 Avg Spend

\$215

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 2,052,815                   | \$309                        | \$634,319,835 |
| 2009 | 1,980,587                   | \$255                        | \$505,049,685 |
| 2010 | 1,992,085                   | \$319                        | \$635,475,115 |
| 2011 | 1,992,324                   | \$293                        | \$583,750,932 |
| 2012 | 2,006,252                   | \$294                        | \$589,838,088 |
| 2013 | 2,017,399                   | \$313                        | \$631,445,887 |
| 2014 | 2,095,006                   | \$325                        | \$680,876,950 |
| 2015 | 2,109,370                   | \$327                        | \$689,763,990 |
| 2016 | 2,138,099                   | \$340                        | \$726,953,660 |
| 2017 | 2,115,673                   | \$339                        | \$717,213,147 |
| 2018 | 1,980,957                   | \$338                        | \$669,563,466 |
| 2019 | 1,977,297                   | \$337                        | \$666,349,089 |
| 2020 | 1,179,126                   | \$346                        | \$407,977,596 |
| 2021 | 1,799,533                   | \$354                        | \$637,034,682 |
| 2022 | 2,296,343                   | \$359                        | \$824,387,137 |
| 2023 | 2,083,626                   | \$364                        | \$758,439,864 |
| 2024 | 2,019,869                   | \$370                        | \$747,351,530 |
| 2025 | 1,985,561                   | \$375                        | \$744,585,375 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Flowers & Decorations - Bouquets in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,179,126

2020 Weddings

\$346

2020 Avg Spend

\$215

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales   |
|----------------|---------------------|--------------------|---------------|
| <\$100         | 20.9%               | 246,437            | \$12,321,867  |
| \$100 - \$250  | 38.1%               | 449,247            | \$78,618,226  |
| \$251 - \$500  | 20.0%               | 235,825            | \$88,434,450  |
| \$501 - \$750  | 10.2%               | 120,271            | \$75,169,283  |
| \$750+         | 10.9%               | 128,525            | \$144,590,326 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Bouquets in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$228            |
| 25-50         | \$292            |
| 51-100        | \$329            |
| 101-150       | \$386            |
| 151-200       | \$462            |
| 201-300       | \$541            |
| More than 300 | \$871            |

# Flowers & Decorations - Boutonnieres, Corsages

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Flowers & Decorations - Boutonnieres, Corsages in United States**. Includes all purchased

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,039,659

2020 Weddings

\$156

2020 Avg Spend

\$110

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 1,858,338                   | \$121                        | \$224,858,898 |
| 2009 | 1,813,800                   | \$105                        | \$190,449,000 |
| 2010 | 1,866,269                   | \$134                        | \$250,080,046 |
| 2011 | 1,801,570                   | \$123                        | \$221,593,110 |
| 2012 | 1,814,164                   | \$123                        | \$223,142,172 |
| 2013 | 1,824,244                   | \$134                        | \$244,448,696 |
| 2014 | 1,940,637                   | \$144                        | \$279,451,728 |
| 2015 | 1,953,942                   | \$144                        | \$281,367,648 |
| 2016 | 1,958,049                   | \$147                        | \$287,833,203 |
| 2017 | 1,937,511                   | \$148                        | \$286,751,628 |
| 2018 | 1,746,650                   | \$150                        | \$261,997,500 |
| 2019 | 1,743,423                   | \$152                        | \$265,000,296 |
| 2020 | 1,039,659                   | \$156                        | \$162,186,804 |
| 2021 | 1,586,685                   | \$162                        | \$257,042,970 |
| 2022 | 2,024,733                   | \$166                        | \$336,105,678 |
| 2023 | 1,837,176                   | \$169                        | \$310,482,744 |
| 2024 | 1,780,960                   | \$173                        | \$308,106,080 |
| 2025 | 1,750,710                   | \$176                        | \$308,124,960 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Flowers & Decorations - Boutonnieres, Corsages in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,039,659

2020 Weddings

\$156

2020 Avg Spend

\$110

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$100         | 47.6%               | 494,878            | \$24,743,884 |
| \$100 - \$250  | 36.7%               | 381,555            | \$66,772,099 |
| \$251 - \$500  | 9.9%                | 102,926            | \$38,597,340 |
| \$501 - \$750  | 4.2%                | 43,666             | \$27,291,049 |
| \$750+         | 1.6%                | 16,635             | \$18,713,862 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Boutonnieres, Corsages in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$94             |
| 25-50         | \$106            |
| 51-100        | \$124            |
| 101-150       | \$145            |
| 151-200       | \$179            |
| 201-300       | \$216            |
| More than 300 | \$388            |

# Flowers & Decorations - Wedding Venue Decorations

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Flowers & Decorations - Wedding Venue Decorations in United States**. Not table centerpieces, flowers, or accessories

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,090,374

2020 Weddings

\$456

2020 Avg Spend

\$267

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 1,728,686                   | \$423                        | \$731,234,178 |
| 2009 | 1,709,559                   | \$458                        | \$782,978,022 |
| 2010 | 1,677,546                   | \$418                        | \$701,214,228 |
| 2011 | 1,695,595                   | \$433                        | \$734,192,635 |
| 2012 | 1,707,449                   | \$433                        | \$739,325,417 |
| 2013 | 1,738,397                   | \$434                        | \$754,464,298 |
| 2014 | 1,852,426                   | \$451                        | \$835,444,126 |
| 2015 | 1,865,127                   | \$446                        | \$831,846,642 |
| 2016 | 1,890,530                   | \$446                        | \$843,176,380 |
| 2017 | 1,870,700                   | \$445                        | \$832,461,500 |
| 2018 | 1,831,852                   | \$444                        | \$813,342,288 |
| 2019 | 1,828,468                   | \$443                        | \$810,011,324 |
| 2020 | 1,090,374                   | \$456                        | \$497,210,544 |
| 2021 | 1,664,085                   | \$451                        | \$750,502,335 |
| 2022 | 2,123,500                   | \$453                        | \$961,945,500 |
| 2023 | 1,926,794                   | \$455                        | \$876,691,270 |
| 2024 | 1,867,836                   | \$456                        | \$851,733,216 |
| 2025 | 1,836,110                   | \$457                        | \$839,102,270 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Flowers & Decorations - Wedding Venue Decorations in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,090,374

2020 Weddings

\$456

2020 Avg Spend

\$267

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales   |
|----------------|---------------------|--------------------|---------------|
| <\$100         | 18.4%               | 200,629            | \$10,031,441  |
| \$100 - \$250  | 30.0%               | 327,112            | \$57,244,635  |
| \$251 - \$500  | 25.1%               | 273,684            | \$102,631,453 |
| \$501 - \$750  | 10.8%               | 117,760            | \$73,600,245  |
| \$750+         | 15.8%               | 172,279            | \$193,813,979 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Venue Decorations in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$209            |
| 25-50         | \$318            |
| 51-100        | \$375            |
| 101-150       | \$451            |
| 151-200       | \$528            |
| 201-300       | \$617            |
| More than 300 | \$920            |

# Flowers & Decorations - Wedding Venue Flowers & Arrangements

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Flowers & Decorations - Wedding Venue Flowers & Arrangements** in **United States**. Not table centerpieces

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,014,302

2020 Weddings

\$337

2020 Avg Spend

\$161

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales     |
|------|-----------------------------|------------------------------|-----------------|
| 2008 | 1,793,512                   | \$733                        | \$1,314,644,296 |
| 2009 | 1,688,711                   | \$650                        | \$1,097,662,150 |
| 2010 | 1,698,515                   | \$693                        | \$1,177,070,895 |
| 2011 | 1,695,595                   | \$630                        | \$1,068,224,850 |
| 2012 | 1,707,449                   | \$631                        | \$1,077,400,319 |
| 2013 | 1,738,397                   | \$642                        | \$1,116,050,874 |
| 2014 | 1,830,373                   | \$634                        | \$1,160,456,482 |
| 2015 | 1,842,923                   | \$618                        | \$1,138,926,414 |
| 2016 | 1,845,517                   | \$619                        | \$1,142,375,023 |
| 2017 | 1,826,160                   | \$613                        | \$1,119,436,080 |
| 2018 | 1,682,748                   | \$604                        | \$1,016,379,792 |
| 2019 | 1,679,640                   | \$598                        | \$1,004,424,720 |
| 2020 | 1,014,302                   | \$337                        | \$341,819,774   |
| 2021 | 1,547,986                   | \$482                        | \$746,129,252   |
| 2022 | 1,975,349                   | \$475                        | \$938,290,775   |
| 2023 | 1,792,366                   | \$480                        | \$860,335,680   |
| 2024 | 1,737,522                   | \$490                        | \$851,385,780   |
| 2025 | 1,708,010                   | \$500                        | \$854,005,000   |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Flowers & Decorations - Wedding Venue Flowers & Arrangements in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,014,302

2020 Weddings

\$337

2020 Avg Spend

\$161

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$100         | 34.4%               | 348,920            | \$17,445,994 |
| \$100 - \$250  | 38.6%               | 391,521            | \$68,516,100 |
| \$251 - \$500  | 13.6%               | 137,945            | \$51,729,402 |
| \$501 - \$750  | 4.8%                | 48,686             | \$30,429,060 |
| \$750+         | 8.6%                | 87,230             | \$98,133,719 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Venue Flowers & Arrangements in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$173            |
| 25-50         | \$216            |
| 51-100        | \$271            |
| 101-150       | \$329            |
| 151-200       | \$401            |
| 201-300       | \$440            |
| More than 300 | \$700            |

# Flowers & Decorations - Wedding Venue Table Centerpieces

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Flowers & Decorations - Wedding Venue Table Centerpieces** in **United States**.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,065,017

2020 Weddings

\$185

2020 Avg Spend

\$93

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 1,923,164                   | \$317                        | \$609,642,988 |
| 2009 | 1,730,407                   | \$325                        | \$562,382,275 |
| 2010 | 1,866,269                   | \$366                        | \$683,054,454 |
| 2011 | 1,716,790                   | \$323                        | \$554,523,170 |
| 2012 | 1,728,792                   | \$322                        | \$556,671,024 |
| 2013 | 1,759,859                   | \$327                        | \$575,473,893 |
| 2014 | 1,874,479                   | \$326                        | \$611,080,154 |
| 2015 | 1,887,331                   | \$325                        | \$613,382,575 |
| 2016 | 1,913,036                   | \$326                        | \$623,649,736 |
| 2017 | 1,892,970                   | \$326                        | \$617,108,220 |
| 2018 | 1,789,251                   | \$326                        | \$583,295,826 |
| 2019 | 1,785,946                   | \$326                        | \$582,218,396 |
| 2020 | 1,065,017                   | \$185                        | \$197,028,145 |
| 2021 | 1,625,385                   | \$245                        | \$398,219,325 |
| 2022 | 2,074,116                   | \$255                        | \$528,899,580 |
| 2023 | 1,881,985                   | \$265                        | \$498,726,025 |
| 2024 | 1,824,398                   | \$275                        | \$501,709,450 |
| 2025 | 1,793,410                   | \$290                        | \$520,088,900 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Flowers & Decorations - Wedding Venue Table Centerpieces in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,065,017

2020 Weddings

\$185

2020 Avg Spend

\$93

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$100         | 53.9%               | 574,044            | \$28,702,208 |
| \$100 - \$250  | 23.9%               | 254,539            | \$44,544,336 |
| \$251 - \$500  | 10.6%               | 112,892            | \$42,334,426 |
| \$501 - \$750  | 4.8%                | 51,121             | \$31,950,510 |
| \$750+         | 6.8%                | 72,421             | \$81,473,801 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Venue Table Centerpieces in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$77             |
| 25-50         | \$107            |
| 51-100        | \$138            |
| 101-150       | \$195            |
| 151-200       | \$226            |
| 201-300       | \$260            |
| More than 300 | \$346            |

# Gifts & Favors - Gift/s for Attendants

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Gifts & Favors - Gift/s for Attendants** in **United States**. Per person

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

824,120

2020 Weddings

\$103

2020 Avg Spend

\$39

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 1,469,383                   | \$292                        | \$429,059,836 |
| 2009 | 1,647,014                   | \$188                        | \$309,638,632 |
| 2010 | 1,698,515                   | \$196                        | \$332,908,940 |
| 2011 | 1,716,790                   | \$100                        | \$171,679,000 |
| 2012 | 1,728,792                   | \$100                        | \$172,879,200 |
| 2013 | 1,738,397                   | \$98                         | \$170,362,906 |
| 2014 | 1,830,373                   | \$106                        | \$194,019,538 |
| 2015 | 1,842,923                   | \$104                        | \$191,663,992 |
| 2016 | 1,845,517                   | \$104                        | \$191,933,768 |
| 2017 | 1,826,160                   | \$103                        | \$188,094,480 |
| 2018 | 1,427,141                   | \$102                        | \$145,568,382 |
| 2019 | 1,403,243                   | \$102                        | \$143,130,786 |
| 2020 | 824,120                     | \$103                        | \$84,884,360  |
| 2021 | 1,257,738                   | \$103                        | \$129,547,014 |
| 2022 | 1,604,971                   | \$104                        | \$166,916,984 |
| 2023 | 1,456,298                   | \$104                        | \$151,454,992 |
| 2024 | 1,411,736                   | \$104                        | \$146,820,544 |
| 2025 | 1,387,758                   | \$103                        | \$142,939,074 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Gifts & Favors - Gift/s for Attendants in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

824,120

2020 Weddings

\$103

2020 Avg Spend

\$39

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$50          | 64.3%               | 529,909            | \$13,247,729 |
| \$50 - \$100   | 23.6%               | 194,492            | \$14,586,924 |
| \$101 - \$250  | 6.6%                | 54,392             | \$9,518,586  |
| \$251 - \$500  | 2.9%                | 23,899             | \$8,962,305  |
| \$500+         | 2.7%                | 22,251             | \$16,688,430 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Gift/s for Attendants in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$79             |
| 25-50         | \$67             |
| 51-100        | \$81             |
| 101-150       | \$98             |
| 151-200       | \$100            |
| 201-300       | \$136            |
| More than 300 | \$323            |

# Gifts & Favors - Gift/s for Parents

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Gifts & Favors - Gift/s for Parents in United States**. Per parent

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

798,763

2020 Weddings

\$123

2020 Avg Spend

\$64

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 1,469,383                   | \$269                        | \$395,264,027 |
| 2009 | 1,501,076                   | \$150                        | \$225,161,400 |
| 2010 | 1,530,760                   | \$148                        | \$226,552,480 |
| 2011 | 1,504,841                   | \$103                        | \$154,998,623 |
| 2012 | 1,515,361                   | \$103                        | \$156,082,183 |
| 2013 | 1,523,780                   | \$110                        | \$167,615,800 |
| 2014 | 1,609,846                   | \$119                        | \$191,571,674 |
| 2015 | 1,620,884                   | \$120                        | \$194,506,080 |
| 2016 | 1,620,454                   | \$122                        | \$197,695,388 |
| 2017 | 1,603,457                   | \$122                        | \$195,621,754 |
| 2018 | 1,341,938                   | \$122                        | \$163,716,436 |
| 2019 | 1,339,459                   | \$122                        | \$163,413,998 |
| 2020 | 798,763                     | \$123                        | \$98,247,849  |
| 2021 | 1,219,039                   | \$122                        | \$148,722,758 |
| 2022 | 1,555,587                   | \$121                        | \$188,226,027 |
| 2023 | 1,411,489                   | \$120                        | \$169,378,680 |
| 2024 | 1,368,298                   | \$119                        | \$162,827,462 |
| 2025 | 1,345,058                   | \$118                        | \$158,716,844 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Gifts & Favors - Gift/s for Parents in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

798,763

2020 Weddings

\$123

2020 Avg Spend

\$64

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$50          | 40.1%               | 320,304            | \$8,007,599  |
| \$50 - \$100   | 35.6%               | 284,360            | \$21,326,972 |
| \$101 - \$250  | 15.0%               | 119,814            | \$20,967,529 |
| \$251 - \$500  | 5.5%                | 43,932             | \$16,474,487 |
| \$500+         | 3.9%                | 31,152             | \$23,363,818 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Gift/s for Parents in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$102            |
| 25-50         | \$86             |
| 51-100        | \$95             |
| 101-150       | \$117            |
| 151-200       | \$117            |
| 201-300       | \$180            |
| More than 300 | \$371            |

# Gifts & Favors - Tips (for all services)

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Gifts & Favors - Tips (for all services) in United States**. Total tips for all services

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,039,659

2020 Weddings

\$214

2020 Avg Spend

\$225

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 1,836,729                   | \$370                        | \$679,589,730 |
| 2009 | 1,751,256                   | \$369                        | \$646,213,464 |
| 2010 | 1,782,392                   | \$374                        | \$666,614,608 |
| 2011 | 1,801,570                   | \$362                        | \$652,168,340 |
| 2012 | 1,814,164                   | \$361                        | \$654,913,204 |
| 2013 | 1,824,244                   | \$365                        | \$665,849,060 |
| 2014 | 1,940,637                   | \$382                        | \$741,323,334 |
| 2015 | 1,953,942                   | \$385                        | \$752,267,670 |
| 2016 | 1,958,049                   | \$384                        | \$751,890,816 |
| 2017 | 1,937,511                   | \$384                        | \$744,004,224 |
| 2018 | 1,725,349                   | \$385                        | \$664,259,365 |
| 2019 | 1,722,162                   | \$384                        | \$661,310,208 |
| 2020 | 1,039,659                   | \$214                        | \$222,487,026 |
| 2021 | 1,586,685                   | \$325                        | \$515,672,625 |
| 2022 | 2,024,733                   | \$321                        | \$649,939,293 |
| 2023 | 1,837,176                   | \$325                        | \$597,082,200 |
| 2024 | 1,780,960                   | \$330                        | \$587,716,800 |
| 2025 | 1,750,710                   | \$335                        | \$586,487,850 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Gifts & Favors - Tips (for all services) in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,039,659

2020 Weddings

\$214

2020 Avg Spend

\$225

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales   |
|----------------|---------------------|--------------------|---------------|
| <\$50          | 15.8%               | 164,266            | \$4,106,653   |
| \$50 - \$100   | 18.2%               | 189,218            | \$14,191,345  |
| \$101 - \$250  | 19.3%               | 200,654            | \$35,114,483  |
| \$251 - \$500  | 24.4%               | 253,677            | \$95,128,799  |
| \$500+         | 22.3%               | 231,844            | \$173,882,968 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Tips (for all services) in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$95             |
| 25-50         | \$133            |
| 51-100        | \$180            |
| 101-150       | \$243            |
| 151-200       | \$250            |
| 201-300       | \$269            |
| More than 300 | \$366            |

# Gifts & Favors - Wedding Favors

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Gifts & Favors - Wedding Favors in United States**.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,001,623

2020 Weddings

\$136

2020 Avg Spend

\$73

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 1,901,555                   | \$326                        | \$619,906,930 |
| 2009 | 1,834,649                   | \$257                        | \$471,504,793 |
| 2010 | 1,950,147                   | \$262                        | \$510,938,514 |
| 2011 | 1,865,155                   | \$206                        | \$384,221,930 |
| 2012 | 1,878,194                   | \$206                        | \$386,907,964 |
| 2013 | 1,888,629                   | \$215                        | \$406,055,235 |
| 2014 | 1,940,637                   | \$231                        | \$448,287,147 |
| 2015 | 1,953,942                   | \$235                        | \$459,176,370 |
| 2016 | 1,958,049                   | \$239                        | \$467,973,711 |
| 2017 | 1,937,511                   | \$239                        | \$463,065,129 |
| 2018 | 1,682,748                   | \$240                        | \$403,859,520 |
| 2019 | 1,679,640                   | \$241                        | \$404,793,240 |
| 2020 | 1,001,623                   | \$136                        | \$136,220,728 |
| 2021 | 1,528,636                   | \$198                        | \$302,669,928 |
| 2022 | 1,950,657                   | \$200                        | \$390,131,400 |
| 2023 | 1,769,962                   | \$205                        | \$362,842,210 |
| 2024 | 1,715,803                   | \$210                        | \$360,318,630 |
| 2025 | 1,686,659                   | \$220                        | \$371,064,980 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Gifts & Favors - Wedding Favors in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,001,623

2020 Weddings

\$136

2020 Avg Spend

\$73

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$50          | 32.3%               | 323,524            | \$8,088,106  |
| \$50 - \$100   | 37.8%               | 378,613            | \$28,396,012 |
| \$101 - \$250  | 16.2%               | 162,263            | \$28,396,012 |
| \$251 - \$500  | 8.3%                | 83,135             | \$31,175,516 |
| \$500+         | 5.4%                | 54,088             | \$40,565,732 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Favors in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$64             |
| 25-50         | \$84             |
| 51-100        | \$112            |
| 101-150       | \$132            |
| 151-200       | \$155            |
| 201-300       | \$186            |
| More than 300 | \$317            |

# Invitations - Ceremony Programs

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Ceremony Programs in United States**.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

786,084

2020 Weddings

\$73

2020 Avg Spend

\$64

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 1,534,209                   | \$123                        | \$188,707,707 |
| 2009 | 1,584,469                   | \$92                         | \$145,771,148 |
| 2010 | 1,593,668                   | \$110                        | \$175,303,480 |
| 2011 | 1,610,815                   | \$99                         | \$159,470,685 |
| 2012 | 1,622,076                   | \$99                         | \$160,585,524 |
| 2013 | 1,631,088                   | \$104                        | \$169,633,152 |
| 2014 | 1,720,110                   | \$116                        | \$199,532,760 |
| 2015 | 1,731,903                   | \$121                        | \$209,560,263 |
| 2016 | 1,732,986                   | \$127                        | \$220,089,222 |
| 2017 | 1,692,538                   | \$128                        | \$216,644,864 |
| 2018 | 1,320,638                   | \$128                        | \$169,041,664 |
| 2019 | 1,296,937                   | \$129                        | \$167,304,873 |
| 2020 | 786,084                     | \$73                         | \$57,384,132  |
| 2021 | 1,199,689                   | \$102                        | \$122,368,278 |
| 2022 | 1,530,895                   | \$110                        | \$168,398,450 |
| 2023 | 1,389,084                   | \$115                        | \$159,744,660 |
| 2024 | 1,346,579                   | \$120                        | \$161,589,480 |
| 2025 | 1,323,707                   | \$123                        | \$162,815,961 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Invitations - Ceremony Programs in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

786,084

2020 Weddings

\$73

2020 Avg Spend

\$64

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$50          | 42.5%               | 334,086            | \$8,352,143  |
| \$50 - \$100   | 27.1%               | 213,029            | \$15,977,157 |
| \$101 - \$250  | 17.5%               | 137,565            | \$24,073,822 |
| \$251 - \$500  | 7.1%                | 55,812             | \$20,929,486 |
| \$500+         | 5.9%                | 46,379             | \$34,784,217 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Ceremony Programs in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$45             |
| 25-50         | \$60             |
| 51-100        | \$57             |
| 101-150       | \$61             |
| 151-200       | \$77             |
| 201-300       | \$85             |
| More than 300 | \$228            |

# Invitations - Engagement Announcements

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Engagement Announcements** in **United States**.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

342,327

2020 Weddings

\$64

2020 Avg Spend

\$69

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 842,735                     | \$155                        | \$130,623,925 |
| 2009 | 813,083                     | \$140                        | \$113,831,620 |
| 2010 | 817,803                     | \$150                        | \$122,670,450 |
| 2011 | 974,967                     | \$96                         | \$93,596,832  |
| 2012 | 981,783                     | \$96                         | \$94,251,168  |
| 2013 | 1,008,699                   | \$96                         | \$96,835,104  |
| 2014 | 1,102,635                   | \$104                        | \$114,674,040 |
| 2015 | 1,110,195                   | \$105                        | \$116,570,475 |
| 2016 | 1,125,316                   | \$108                        | \$121,534,128 |
| 2017 | 1,113,512                   | \$109                        | \$121,372,808 |
| 2018 | 873,325                     | \$110                        | \$96,065,750  |
| 2019 | 871,712                     | \$111                        | \$96,760,032  |
| 2020 | 342,327                     | \$64                         | \$21,908,928  |
| 2021 | 561,145                     | \$64                         | \$35,913,280  |
| 2022 | 790,140                     | \$75                         | \$59,260,500  |
| 2023 | 716,947                     | \$80                         | \$57,355,760  |
| 2024 | 695,009                     | \$85                         | \$59,075,765  |
| 2025 | 683,204                     | \$90                         | \$61,488,360  |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Invitations - Engagement Announcements in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

**342,327**

2020 Weddings

**\$64**

2020 Avg Spend

**\$69**

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$50          | 40.3%               | 137,958            | \$3,448,945  |
| \$50 - \$100   | 26.0%               | 89,005             | \$6,675,377  |
| \$101 - \$250  | 18.8%               | 64,357             | \$11,262,558 |
| \$251 - \$500  | 9.5%                | 32,521             | \$12,195,399 |
| \$500+         | 5.4%                | 18,486             | \$13,864,244 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Engagement Announcements in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$29             |
| 25-50         | \$39             |
| 51-100        | \$47             |
| 101-150       | \$53             |
| 151-200       | \$65             |
| 201-300       | \$86             |
| More than 300 | \$242            |

# Invitations - Guest Book

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Guest Book in United States**.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,052,338

2020 Weddings

\$35

2020 Avg Spend

\$37

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 1,966,381                   | \$56                         | \$110,117,336 |
| 2009 | 1,834,649                   | \$57                         | \$104,574,993 |
| 2010 | 1,950,147                   | \$59                         | \$115,058,673 |
| 2011 | 1,865,155                   | \$55                         | \$102,583,525 |
| 2012 | 1,878,194                   | \$55                         | \$103,300,670 |
| 2013 | 1,888,629                   | \$54                         | \$101,985,966 |
| 2014 | 1,984,742                   | \$59                         | \$117,099,778 |
| 2015 | 1,998,350                   | \$59                         | \$117,902,650 |
| 2016 | 2,003,062                   | \$61                         | \$122,186,782 |
| 2017 | 1,982,051                   | \$61                         | \$120,905,111 |
| 2018 | 1,767,951                   | \$61                         | \$107,845,011 |
| 2019 | 1,764,685                   | \$61                         | \$107,645,785 |
| 2020 | 1,052,338                   | \$35                         | \$36,831,830  |
| 2021 | 1,606,035                   | \$47                         | \$75,483,645  |
| 2022 | 2,049,424                   | \$50                         | \$102,471,200 |
| 2023 | 1,859,580                   | \$52                         | \$96,698,160  |
| 2024 | 1,802,679                   | \$55                         | \$99,147,345  |
| 2025 | 1,772,060                   | \$57                         | \$101,007,420 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Invitations - Guest Book in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,052,338

2020 Weddings

\$35

2020 Avg Spend

\$37

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$50          | 68.9%               | 725,061            | \$18,126,522 |
| \$50 - \$100   | 21.1%               | 222,043            | \$16,653,249 |
| \$101 - \$250  | 6.6%                | 69,454             | \$12,154,504 |
| \$251 - \$500  | 1.5%                | 15,785             | \$5,919,401  |
| \$500+         | 1.9%                | 19,994             | \$14,995,816 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Guest Book in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$22             |
| 25-50         | \$22             |
| 51-100        | \$28             |
| 101-150       | \$31             |
| 151-200       | \$34             |
| 201-300       | \$40             |
| More than 300 | \$152            |

# Invitations - Invitations & Reply Cards

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Invitations & Reply Cards in United States**.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,204,483

2020 Weddings

\$126

2020 Avg Spend

\$93

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 2,052,815                   | \$281                        | \$576,841,015 |
| 2009 | 1,980,587                   | \$234                        | \$463,457,358 |
| 2010 | 1,992,085                   | \$255                        | \$507,981,675 |
| 2011 | 2,013,519                   | \$231                        | \$465,122,889 |
| 2012 | 2,027,595                   | \$230                        | \$466,346,850 |
| 2013 | 2,038,861                   | \$225                        | \$458,743,725 |
| 2014 | 2,095,006                   | \$232                        | \$486,041,392 |
| 2015 | 2,109,370                   | \$228                        | \$480,936,360 |
| 2016 | 2,138,099                   | \$226                        | \$483,210,374 |
| 2017 | 2,115,673                   | \$225                        | \$476,026,425 |
| 2018 | 2,023,558                   | \$223                        | \$451,253,434 |
| 2019 | 2,019,820                   | \$222                        | \$448,400,040 |
| 2020 | 1,204,483                   | \$126                        | \$151,764,858 |
| 2021 | 1,838,233                   | \$162                        | \$297,793,746 |
| 2022 | 2,345,727                   | \$180                        | \$422,230,860 |
| 2023 | 2,128,435                   | \$190                        | \$404,402,650 |
| 2024 | 2,063,307                   | \$200                        | \$412,661,400 |
| 2025 | 2,028,261                   | \$210                        | \$425,934,810 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Invitations - Invitations & Reply Cards in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,204,483

2020 Weddings

\$126

2020 Avg Spend

\$93

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$50          | 26.1%               | 314,370            | \$7,859,252  |
| \$50 - \$100   | 27.6%               | 332,437            | \$24,932,798 |
| \$101 - \$250  | 25.4%               | 305,939            | \$53,539,269 |
| \$251 - \$500  | 13.6%               | 163,810            | \$61,428,633 |
| \$500+         | 7.3%                | 87,927             | \$65,945,444 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Invitations & Reply Cards in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$49             |
| 25-50         | \$57             |
| 51-100        | \$89             |
| 101-150       | \$124            |
| 151-200       | \$157            |
| 201-300       | \$195            |
| More than 300 | \$365            |

# Invitations - Postage

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Postage** in **United States**.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,166,447

2020 Weddings

\$60

2020 Avg Spend

\$62

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 2,052,815                   | \$85                         | \$174,489,275 |
| 2009 | 1,980,587                   | \$80                         | \$158,446,960 |
| 2010 | 1,992,085                   | \$85                         | \$169,327,225 |
| 2011 | 2,013,519                   | \$100                        | \$201,351,900 |
| 2012 | 2,027,595                   | \$100                        | \$202,759,500 |
| 2013 | 2,038,861                   | \$101                        | \$205,924,961 |
| 2014 | 2,095,006                   | \$108                        | \$226,260,648 |
| 2015 | 2,109,370                   | \$106                        | \$223,593,220 |
| 2016 | 2,138,099                   | \$105                        | \$224,500,395 |
| 2017 | 2,115,673                   | \$105                        | \$222,145,665 |
| 2018 | 1,959,656                   | \$105                        | \$205,763,880 |
| 2019 | 1,956,036                   | \$105                        | \$205,383,780 |
| 2020 | 1,166,447                   | \$60                         | \$69,986,820  |
| 2021 | 1,780,183                   | \$75                         | \$133,513,725 |
| 2022 | 2,271,651                   | \$80                         | \$181,732,080 |
| 2023 | 2,061,221                   | \$85                         | \$175,203,785 |
| 2024 | 1,998,150                   | \$90                         | \$179,833,500 |
| 2025 | 1,964,211                   | \$95                         | \$186,600,045 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Invitations - Postage in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,166,447

2020 Weddings

\$60

2020 Avg Spend

\$62

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$50          | 44.0%               | 513,237            | \$12,830,917 |
| \$50 - \$100   | 24.5%               | 285,780            | \$21,433,464 |
| \$101 - \$250  | 17.7%               | 206,461            | \$36,130,696 |
| \$251 - \$500  | 8.8%                | 102,647            | \$38,492,751 |
| \$500+         | 5.0%                | 58,322             | \$43,741,763 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Postage in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$27             |
| 25-50         | \$29             |
| 51-100        | \$39             |
| 101-150       | \$55             |
| 151-200       | \$72             |
| 201-300       | \$95             |
| More than 300 | \$243            |

# Invitations - Reception Menus

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Reception Menus in United States**.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

507,151

2020 Weddings

\$71

2020 Avg Spend

\$47

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 929,169                     | \$136                        | \$126,366,984 |
| 2009 | 896,476                     | \$86                         | \$77,096,936  |
| 2010 | 1,048,466                   | \$119                        | \$124,767,454 |
| 2011 | 1,080,942                   | \$104                        | \$112,417,968 |
| 2012 | 1,088,499                   | \$103                        | \$112,115,397 |
| 2013 | 1,137,470                   | \$101                        | \$114,884,470 |
| 2014 | 1,234,951                   | \$118                        | \$145,724,218 |
| 2015 | 1,243,418                   | \$124                        | \$154,183,832 |
| 2016 | 1,237,847                   | \$125                        | \$154,730,875 |
| 2017 | 1,202,593                   | \$125                        | \$150,324,125 |
| 2018 | 852,024                     | \$125                        | \$106,503,000 |
| 2019 | 829,189                     | \$126                        | \$104,477,814 |
| 2020 | 507,151                     | \$71                         | \$36,007,721  |
| 2021 | 773,993                     | \$98                         | \$75,851,314  |
| 2022 | 987,674                     | \$103                        | \$101,730,422 |
| 2023 | 896,183                     | \$107                        | \$95,891,581  |
| 2024 | 868,761                     | \$110                        | \$95,563,710  |
| 2025 | 854,005                     | \$112                        | \$95,648,560  |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Invitations - Reception Menus in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

507,151

2020 Weddings

\$71

2020 Avg Spend

\$47

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$50          | 53.6%               | 271,833            | \$6,795,823  |
| \$50 - \$100   | 24.7%               | 125,266            | \$9,394,972  |
| \$101 - \$250  | 9.8%                | 49,701             | \$8,697,640  |
| \$251 - \$500  | 5.8%                | 29,415             | \$11,030,534 |
| \$500+         | 6.1%                | 30,936             | \$23,202,158 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Reception Menus in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$32             |
| 25-50         | \$57             |
| 51-100        | \$57             |
| 101-150       | \$61             |
| 151-200       | \$60             |
| 201-300       | \$98             |
| More than 300 | \$263            |

# Invitations - Save the Date Cards

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Save the Date Cards in United States**.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

862,156

2020 Weddings

\$64

2020 Avg Spend

\$65

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 1,210,080                   | \$113                        | \$136,739,040 |
| 2009 | 1,334,290                   | \$105                        | \$140,100,450 |
| 2010 | 1,530,760                   | \$125                        | \$191,345,000 |
| 2011 | 1,483,646                   | \$105                        | \$155,782,830 |
| 2012 | 1,494,018                   | \$105                        | \$156,871,890 |
| 2013 | 1,523,780                   | \$107                        | \$163,044,460 |
| 2014 | 1,653,952                   | \$112                        | \$185,242,624 |
| 2015 | 1,665,292                   | \$112                        | \$186,512,704 |
| 2016 | 1,687,973                   | \$112                        | \$189,052,976 |
| 2017 | 1,670,268                   | \$112                        | \$187,070,016 |
| 2018 | 1,427,141                   | \$112                        | \$159,839,792 |
| 2019 | 1,424,504                   | \$112                        | \$159,544,448 |
| 2020 | 862,156                     | \$64                         | \$55,177,984  |
| 2021 | 1,315,788                   | \$96                         | \$126,315,648 |
| 2022 | 1,679,046                   | \$94                         | \$157,830,324 |
| 2023 | 1,523,511                   | \$97                         | \$147,780,567 |
| 2024 | 1,476,893                   | \$99                         | \$146,212,407 |
| 2025 | 1,451,808                   | \$103                        | \$149,536,224 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Invitations - Save the Date Cards in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

862,156

2020 Weddings

\$64

2020 Avg Spend

\$65

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$50          | 40.1%               | 345,725            | \$8,643,114  |
| \$50 - \$100   | 32.3%               | 278,476            | \$20,885,729 |
| \$101 - \$250  | 19.0%               | 163,810            | \$28,666,687 |
| \$251 - \$500  | 5.9%                | 50,867             | \$19,075,202 |
| \$500+         | 2.7%                | 23,278             | \$17,458,659 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Save the Date Cards in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$30             |
| 25-50         | \$33             |
| 51-100        | \$42             |
| 101-150       | \$60             |
| 151-200       | \$72             |
| 201-300       | \$91             |
| More than 300 | \$236            |

# Invitations - Table Name and Escort/place Cards

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Table Name and Escort/place Cards in United States**.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

748,047

2020 Weddings

\$48

2020 Avg Spend

\$41

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 1,534,209                   | \$95                         | \$145,749,855 |
| 2009 | 1,375,986                   | \$66                         | \$90,815,076  |
| 2010 | 1,509,791                   | \$84                         | \$126,822,444 |
| 2011 | 1,398,866                   | \$71                         | \$99,319,486  |
| 2012 | 1,408,645                   | \$70                         | \$98,605,150  |
| 2013 | 1,437,933                   | \$77                         | \$110,720,841 |
| 2014 | 1,543,688                   | \$83                         | \$128,126,104 |
| 2015 | 1,554,272                   | \$83                         | \$129,004,576 |
| 2016 | 1,552,935                   | \$85                         | \$131,999,475 |
| 2017 | 1,536,647                   | \$85                         | \$130,614,995 |
| 2018 | 1,235,435                   | \$85                         | \$105,011,975 |
| 2019 | 1,233,153                   | \$85                         | \$104,818,005 |
| 2020 | 748,047                     | \$48                         | \$35,906,256  |
| 2021 | 1,141,639                   | \$65                         | \$74,206,535  |
| 2022 | 1,456,820                   | \$75                         | \$109,261,500 |
| 2023 | 1,321,870                   | \$77                         | \$101,783,990 |
| 2024 | 1,281,422                   | \$79                         | \$101,232,338 |
| 2025 | 1,259,657                   | \$82                         | \$103,291,874 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Invitations - Table Name and Escort/place Cards in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

748,047

2020 Weddings

\$48

2020 Avg Spend

\$41

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$50          | 60.8%               | 454,813            | \$11,370,314 |
| \$50 - \$100   | 24.8%               | 185,516            | \$13,913,674 |
| \$101 - \$250  | 8.6%                | 64,332             | \$11,258,107 |
| \$251 - \$500  | 3.3%                | 24,686             | \$9,257,082  |
| \$500+         | 2.6%                | 19,449             | \$14,586,916 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Table Name and Escort/place Cards in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$24             |
| 25-50         | \$29             |
| 51-100        | \$35             |
| 101-150       | \$38             |
| 151-200       | \$47             |
| 201-300       | \$70             |
| More than 300 | \$220            |

# Invitations - Thank You Cards

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Thank You Cards** in **United States**.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,103,053

2020 Weddings

\$51

2020 Avg Spend

\$47

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 1,879,946                   | \$77                         | \$144,755,842 |
| 2009 | 1,980,587                   | \$77                         | \$152,505,199 |
| 2010 | 1,992,085                   | \$94                         | \$187,255,990 |
| 2011 | 1,971,129                   | \$84                         | \$165,574,836 |
| 2012 | 1,984,909                   | \$84                         | \$166,732,356 |
| 2013 | 1,995,937                   | \$84                         | \$167,658,708 |
| 2014 | 2,095,006                   | \$89                         | \$186,455,534 |
| 2015 | 2,109,370                   | \$89                         | \$187,733,930 |
| 2016 | 2,138,099                   | \$90                         | \$192,428,910 |
| 2017 | 2,115,673                   | \$90                         | \$190,410,570 |
| 2018 | 1,853,153                   | \$90                         | \$166,783,770 |
| 2019 | 1,849,730                   | \$90                         | \$166,475,700 |
| 2020 | 1,103,053                   | \$51                         | \$56,255,703  |
| 2021 | 1,683,434                   | \$70                         | \$117,840,380 |
| 2022 | 2,148,192                   | \$76                         | \$163,262,592 |
| 2023 | 1,949,198                   | \$78                         | \$152,037,444 |
| 2024 | 1,889,555                   | \$80                         | \$151,164,400 |
| 2025 | 1,857,460                   | \$83                         | \$154,169,180 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Invitations - Thank You Cards in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,103,053

2020 Weddings

\$51

2020 Avg Spend

\$47

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$50          | 53.1%               | 585,721            | \$14,643,029 |
| \$50 - \$100   | 27.5%               | 303,340            | \$22,750,468 |
| \$101 - \$250  | 14.3%               | 157,737            | \$27,603,901 |
| \$251 - \$500  | 3.6%                | 39,710             | \$14,891,215 |
| \$500+         | 1.5%                | 16,546             | \$12,409,346 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Thank You Cards in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$25             |
| 25-50         | \$27             |
| 51-100        | \$36             |
| 101-150       | \$48             |
| 151-200       | \$57             |
| 201-300       | \$75             |
| More than 300 | \$211            |

# Jewelry - Bracelet

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Jewelry - Bracelet in United States**.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

240,897

2020 Weddings

\$179

2020 Avg Spend

\$68

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2016 | 630,177                     | \$187                        | \$117,843,099 |
| 2017 | 623,567                     | \$174                        | \$108,500,658 |
| 2018 | 532,515                     | \$174                        | \$92,657,610  |
| 2019 | 531,532                     | \$175                        | \$93,018,100  |
| 2020 | 240,897                     | \$179                        | \$43,120,563  |
| 2021 | 406,346                     | \$175                        | \$71,110,550  |
| 2022 | 518,529                     | \$174                        | \$90,224,046  |
| 2023 | 470,496                     | \$173                        | \$81,395,808  |
| 2024 | 456,099                     | \$172                        | \$78,449,028  |
| 2025 | 448,353                     | \$173                        | \$77,565,069  |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Jewelry - Bracelet in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

240,897

2020 Weddings

\$179

2020 Avg Spend

\$68

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$100         | 74.3%               | 178,986            | \$8,949,324  |
| \$100 - \$200  | 10.7%               | 25,776             | \$3,866,397  |
| \$201 - \$300  | 4.3%                | 10,359             | \$2,589,643  |
| \$301 - \$400  | 2.3%                | 5,541              | \$1,939,221  |
| \$400+         | 8.4%                | 20,235             | \$12,141,209 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Bracelet in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$125            |
| 25-50         | \$106            |
| 51-100        | \$100            |
| 101-150       | \$113            |
| 151-200       | \$229            |
| 201-300       | \$286            |
| More than 300 | \$812            |

# Jewelry - Earrings

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Jewelry - Earrings in United States**.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

456,436

2020 Weddings

\$155

2020 Avg Spend

\$66

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2016 | 1,035,290                   | \$160                        | \$165,646,400 |
| 2017 | 1,024,431                   | \$151                        | \$154,689,081 |
| 2018 | 873,325                     | \$151                        | \$131,872,075 |
| 2019 | 871,712                     | \$152                        | \$132,500,224 |
| 2020 | 456,436                     | \$155                        | \$70,747,580  |
| 2021 | 696,594                     | \$152                        | \$105,882,288 |
| 2022 | 888,907                     | \$152                        | \$135,113,864 |
| 2023 | 806,565                     | \$151                        | \$121,791,315 |
| 2024 | 781,885                     | \$150                        | \$117,282,750 |
| 2025 | 768,604                     | \$152                        | \$116,827,808 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Jewelry - Earrings in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

**456,436**

2020 Weddings

**\$155**

2020 Avg Spend

**\$66**

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$100         | 75.8%               | 345,978            | \$17,298,924 |
| \$100 - \$200  | 9.7%                | 44,274             | \$6,641,144  |
| \$201 - \$300  | 4.7%                | 21,452             | \$5,363,123  |
| \$301 - \$400  | 2.5%                | 11,411             | \$3,993,815  |
| \$400+         | 7.3%                | 33,320             | \$19,991,897 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Earrings in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$112            |
| 25-50         | \$82             |
| 51-100        | \$112            |
| 101-150       | \$125            |
| 151-200       | \$188            |
| 201-300       | \$252            |
| More than 300 | \$589            |

# Jewelry - Engagement Ring

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Jewelry - Engagement Ring in United States**.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,065,017

2020 Weddings

\$3,456

2020 Avg Spend

\$1,928

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales     |
|------|-----------------------------|------------------------------|-----------------|
| 2008 | 1,771,904                   | \$3,215                      | \$5,696,671,360 |
| 2009 | 1,709,559                   | \$3,186                      | \$5,446,654,974 |
| 2010 | 1,866,269                   | \$3,465                      | \$6,466,622,085 |
| 2011 | 1,886,350                   | \$3,231                      | \$6,094,796,850 |
| 2012 | 1,899,537                   | \$3,239                      | \$6,152,600,343 |
| 2013 | 1,931,552                   | \$3,323                      | \$6,418,547,296 |
| 2014 | 2,028,847                   | \$3,359                      | \$6,814,897,073 |
| 2015 | 2,042,758                   | \$3,386                      | \$6,916,778,588 |
| 2016 | 2,070,581                   | \$3,407                      | \$7,054,469,467 |
| 2017 | 2,048,862                   | \$3,402                      | \$6,970,228,524 |
| 2018 | 1,938,356                   | \$3,388                      | \$6,567,150,128 |
| 2019 | 1,934,775                   | \$3,380                      | \$6,539,539,500 |
| 2020 | 1,065,017                   | \$3,456                      | \$3,680,698,752 |
| 2021 | 1,625,385                   | \$3,434                      | \$5,581,572,090 |
| 2022 | 2,074,116                   | \$3,451                      | \$7,157,774,316 |
| 2023 | 1,881,985                   | \$3,468                      | \$6,526,723,980 |
| 2024 | 1,824,398                   | \$3,485                      | \$6,358,027,030 |
| 2025 | 1,793,410                   | \$3,505                      | \$6,285,902,050 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Jewelry - Engagement Ring in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,065,017

2020 Weddings

\$3,456

2020 Avg Spend

\$1,928

2020 Median Spend

Table

| Spending Range  | Percent of Weddings | Number of Weddings | Total Sales     |
|-----------------|---------------------|--------------------|-----------------|
| <\$500          | 23.2%               | 247,084            | \$61,770,986    |
| \$500 - \$1000  | 14.3%               | 152,297            | \$114,223,073   |
| \$1001 - \$2500 | 20.3%               | 216,198            | \$378,347,289   |
| \$2501 - \$5000 | 24.2%               | 257,734            | \$966,502,928   |
| \$5000+         | 18.1%               | 192,768            | \$1,445,760,578 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Engagement Ring in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$2,008          |
| 25-50         | \$2,298          |
| 51-100        | \$2,713          |
| 101-150       | \$3,691          |
| 151-200       | \$4,182          |
| 201-300       | \$4,631          |
| More than 300 | \$6,179          |

# Jewelry - Necklace

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Jewelry - Necklace** in **United States**.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

**329,648**

2020 Weddings

**\$205**

2020 Avg Spend

**\$75**

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2016 | 787,721                     | \$214                        | \$168,572,294 |
| 2017 | 779,458                     | \$199                        | \$155,112,142 |
| 2018 | 681,620                     | \$199                        | \$135,642,380 |
| 2019 | 680,360                     | \$201                        | \$136,752,360 |
| 2020 | 329,648                     | \$205                        | \$67,577,840  |
| 2021 | 541,795                     | \$201                        | \$108,900,795 |
| 2022 | 691,372                     | \$200                        | \$138,274,400 |
| 2023 | 627,328                     | \$198                        | \$124,210,944 |
| 2024 | 608,133                     | \$197                        | \$119,802,201 |
| 2025 | 597,803                     | \$200                        | \$119,560,600 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Jewelry - Necklace in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

**329,648**

2020 Weddings

**\$205**

2020 Avg Spend

**\$75**

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$100         | 67.2%               | 221,523            | \$11,076,173 |
| \$100 - \$200  | 13.8%               | 45,491             | \$6,823,714  |
| \$201 - \$300  | 5.2%                | 17,142             | \$4,285,424  |
| \$301 - \$400  | 3.0%                | 9,889              | \$3,461,304  |
| \$400+         | 10.8%               | 35,602             | \$21,361,190 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Necklace in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$139            |
| 25-50         | \$106            |
| 51-100        | \$153            |
| 101-150       | \$157            |
| 151-200       | \$243            |
| 201-300       | \$341            |
| More than 300 | \$825            |

# Jewelry - Wedding ring/band for HER

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Jewelry - Wedding ring/band for HER in United States.**

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,128,411

2020 Weddings

\$787

2020 Avg Spend

\$442

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales     |
|------|-----------------------------|------------------------------|-----------------|
| 2008 | 1,879,946                   | \$1,129                      | \$2,122,459,034 |
| 2009 | 1,876,345                   | \$1,073                      | \$2,013,318,185 |
| 2010 | 1,845,300                   | \$1,124                      | \$2,074,117,200 |
| 2011 | 1,949,934                   | \$680                        | \$1,325,955,120 |
| 2012 | 1,920,880                   | \$733                        | \$1,408,005,040 |
| 2013 | 1,995,937                   | \$717                        | \$1,431,086,829 |
| 2014 | 2,006,795                   | \$721                        | \$1,446,899,195 |
| 2015 | 1,976,146                   | \$769                        | \$1,519,656,274 |
| 2016 | 2,070,581                   | \$786                        | \$1,627,476,666 |
| 2017 | 2,048,862                   | \$782                        | \$1,602,210,084 |
| 2018 | 1,917,055                   | \$775                        | \$1,485,717,625 |
| 2019 | 1,913,513                   | \$769                        | \$1,471,491,497 |
| 2020 | 1,128,411                   | \$787                        | \$888,059,457   |
| 2021 | 1,722,134                   | \$797                        | \$1,372,540,798 |
| 2022 | 2,197,576                   | \$807                        | \$1,773,443,832 |
| 2023 | 1,994,008                   | \$817                        | \$1,629,104,536 |
| 2024 | 1,932,993                   | \$828                        | \$1,600,518,204 |
| 2025 | 1,900,161                   | \$845                        | \$1,605,636,045 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Jewelry - Wedding ring/band for HER in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,128,411

2020 Weddings

\$787

2020 Avg Spend

\$442

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales   |
|----------------|---------------------|--------------------|---------------|
| <\$100         | 16.6%               | 187,316            | \$9,365,811   |
| \$100 - \$250  | 22.0%               | 248,250            | \$43,443,824  |
| \$251 - \$500  | 14.9%               | 168,133            | \$63,049,965  |
| \$501 - \$1000 | 22.1%               | 249,379            | \$187,034,123 |
| \$1000+        | 24.5%               | 276,461            | \$414,691,043 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding ring/band for HER in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$545            |
| 25-50         | \$616            |
| 51-100        | \$691            |
| 101-150       | \$867            |
| 151-200       | \$980            |
| 201-300       | \$1,131          |
| More than 300 | \$1,368          |

# Jewelry - Wedding ring/band for HIM

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Jewelry - Wedding ring/band for HIM in United States**.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,204,483

2020 Weddings

\$465

2020 Avg Spend

\$237

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales     |
|------|-----------------------------|------------------------------|-----------------|
| 2008 | 2,009,598                   | \$907                        | \$1,822,705,386 |
| 2009 | 1,980,587                   | \$752                        | \$1,489,401,424 |
| 2010 | 1,992,085                   | \$738                        | \$1,470,158,730 |
| 2011 | 2,013,519                   | \$499                        | \$1,004,745,981 |
| 2012 | 2,027,595                   | \$453                        | \$918,500,535   |
| 2013 | 2,038,861                   | \$463                        | \$943,992,643   |
| 2014 | 2,095,006                   | \$484                        | \$1,013,982,904 |
| 2015 | 2,109,370                   | \$485                        | \$1,023,044,450 |
| 2016 | 2,138,099                   | \$456                        | \$974,973,144   |
| 2017 | 2,115,673                   | \$455                        | \$962,631,215   |
| 2018 | 2,023,558                   | \$454                        | \$918,695,332   |
| 2019 | 2,019,820                   | \$454                        | \$916,998,280   |
| 2020 | 1,204,483                   | \$465                        | \$560,084,595   |
| 2021 | 1,838,233                   | \$453                        | \$832,719,549   |
| 2022 | 2,345,727                   | \$450                        | \$1,055,577,150 |
| 2023 | 2,128,435                   | \$447                        | \$951,410,445   |
| 2024 | 2,063,307                   | \$445                        | \$918,171,615   |
| 2025 | 2,028,261                   | \$455                        | \$922,858,755   |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Jewelry - Wedding ring/band for HIM in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,204,483

2020 Weddings

\$465

2020 Avg Spend

\$237

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales   |
|----------------|---------------------|--------------------|---------------|
| <\$100         | 20.0%               | 240,897            | \$12,044,830  |
| \$100 - \$250  | 32.9%               | 396,275            | \$69,348,109  |
| \$251 - \$500  | 18.7%               | 225,238            | \$84,464,370  |
| \$501 - \$1000 | 16.8%               | 202,353            | \$151,764,858 |
| \$1000+        | 11.6%               | 139,720            | \$209,580,042 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding ring/band for HIM in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$317            |
| 25-50         | \$359            |
| 51-100        | \$385            |
| 101-150       | \$442            |
| 151-200       | \$513            |
| 201-300       | \$629            |
| More than 300 | \$904            |

# Photography & Video - Digital or Photo cd/dvd

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Photography & Video - Digital or Photo cd/dvd in United States.**

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

621,260

2020 Weddings

\$285

2020 Avg Spend

\$65

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 907,560                     | \$280                        | \$254,116,800 |
| 2009 | 875,628                     | \$275                        | \$240,797,700 |
| 2010 | 880,711                     | \$296                        | \$260,690,456 |
| 2011 | 1,229,307                   | \$335                        | \$411,817,845 |
| 2012 | 1,237,900                   | \$333                        | \$412,220,700 |
| 2013 | 1,266,240                   | \$325                        | \$411,528,000 |
| 2014 | 1,367,267                   | \$315                        | \$430,689,105 |
| 2015 | 1,398,845                   | \$305                        | \$426,647,725 |
| 2016 | 1,395,391                   | \$294                        | \$410,244,954 |
| 2017 | 1,358,485                   | \$291                        | \$395,319,135 |
| 2018 | 1,022,429                   | \$285                        | \$291,392,265 |
| 2019 | 1,020,540                   | \$282                        | \$287,792,280 |
| 2020 | 621,260                     | \$285                        | \$177,059,100 |
| 2021 | 948,141                     | \$284                        | \$269,272,044 |
| 2022 | 1,209,901                   | \$283                        | \$342,401,983 |
| 2023 | 1,097,824                   | \$283                        | \$310,684,192 |
| 2024 | 1,064,232                   | \$282                        | \$300,113,424 |
| 2025 | 1,046,156                   | \$283                        | \$296,062,148 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Photography & Video - Digital or Photo cd/dvd in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

621,260

2020 Weddings

\$285

2020 Avg Spend

\$65

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$50          | 41.1%               | 255,338            | \$6,383,447  |
| \$50 - \$100   | 29.5%               | 183,272            | \$13,745,377 |
| \$101 - \$250  | 14.6%               | 90,704             | \$15,873,193 |
| \$251 - \$500  | 8.8%                | 54,671             | \$20,501,580 |
| \$500+         | 6.0%                | 37,276             | \$27,956,700 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Digital or Photo cd/dvd in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$178            |
| 25-50         | \$166            |
| 51-100        | \$257            |
| 101-150       | \$249            |
| 151-200       | \$294            |
| 201-300       | \$396            |
| More than 300 | \$749            |

# Photography & Video - Engagement Session

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Photography & Video - Engagement Session in United States.**

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

760,726

2020 Weddings

\$392

2020 Avg Spend

\$188

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 1,210,080                   | \$310                        | \$375,124,800 |
| 2009 | 1,167,504                   | \$300                        | \$350,251,200 |
| 2010 | 1,174,282                   | \$335                        | \$393,384,470 |
| 2011 | 1,080,942                   | \$422                        | \$456,157,524 |
| 2012 | 1,088,499                   | \$426                        | \$463,700,574 |
| 2013 | 1,180,393                   | \$421                        | \$496,945,453 |
| 2014 | 1,301,109                   | \$407                        | \$529,551,363 |
| 2015 | 1,376,641                   | \$396                        | \$545,149,836 |
| 2016 | 1,395,391                   | \$398                        | \$555,365,618 |
| 2017 | 1,380,755                   | \$395                        | \$545,398,225 |
| 2018 | 1,256,736                   | \$390                        | \$490,127,040 |
| 2019 | 1,254,414                   | \$388                        | \$486,712,632 |
| 2020 | 760,726                     | \$392                        | \$298,204,592 |
| 2021 | 1,160,989                   | \$397                        | \$460,912,633 |
| 2022 | 1,481,512                   | \$403                        | \$597,049,336 |
| 2023 | 1,344,275                   | \$408                        | \$548,464,200 |
| 2024 | 1,303,141                   | \$414                        | \$539,500,374 |
| 2025 | 1,281,007                   | \$415                        | \$531,617,905 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Photography & Video - Engagement Session in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

760,726

2020 Weddings

\$392

2020 Avg Spend

\$188

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$100         | 31.8%               | 241,911            | \$12,095,543 |
| \$100 - \$250  | 31.0%               | 235,825            | \$41,269,386 |
| \$251 - \$500  | 23.7%               | 180,292            | \$67,609,523 |
| \$501 - \$1000 | 8.1%                | 61,619             | \$46,214,105 |
| \$1000+        | 5.4%                | 41,079             | \$61,618,806 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Engagement Session in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$376            |
| 25-50         | \$235            |
| 51-100        | \$336            |
| 101-150       | \$345            |
| 151-200       | \$381            |
| 201-300       | \$542            |
| More than 300 | \$886            |

# Photography & Video - Photo Booth

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Photography & Video - Photo Booth in United States.**

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

316,969

2020 Weddings

\$384

2020 Avg Spend

\$230

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2013 | 579,466                     | \$451                        | \$261,339,166 |
| 2016 | 585,164                     | \$386                        | \$225,873,304 |
| 2017 | 579,026                     | \$379                        | \$219,450,854 |
| 2018 | 553,816                     | \$377                        | \$208,788,632 |
| 2019 | 552,793                     | \$379                        | \$209,508,547 |
| 2020 | 316,969                     | \$384                        | \$121,716,096 |
| 2021 | 483,746                     | \$381                        | \$184,307,226 |
| 2022 | 617,297                     | \$381                        | \$235,190,157 |
| 2023 | 560,115                     | \$381                        | \$213,403,815 |
| 2024 | 542,976                     | \$381                        | \$206,873,856 |
| 2025 | 533,753                     | \$382                        | \$203,893,646 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Photography & Video - Photo Booth in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

**316,969**

2020 Weddings

**\$384**

2020 Avg Spend

**\$230**

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$100         | 29.7%               | 94,140             | \$4,706,990  |
| \$100 - \$250  | 23.5%               | 74,488             | \$13,035,350 |
| \$251 - \$500  | 23.7%               | 75,122             | \$28,170,620 |
| \$501 - \$1000 | 14.8%               | 46,911             | \$35,183,559 |
| \$1000+        | 8.3%                | 26,308             | \$39,462,641 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Photo Booth in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$245            |
| 25-50         | \$220            |
| 51-100        | \$308            |
| 101-150       | \$404            |
| 151-200       | \$447            |
| 201-300       | \$498            |
| More than 300 | \$727            |

# Photography & Video - Prints and/or Enlargements

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Photography & Video - Prints and/or Enlargements in United States.**

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

710,011

2020 Weddings

\$239

2020 Avg Spend

\$87

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 885,952                     | \$215                        | \$190,479,680 |
| 2009 | 854,779                     | \$200                        | \$170,955,800 |
| 2010 | 859,742                     | \$224                        | \$192,582,208 |
| 2011 | 1,059,747                   | \$230                        | \$243,741,810 |
| 2012 | 1,067,156                   | \$230                        | \$245,445,880 |
| 2013 | 1,137,470                   | \$234                        | \$266,167,980 |
| 2014 | 1,279,056                   | \$235                        | \$300,578,160 |
| 2015 | 1,332,233                   | \$237                        | \$315,739,221 |
| 2016 | 1,350,379                   | \$238                        | \$321,390,202 |
| 2017 | 1,336,214                   | \$237                        | \$316,682,718 |
| 2018 | 1,150,233                   | \$236                        | \$271,454,988 |
| 2019 | 1,148,108                   | \$234                        | \$268,657,272 |
| 2020 | 710,011                     | \$239                        | \$169,692,629 |
| 2021 | 1,083,590                   | \$244                        | \$264,395,960 |
| 2022 | 1,382,744                   | \$246                        | \$340,155,024 |
| 2023 | 1,254,656                   | \$248                        | \$311,154,688 |
| 2024 | 1,216,265                   | \$251                        | \$305,282,515 |
| 2025 | 1,195,607                   | \$252                        | \$301,292,964 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Photography & Video - Prints and/or Enlargements in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

710,011

2020 Weddings

\$239

2020 Avg Spend

\$87

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$50          | 27.5%               | 195,253            | \$4,881,326  |
| \$50 - \$100   | 30.7%               | 217,973            | \$16,348,003 |
| \$101 - \$250  | 19.9%               | 141,292            | \$24,726,133 |
| \$251 - \$500  | 13.8%               | 97,982             | \$36,743,069 |
| \$500+         | 8.0%                | 56,801             | \$42,600,660 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Prints and/or Enlargements in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$122            |
| 25-50         | \$182            |
| 51-100        | \$187            |
| 101-150       | \$213            |
| 151-200       | \$273            |
| 201-300       | \$368            |
| More than 300 | \$479            |

# Photography & Video - Wedding album/s or photo book/s

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Photography & Video - Wedding album/s or photo book/s in United States.**

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

**481,793**

2020 Weddings

**\$414**

2020 Avg Spend

**\$138**

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 648,257                     | \$440                        | \$285,233,080 |
| 2009 | 625,448                     | \$425                        | \$265,815,400 |
| 2010 | 629,080                     | \$459                        | \$288,747,720 |
| 2011 | 741,823                     | \$476                        | \$353,107,748 |
| 2012 | 747,009                     | \$473                        | \$353,335,257 |
| 2013 | 815,544                     | \$449                        | \$366,179,256 |
| 2014 | 992,371                     | \$439                        | \$435,650,869 |
| 2015 | 1,087,991                   | \$428                        | \$465,660,148 |
| 2016 | 1,125,316                   | \$421                        | \$473,758,036 |
| 2017 | 1,113,512                   | \$417                        | \$464,334,504 |
| 2018 | 979,828                     | \$410                        | \$401,729,480 |
| 2019 | 978,018                     | \$405                        | \$396,097,290 |
| 2020 | 481,793                     | \$414                        | \$199,462,302 |
| 2021 | 735,293                     | \$409                        | \$300,734,837 |
| 2022 | 938,291                     | \$404                        | \$379,069,564 |
| 2023 | 851,374                     | \$400                        | \$340,549,600 |
| 2024 | 825,323                     | \$396                        | \$326,827,908 |
| 2025 | 811,305                     | \$395                        | \$320,465,475 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Photography & Video - Wedding album/s or photo book/s in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

**481,793**

2020 Weddings

**\$414**

2020 Avg Spend

**\$138**

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$100         | 42.2%               | 203,317            | \$10,165,832 |
| \$100 - \$250  | 31.1%               | 149,838            | \$26,221,584 |
| \$251 - \$500  | 15.2%               | 73,233             | \$27,462,201 |
| \$501 - \$1000 | 7.7%                | 37,098             | \$27,823,546 |
| \$1000+        | 3.8%                | 18,308             | \$27,462,201 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding album/s or photo book/s in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$247            |
| 25-50         | \$245            |
| 51-100        | \$358            |
| 101-150       | \$388            |
| 151-200       | \$450            |
| 201-300       | \$547            |
| More than 300 | \$1,035          |

# Photography & Video - Wedding Photographer

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Photography & Video - Wedding Photographer in United States.**

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,141,089

2020 Weddings

\$1,634

2020 Avg Spend

\$893

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales     |
|------|-----------------------------|------------------------------|-----------------|
| 2008 | 1,534,209                   | \$1,500                      | \$2,301,313,500 |
| 2009 | 1,584,469                   | \$1,740                      | \$2,756,976,060 |
| 2010 | 1,761,423                   | \$1,777                      | \$3,130,048,671 |
| 2011 | 1,928,740                   | \$1,668                      | \$3,217,138,320 |
| 2012 | 1,942,223                   | \$1,664                      | \$3,231,859,072 |
| 2013 | 1,953,014                   | \$1,661                      | \$3,243,956,254 |
| 2014 | 2,028,847                   | \$1,645                      | \$3,337,453,315 |
| 2015 | 2,042,758                   | \$1,644                      | \$3,358,294,152 |
| 2016 | 2,070,581                   | \$1,611                      | \$3,335,705,991 |
| 2017 | 2,048,862                   | \$1,606                      | \$3,290,472,372 |
| 2018 | 1,917,055                   | \$1,597                      | \$3,061,536,835 |
| 2019 | 1,913,513                   | \$1,589                      | \$3,040,572,157 |
| 2020 | 1,141,089                   | \$1,634                      | \$1,864,539,426 |
| 2021 | 1,741,484                   | \$1,624                      | \$2,828,170,016 |
| 2022 | 2,222,267                   | \$1,619                      | \$3,597,850,273 |
| 2023 | 2,016,412                   | \$1,613                      | \$3,252,472,556 |
| 2024 | 1,954,712                   | \$1,608                      | \$3,143,176,896 |
| 2025 | 1,921,511                   | \$1,605                      | \$3,084,025,155 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Photography & Video - Wedding Photographer in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,141,089

2020 Weddings

\$1,634

2020 Avg Spend

\$893

2020 Median Spend

Table

| Spending Range  | Percent of Weddings | Number of Weddings | Total Sales   |
|-----------------|---------------------|--------------------|---------------|
| <\$500          | 28.9%               | 329,775            | \$82,443,680  |
| \$500 - \$1000  | 26.8%               | 305,812            | \$229,358,889 |
| \$1001 - \$2000 | 22.0%               | 251,040            | \$376,559,370 |
| \$2001 - \$3000 | 13.5%               | 154,047            | \$385,117,538 |
| \$3000+         | 8.7%                | 99,275             | \$446,736,343 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Photographer in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$917            |
| 25-50         | \$956            |
| 51-100        | \$1,288          |
| 101-150       | \$1,729          |
| 151-200       | \$1,900          |
| 201-300       | \$2,157          |
| More than 300 | \$2,891          |

# Photography & Video - Wedding Videographer

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Photography & Video - Wedding Videographer in United States.**

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

469,114

2020 Weddings

\$1,104

2020 Avg Spend

\$701

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales     |
|------|-----------------------------|------------------------------|-----------------|
| 2008 | 842,735                     | \$1,126                      | \$948,919,610   |
| 2009 | 708,842                     | \$1,269                      | \$899,520,498   |
| 2010 | 901,681                     | \$1,152                      | \$1,038,736,512 |
| 2011 | 932,577                     | \$1,054                      | \$982,936,158   |
| 2012 | 939,097                     | \$1,052                      | \$987,930,044   |
| 2013 | 965,776                     | \$1,017                      | \$982,194,192   |
| 2014 | 1,058,529                   | \$1,058                      | \$1,119,923,682 |
| 2015 | 1,132,398                   | \$1,068                      | \$1,209,401,064 |
| 2016 | 1,125,316                   | \$1,072                      | \$1,206,338,752 |
| 2017 | 1,113,512                   | \$1,072                      | \$1,193,684,864 |
| 2018 | 830,724                     | \$1,066                      | \$885,551,784   |
| 2019 | 807,928                     | \$1,073                      | \$866,906,744   |
| 2020 | 469,114                     | \$1,104                      | \$517,901,856   |
| 2021 | 715,943                     | \$1,033                      | \$739,569,119   |
| 2022 | 913,599                     | \$1,026                      | \$937,352,574   |
| 2023 | 828,969                     | \$1,019                      | \$844,719,411   |
| 2024 | 803,604                     | \$1,012                      | \$813,247,248   |
| 2025 | 789,954                     | \$1,010                      | \$797,853,540   |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Photography & Video - Wedding Videographer in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

469,114

2020 Weddings

\$1,104

2020 Avg Spend

\$701

2020 Median Spend

Table

| Spending Range  | Percent of Weddings | Number of Weddings | Total Sales   |
|-----------------|---------------------|--------------------|---------------|
| <\$500          | 38.4%               | 180,140            | \$45,034,944  |
| \$500 - \$1000  | 28.9%               | 135,574            | \$101,680,460 |
| \$1001 - \$2000 | 20.8%               | 97,576             | \$146,363,568 |
| \$2001 - \$3000 | 5.4%                | 25,332             | \$63,330,390  |
| \$3000+         | 6.5%                | 30,492             | \$137,215,845 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Videographer in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$599            |
| 25-50         | \$540            |
| 51-100        | \$819            |
| 101-150       | \$1,032          |
| 151-200       | \$1,181          |
| 201-300       | \$1,488          |
| More than 300 | \$2,371          |

# Planner/Coordinator - A La Carte Services

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Planner/Coordinator - A La Carte Services in United States.**

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

126,788

2020 Weddings

\$962

2020 Avg Spend

\$354

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 216,086                     | \$851                        | \$183,889,186 |
| 2009 | 208,483                     | \$636                        | \$132,595,188 |
| 2010 | 209,693                     | \$1,123                      | \$235,485,239 |
| 2011 | 211,949                     | \$987                        | \$209,193,663 |
| 2012 | 213,431                     | \$978                        | \$208,735,518 |
| 2013 | 214,617                     | \$1,010                      | \$216,763,170 |
| 2014 | 220,527                     | \$973                        | \$214,572,771 |
| 2015 | 222,039                     | \$957                        | \$212,491,323 |
| 2016 | 225,063                     | \$943                        | \$212,234,409 |
| 2017 | 222,702                     | \$941                        | \$209,562,582 |
| 2018 | 213,006                     | \$942                        | \$200,651,652 |
| 2019 | 212,613                     | \$939                        | \$199,643,607 |
| 2020 | 126,788                     | \$962                        | \$121,970,056 |
| 2021 | 193,498                     | \$975                        | \$188,660,550 |
| 2022 | 246,919                     | \$982                        | \$242,474,458 |
| 2023 | 224,046                     | \$989                        | \$221,581,494 |
| 2024 | 217,190                     | \$996                        | \$216,321,240 |
| 2025 | 213,501                     | \$1,005                      | \$214,568,505 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Planner/Coordinator - A La Carte Services in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

126,788

2020 Weddings

\$962

2020 Avg Spend

\$354

2020 Median Spend

Table

| Spending Range  | Percent of Weddings | Number of Weddings | Total Sales  |
|-----------------|---------------------|--------------------|--------------|
| <\$250          | 37.7%               | 47,799             | \$5,974,885  |
| \$250 - \$500   | 29.7%               | 37,656             | \$14,121,014 |
| \$501 - \$1000  | 10.8%               | 13,693             | \$10,269,828 |
| \$1001 - \$2000 | 12.7%               | 16,102             | \$24,153,114 |
| \$2000+         | 9.2%                | 11,664             | \$34,993,488 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for A La Carte Services in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$748            |
| 25-50         | \$595            |
| 51-100        | \$868            |
| 101-150       | \$744            |
| 151-200       | \$880            |
| 201-300       | \$1,262          |
| More than 300 | \$2,163          |

# Planner/Coordinator - Day of Coordinator

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Planner/Coordinator - Day of Coordinator in United States.**

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

228,218

2020 Weddings

\$825

2020 Avg Spend

\$349

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 237,694                     | \$679                        | \$161,394,226 |
| 2009 | 250,179                     | \$695                        | \$173,874,405 |
| 2010 | 272,601                     | \$845                        | \$230,347,845 |
| 2011 | 275,534                     | \$857                        | \$236,132,638 |
| 2012 | 298,804                     | \$851                        | \$254,282,204 |
| 2013 | 321,925                     | \$827                        | \$266,231,975 |
| 2014 | 352,843                     | \$839                        | \$296,035,277 |
| 2015 | 377,466                     | \$825                        | \$311,409,450 |
| 2016 | 382,607                     | \$812                        | \$310,676,884 |
| 2017 | 378,594                     | \$809                        | \$306,282,546 |
| 2018 | 383,411                     | \$808                        | \$309,796,088 |
| 2019 | 382,703                     | \$806                        | \$308,458,618 |
| 2020 | 228,218                     | \$825                        | \$188,279,850 |
| 2021 | 348,297                     | \$830                        | \$289,086,510 |
| 2022 | 444,453                     | \$836                        | \$371,562,708 |
| 2023 | 403,282                     | \$841                        | \$339,160,162 |
| 2024 | 390,942                     | \$847                        | \$331,127,874 |
| 2025 | 384,302                     | \$855                        | \$328,578,210 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Planner/Coordinator - Day of Coordinator in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

**228,218**

2020 Weddings

**\$825**

2020 Avg Spend

**\$349**

2020 Median Spend

Table

| Spending Range  | Percent of Weddings | Number of Weddings | Total Sales  |
|-----------------|---------------------|--------------------|--------------|
| <\$250          | 40.5%               | 92,428             | \$11,553,536 |
| \$250 - \$500   | 24.1%               | 55,001             | \$20,625,202 |
| \$501 - \$1000  | 17.9%               | 40,851             | \$30,638,266 |
| \$1001 - \$2000 | 12.8%               | 29,212             | \$43,817,856 |
| \$2000+         | 4.7%                | 10,726             | \$32,178,738 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Day of Coordinator in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$450            |
| 25-50         | \$597            |
| 51-100        | \$697            |
| 101-150       | \$757            |
| 151-200       | \$778            |
| 201-300       | \$964            |
| More than 300 | \$2,461          |

# Planner/Coordinator - For Getting Started

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Planner/Coordinator - For Getting Started in United States.**

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

126,788

2020 Weddings

\$884

2020 Avg Spend

\$310

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 216,086                     | \$641                        | \$138,511,126 |
| 2009 | 208,483                     | \$612                        | \$127,591,596 |
| 2010 | 209,693                     | \$880                        | \$184,529,840 |
| 2011 | 211,949                     | \$844                        | \$178,884,956 |
| 2012 | 213,431                     | \$838                        | \$178,855,178 |
| 2013 | 214,617                     | \$860                        | \$184,570,620 |
| 2014 | 220,527                     | \$890                        | \$196,269,030 |
| 2015 | 222,039                     | \$883                        | \$196,060,437 |
| 2016 | 225,063                     | \$875                        | \$196,930,125 |
| 2017 | 222,702                     | \$873                        | \$194,418,846 |
| 2018 | 213,006                     | \$869                        | \$185,102,214 |
| 2019 | 212,613                     | \$864                        | \$183,697,632 |
| 2020 | 126,788                     | \$884                        | \$112,080,592 |
| 2021 | 193,498                     | \$908                        | \$175,696,184 |
| 2022 | 246,919                     | \$923                        | \$227,906,237 |
| 2023 | 224,046                     | \$939                        | \$210,379,194 |
| 2024 | 217,190                     | \$955                        | \$207,416,450 |
| 2025 | 213,501                     | \$965                        | \$206,028,465 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Planner/Coordinator - For Getting Started in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

126,788

2020 Weddings

\$884

2020 Avg Spend

\$310

2020 Median Spend

Table

| Spending Range  | Percent of Weddings | Number of Weddings | Total Sales  |
|-----------------|---------------------|--------------------|--------------|
| <\$250          | 43.8%               | 55,533             | \$6,941,643  |
| \$250 - \$500   | 26.2%               | 33,218             | \$12,456,921 |
| \$501 - \$1000  | 12.5%               | 15,849             | \$11,886,375 |
| \$1001 - \$2000 | 9.7%                | 12,298             | \$18,447,654 |
| \$2000+         | 7.9%                | 10,016             | \$30,048,756 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for For Getting Started in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$424            |
| 25-50         | \$545            |
| 51-100        | \$643            |
| 101-150       | \$882            |
| 151-200       | \$743            |
| 201-300       | \$1,044          |
| More than 300 | \$2,555          |

# Planner/Coordinator - Full Service

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Planner/Coordinator - Full Service in United States.**

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

202,860

2020 Weddings

\$2,773

2020 Avg Spend

\$978

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales     |
|------|-----------------------------|------------------------------|-----------------|
| 2008 | 259,303                     | \$1,940                      | \$503,047,820   |
| 2009 | 271,028                     | \$2,024                      | \$548,560,672   |
| 2010 | 293,570                     | \$2,491                      | \$731,282,870   |
| 2011 | 317,924                     | \$3,482                      | \$1,107,011,368 |
| 2012 | 320,147                     | \$3,448                      | \$1,103,866,856 |
| 2013 | 343,387                     | \$3,277                      | \$1,125,279,199 |
| 2014 | 374,896                     | \$2,998                      | \$1,123,938,208 |
| 2015 | 399,670                     | \$2,886                      | \$1,153,447,620 |
| 2016 | 405,114                     | \$2,773                      | \$1,123,381,122 |
| 2017 | 400,864                     | \$2,754                      | \$1,103,979,456 |
| 2018 | 362,110                     | \$2,722                      | \$985,663,420   |
| 2019 | 361,441                     | \$2,704                      | \$977,336,464   |
| 2020 | 202,860                     | \$2,773                      | \$562,530,780   |
| 2021 | 309,597                     | \$2,773                      | \$858,512,481   |
| 2022 | 395,070                     | \$2,772                      | \$1,095,134,040 |
| 2023 | 358,473                     | \$2,772                      | \$993,687,156   |
| 2024 | 347,504                     | \$2,772                      | \$963,281,088   |
| 2025 | 341,602                     | \$2,775                      | \$947,945,550   |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Planner/Coordinator - Full Service in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

202,860

2020 Weddings

\$2,773

2020 Avg Spend

\$978

2020 Median Spend

Table

| Spending Range  | Percent of Weddings | Number of Weddings | Total Sales   |
|-----------------|---------------------|--------------------|---------------|
| <\$500          | 26.3%               | 53,352             | \$13,338,045  |
| \$500 - \$1000  | 24.8%               | 50,309             | \$37,731,960  |
| \$1001 - \$2000 | 17.9%               | 36,312             | \$54,467,910  |
| \$2001 - \$3000 | 11.9%               | 24,140             | \$60,350,850  |
| \$3000+         | 19.1%               | 38,746             | \$174,358,170 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Full Service in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$2,216          |
| 25-50         | \$1,642          |
| 51-100        | \$2,307          |
| 101-150       | \$2,645          |
| 151-200       | \$2,715          |
| 201-300       | \$3,536          |
| More than 300 | \$5,679          |

# Planner/Coordinator - Month of Direction

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Planner/Coordinator - Month of Direction in United States.**

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

126,788

2020 Weddings

\$1,055

2020 Avg Spend

\$383

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 216,086                     | \$995                        | \$215,005,570 |
| 2009 | 208,483                     | \$1,008                      | \$210,150,864 |
| 2010 | 209,693                     | \$1,302                      | \$273,020,286 |
| 2011 | 211,949                     | \$1,232                      | \$261,121,168 |
| 2012 | 213,431                     | \$1,219                      | \$260,172,389 |
| 2013 | 214,617                     | \$1,154                      | \$247,668,018 |
| 2014 | 220,527                     | \$1,122                      | \$247,431,294 |
| 2015 | 222,039                     | \$1,085                      | \$240,912,315 |
| 2016 | 225,063                     | \$1,062                      | \$239,016,906 |
| 2017 | 222,702                     | \$1,058                      | \$235,618,716 |
| 2018 | 213,006                     | \$1,036                      | \$220,674,216 |
| 2019 | 212,613                     | \$1,032                      | \$219,416,616 |
| 2020 | 126,788                     | \$1,055                      | \$133,761,340 |
| 2021 | 193,498                     | \$1,044                      | \$202,011,912 |
| 2022 | 246,919                     | \$1,036                      | \$255,808,084 |
| 2023 | 224,046                     | \$1,028                      | \$230,319,288 |
| 2024 | 217,190                     | \$1,020                      | \$221,533,800 |
| 2025 | 213,501                     | \$1,025                      | \$218,838,525 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Planner/Coordinator - Month of Direction in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

126,788

2020 Weddings

\$1,055

2020 Avg Spend

\$383

2020 Median Spend

Table

| Spending Range  | Percent of Weddings | Number of Weddings | Total Sales  |
|-----------------|---------------------|--------------------|--------------|
| <\$250          | 36.8%               | 46,658             | \$5,832,248  |
| \$250 - \$500   | 24.8%               | 31,443             | \$11,791,284 |
| \$501 - \$1000  | 17.5%               | 22,188             | \$16,640,925 |
| \$1001 - \$2000 | 10.8%               | 13,693             | \$20,539,656 |
| \$2000+         | 10.1%               | 12,806             | \$38,416,764 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Month of Direction in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$490            |
| 25-50         | \$691            |
| 51-100        | \$783            |
| 101-150       | \$1,040          |
| 151-200       | \$900            |
| 201-300       | \$1,321          |
| More than 300 | \$2,643          |

# Venue, Catering & Rentals - Ceremony Officiator

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Ceremony Officiator** in **United States**. Includes JP, Officiant, ordained friend or family member, Pastor, Minister, Priest, Rabbi, Etc.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,001,623

2020 Weddings

\$215

2020 Avg Spend

\$98

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 1,923,164                   | \$194                        | \$373,093,816 |
| 2009 | 1,855,497                   | \$204                        | \$378,521,388 |
| 2010 | 1,845,300                   | \$219                        | \$404,120,700 |
| 2011 | 1,843,960                   | \$196                        | \$361,416,160 |
| 2012 | 1,856,851                   | \$196                        | \$363,942,796 |
| 2013 | 1,867,167                   | \$197                        | \$367,831,899 |
| 2014 | 1,896,531                   | \$207                        | \$392,581,917 |
| 2015 | 1,909,535                   | \$208                        | \$397,183,280 |
| 2016 | 1,913,036                   | \$214                        | \$409,389,704 |
| 2017 | 1,892,970                   | \$214                        | \$405,095,580 |
| 2018 | 1,682,748                   | \$213                        | \$358,425,324 |
| 2019 | 1,679,640                   | \$212                        | \$356,083,680 |
| 2020 | 1,001,623                   | \$215                        | \$215,348,945 |
| 2021 | 1,528,636                   | \$216                        | \$330,185,376 |
| 2022 | 1,950,657                   | \$217                        | \$423,292,569 |
| 2023 | 1,769,962                   | \$218                        | \$385,851,716 |
| 2024 | 1,715,803                   | \$220                        | \$377,476,660 |
| 2025 | 1,686,659                   | \$220                        | \$371,064,980 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Venue, Catering & Rentals - Ceremony Officiator in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,001,623

2020 Weddings

\$215

2020 Avg Spend

\$98

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$50          | 18.0%               | 180,292            | \$4,507,304  |
| \$50 - \$100   | 33.1%               | 331,537            | \$24,865,291 |
| \$101 - \$250  | 29.0%               | 290,471            | \$50,832,367 |
| \$251 - \$500  | 12.9%               | 129,209            | \$48,453,513 |
| \$500+         | 6.9%                | 69,112             | \$51,833,990 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Ceremony Officiator in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$169            |
| 25-50         | \$153            |
| 51-100        | \$184            |
| 101-150       | \$199            |
| 151-200       | \$263            |
| 201-300       | \$249            |
| More than 300 | \$436            |

# Venue, Catering & Rentals - Hotel Room for After Reception

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Hotel Room for After Reception in United States.**

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

836,799

2020 Weddings

\$319

2020 Avg Spend

\$213

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 1,512,601                   | \$271                        | \$409,914,871 |
| 2009 | 1,459,380                   | \$255                        | \$372,141,900 |
| 2010 | 1,614,638                   | \$281                        | \$453,713,278 |
| 2011 | 1,610,815                   | \$301                        | \$484,855,315 |
| 2012 | 1,622,076                   | \$300                        | \$486,622,800 |
| 2013 | 1,631,088                   | \$299                        | \$487,695,312 |
| 2014 | 1,720,110                   | \$308                        | \$529,793,880 |
| 2015 | 1,731,903                   | \$309                        | \$535,158,027 |
| 2016 | 1,732,986                   | \$315                        | \$545,890,590 |
| 2017 | 1,714,808                   | \$315                        | \$540,164,520 |
| 2018 | 1,405,840                   | \$314                        | \$441,433,760 |
| 2019 | 1,381,982                   | \$314                        | \$433,942,348 |
| 2020 | 836,799                     | \$319                        | \$266,938,881 |
| 2021 | 1,277,088                   | \$328                        | \$418,884,864 |
| 2022 | 1,629,663                   | \$333                        | \$542,677,779 |
| 2023 | 1,478,702                   | \$337                        | \$498,322,574 |
| 2024 | 1,433,455                   | \$341                        | \$488,808,155 |
| 2025 | 1,409,108                   | \$350                        | \$493,187,800 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Venue, Catering & Rentals - Hotel Room for After Reception in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

836,799

2020 Weddings

\$319

2020 Avg Spend

\$213

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$100         | 11.6%               | 97,069             | \$4,853,434  |
| \$100 - \$250  | 50.9%               | 425,931            | \$74,537,871 |
| \$251 - \$500  | 23.0%               | 192,464            | \$72,173,914 |
| \$501 - \$750  | 6.9%                | 57,739             | \$36,086,957 |
| \$750+         | 7.6%                | 63,597             | \$71,546,315 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Hotel Room for After Reception in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$274            |
| 25-50         | \$297            |
| 51-100        | \$279            |
| 101-150       | \$301            |
| 151-200       | \$349            |
| 201-300       | \$410            |
| More than 300 | \$593            |

# Venue, Catering & Rentals - Limo Rental

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Limo Rental in United States.**

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

**304,290**

2020 Weddings

**\$494**

2020 Avg Spend

**\$375**

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 1,145,255                   | \$506                        | \$579,499,030 |
| 2009 | 959,021                     | \$514                        | \$492,936,794 |
| 2010 | 1,069,435                   | \$487                        | \$520,814,845 |
| 2011 | 996,162                     | \$472                        | \$470,188,464 |
| 2012 | 1,003,126                   | \$471                        | \$472,472,346 |
| 2013 | 1,008,699                   | \$474                        | \$478,123,326 |
| 2014 | 1,036,476                   | \$474                        | \$491,289,624 |
| 2015 | 1,043,583                   | \$480                        | \$500,919,840 |
| 2016 | 1,012,784                   | \$483                        | \$489,174,672 |
| 2017 | 979,891                     | \$483                        | \$473,287,353 |
| 2018 | 639,018                     | \$485                        | \$309,923,730 |
| 2019 | 616,577                     | \$486                        | \$299,656,422 |
| 2020 | 304,290                     | \$494                        | \$150,319,260 |
| 2021 | 464,396                     | \$499                        | \$231,733,604 |
| 2022 | 617,297                     | \$503                        | \$310,500,391 |
| 2023 | 560,115                     | \$508                        | \$284,538,420 |
| 2024 | 542,976                     | \$513                        | \$278,546,688 |
| 2025 | 533,753                     | \$510                        | \$272,214,030 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Venue, Catering & Rentals - Limo Rental in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

**304,290**

2020 Weddings

**\$494**

2020 Avg Spend

**\$375**

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$250         | 30.9%               | 94,026             | \$11,753,201 |
| \$250 - \$500  | 38.1%               | 115,934            | \$43,475,434 |
| \$501 - \$750  | 13.1%               | 39,862             | \$24,913,744 |
| \$751 - \$1000 | 8.6%                | 26,169             | \$22,897,823 |
| \$1000+        | 9.3%                | 28,299             | \$42,448,455 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Limo Rental in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$293            |
| 25-50         | \$257            |
| 51-100        | \$352            |
| 101-150       | \$455            |
| 151-200       | \$555            |
| 201-300       | \$701            |
| More than 300 | \$1,246          |

# Venue, Catering & Rentals - Other Transportation

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Other Transportation in United States**. Includes shuttles, antique car, horse & carriage, etc.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

278,933

2020 Weddings

\$291

2020 Avg Spend

\$351

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 216,086                     | \$399                        | \$86,218,314  |
| 2009 | 291,876                     | \$386                        | \$112,664,136 |
| 2010 | 608,110                     | \$420                        | \$255,406,200 |
| 2011 | 741,823                     | \$469                        | \$347,914,987 |
| 2012 | 747,009                     | \$468                        | \$349,600,212 |
| 2013 | 772,621                     | \$492                        | \$380,129,532 |
| 2014 | 838,002                     | \$503                        | \$421,515,006 |
| 2015 | 843,748                     | \$515                        | \$434,530,220 |
| 2016 | 832,733                     | \$518                        | \$431,355,694 |
| 2017 | 823,999                     | \$517                        | \$426,007,483 |
| 2018 | 532,515                     | \$518                        | \$275,842,770 |
| 2019 | 531,532                     | \$520                        | \$276,396,640 |
| 2020 | 278,933                     | \$291                        | \$81,169,503  |
| 2021 | 425,696                     | \$466                        | \$198,374,336 |
| 2022 | 567,913                     | \$470                        | \$266,919,110 |
| 2023 | 515,305                     | \$536                        | \$276,203,480 |
| 2024 | 499,537                     | \$542                        | \$270,749,054 |
| 2025 | 491,053                     | \$540                        | \$265,168,620 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Venue, Catering & Rentals - Other Transportation in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

**278,933**

2020 Weddings

**\$291**

2020 Avg Spend

**\$351**

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales  |
|----------------|---------------------|--------------------|--------------|
| <\$250         | 39.1%               | 109,063            | \$13,632,850 |
| \$250 - \$500  | 27.1%               | 75,591             | \$28,346,566 |
| \$501 - \$750  | 13.0%               | 36,261             | \$22,663,306 |
| \$751 - \$1000 | 7.5%                | 20,920             | \$18,304,978 |
| \$1000+        | 13.3%               | 37,098             | \$55,647,134 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Other Transportation in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$139            |
| 25-50         | \$141            |
| 51-100        | \$204            |
| 101-150       | \$328            |
| 151-200       | \$347            |
| 201-300       | \$396            |
| More than 300 | \$614            |

# Venue, Catering & Rentals - Rehearsal Dinner

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Rehearsal Dinner** in **United States**.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

849,478

2020 Weddings

\$320

2020 Avg Spend

\$336

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales     |
|------|-----------------------------|------------------------------|-----------------|
| 2008 | 1,534,209                   | \$827                        | \$1,268,790,843 |
| 2009 | 1,730,407                   | \$727                        | \$1,258,005,889 |
| 2010 | 1,761,423                   | \$865                        | \$1,523,630,895 |
| 2011 | 1,695,595                   | \$548                        | \$929,186,060   |
| 2012 | 1,707,449                   | \$548                        | \$935,682,052   |
| 2013 | 1,716,935                   | \$556                        | \$954,615,860   |
| 2014 | 1,764,215                   | \$571                        | \$1,007,366,765 |
| 2015 | 1,776,311                   | \$577                        | \$1,024,931,447 |
| 2016 | 1,777,998                   | \$572                        | \$1,017,014,856 |
| 2017 | 1,737,079                   | \$570                        | \$990,135,030   |
| 2018 | 1,427,141                   | \$566                        | \$807,761,806   |
| 2019 | 1,403,243                   | \$563                        | \$790,025,809   |
| 2020 | 849,478                     | \$320                        | \$271,832,960   |
| 2021 | 1,296,438                   | \$421                        | \$545,800,398   |
| 2022 | 1,654,355                   | \$566                        | \$936,364,930   |
| 2023 | 1,501,107                   | \$560                        | \$840,619,920   |
| 2024 | 1,455,174                   | \$534                        | \$777,062,916   |
| 2025 | 1,430,458                   | \$539                        | \$771,016,862   |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Venue, Catering & Rentals - Rehearsal Dinner in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

**849,478**

2020 Weddings

**\$320**

2020 Avg Spend

**\$336**

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales   |
|----------------|---------------------|--------------------|---------------|
| <\$100         | 15.3%               | 129,970            | \$6,498,507   |
| \$100 - \$250  | 27.0%               | 229,359            | \$40,137,836  |
| \$251 - \$500  | 22.5%               | 191,133            | \$71,674,706  |
| \$501 - \$750  | 12.8%               | 108,733            | \$67,958,240  |
| \$750+         | 22.4%               | 190,283            | \$214,068,456 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Rehearsal Dinner in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$143            |
| 25-50         | \$160            |
| 51-100        | \$239            |
| 101-150       | \$336            |
| 151-200       | \$391            |
| 201-300       | \$428            |
| More than 300 | \$600            |

# Venue, Catering & Rentals - Wedding Cake/dessert

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Wedding Cake/dessert in United States.**

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,166,447

2020 Weddings

\$234

2020 Avg Spend

\$256

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 1,923,164                   | \$359                        | \$690,415,876 |
| 2009 | 1,897,193                   | \$352                        | \$667,811,936 |
| 2010 | 1,866,269                   | \$386                        | \$720,379,834 |
| 2011 | 1,907,545                   | \$423                        | \$806,891,535 |
| 2012 | 1,920,880                   | \$421                        | \$808,690,480 |
| 2013 | 1,931,552                   | \$419                        | \$809,320,288 |
| 2014 | 2,028,847                   | \$424                        | \$860,231,128 |
| 2015 | 2,042,758                   | \$422                        | \$862,043,876 |
| 2016 | 2,070,581                   | \$419                        | \$867,573,439 |
| 2017 | 2,048,862                   | \$418                        | \$856,424,316 |
| 2018 | 1,959,656                   | \$416                        | \$815,216,896 |
| 2019 | 1,956,036                   | \$413                        | \$807,842,868 |
| 2020 | 1,166,447                   | \$234                        | \$272,948,598 |
| 2021 | 1,780,183                   | \$232                        | \$413,002,456 |
| 2022 | 2,271,651                   | \$284                        | \$645,148,884 |
| 2023 | 2,061,221                   | \$336                        | \$692,570,256 |
| 2024 | 1,998,150                   | \$347                        | \$693,358,050 |
| 2025 | 1,964,211                   | \$350                        | \$687,473,850 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Venue, Catering & Rentals - Wedding Cake/dessert in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,166,447

2020 Weddings

\$234

2020 Avg Spend

\$256

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales   |
|----------------|---------------------|--------------------|---------------|
| <\$100         | 17.0%               | 198,296            | \$9,914,800   |
| \$100 - \$250  | 32.3%               | 376,762            | \$65,933,417  |
| \$251 - \$500  | 30.9%               | 360,432            | \$135,162,046 |
| \$501 - \$750  | 11.5%               | 134,141            | \$83,838,378  |
| \$750+         | 8.2%                | 95,649             | \$107,604,736 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Cake/dessert in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$117            |
| 25-50         | \$147            |
| 51-100        | \$180            |
| 101-150       | \$218            |
| 151-200       | \$264            |
| 201-300       | \$339            |
| More than 300 | \$650            |

# Venue, Catering & Rentals - Wedding Venue Accessories

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Wedding Venue Accessories in United States**. Includes aisle runner, ring pillow or box, unity candle, toasting flutes, cake topper, serving set, etc. not flowers or decorations

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,115,732

2020 Weddings

\$185

2020 Avg Spend

\$175

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales   |
|------|-----------------------------|------------------------------|---------------|
| 2008 | 1,512,601                   | \$639                        | \$966,552,039 |
| 2009 | 1,501,076                   | \$591                        | \$887,135,916 |
| 2010 | 1,782,392                   | \$329                        | \$586,406,968 |
| 2011 | 1,822,765                   | \$326                        | \$594,221,390 |
| 2012 | 1,835,507                   | \$325                        | \$596,539,775 |
| 2013 | 1,867,167                   | \$323                        | \$603,094,941 |
| 2014 | 1,984,742                   | \$323                        | \$641,071,666 |
| 2015 | 1,998,350                   | \$325                        | \$649,463,750 |
| 2016 | 2,025,568                   | \$327                        | \$662,360,736 |
| 2017 | 2,004,322                   | \$326                        | \$653,408,972 |
| 2018 | 1,874,454                   | \$325                        | \$609,197,550 |
| 2019 | 1,870,991                   | \$323                        | \$604,330,093 |
| 2020 | 1,115,732                   | \$185                        | \$206,410,420 |
| 2021 | 1,702,784                   | \$242                        | \$412,073,728 |
| 2022 | 2,172,884                   | \$319                        | \$693,149,996 |
| 2023 | 1,971,603                   | \$321                        | \$632,884,563 |
| 2024 | 1,911,274                   | \$323                        | \$617,341,502 |
| 2025 | 1,878,811                   | \$325                        | \$610,613,575 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Venue, Catering & Rentals - Wedding Venue Accessories in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,115,732

2020 Weddings

\$185

2020 Avg Spend

\$175

2020 Median Spend

Table

| Spending Range | Percent of Weddings | Number of Weddings | Total Sales   |
|----------------|---------------------|--------------------|---------------|
| <\$100         | 34.4%               | 383,812            | \$19,190,590  |
| \$100 - \$250  | 31.2%               | 348,108            | \$60,918,967  |
| \$251 - \$500  | 18.2%               | 203,063            | \$76,148,709  |
| \$501 - \$750  | 7.4%                | 82,564             | \$51,602,605  |
| \$750+         | 8.8%                | 98,184             | \$110,457,468 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Venue Accessories in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$217            |
| 25-50         | \$155            |
| 51-100        | \$158            |
| 101-150       | \$160            |
| 151-200       | \$191            |
| 201-300       | \$225            |
| More than 300 | \$376            |

# Venue, Catering & Rentals - Wedding Venue Bar Service

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Wedding Venue Bar Service in United States.**

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

862,156

2020 Weddings

\$1,361

2020 Avg Spend

\$993

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales     |
|------|-----------------------------|------------------------------|-----------------|
| 2008 | 1,404,558                   | \$2,485                      | \$3,490,326,630 |
| 2009 | 1,230,049                   | \$2,055                      | \$2,527,750,695 |
| 2010 | 1,446,883                   | \$2,207                      | \$3,193,270,781 |
| 2011 | 1,356,476                   | \$2,463                      | \$3,341,000,388 |
| 2012 | 1,365,959                   | \$2,456                      | \$3,354,795,304 |
| 2013 | 1,395,010                   | \$2,445                      | \$3,410,799,450 |
| 2014 | 1,521,636                   | \$2,398                      | \$3,648,883,128 |
| 2015 | 1,576,476                   | \$2,378                      | \$3,748,859,928 |
| 2016 | 1,597,948                   | \$2,378                      | \$3,799,920,344 |
| 2017 | 1,581,187                   | \$2,374                      | \$3,753,737,938 |
| 2018 | 1,427,141                   | \$2,368                      | \$3,379,469,888 |
| 2019 | 1,424,504                   | \$2,365                      | \$3,368,951,960 |
| 2020 | 862,156                     | \$1,361                      | \$1,173,394,316 |
| 2021 | 1,315,788                   | \$2,122                      | \$2,792,102,136 |
| 2022 | 1,679,046                   | \$2,293                      | \$3,850,052,478 |
| 2023 | 1,523,511                   | \$2,389                      | \$3,639,667,779 |
| 2024 | 1,476,893                   | \$2,361                      | \$3,486,944,373 |
| 2025 | 1,451,808                   | \$2,375                      | \$3,448,044,000 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Venue, Catering & Rentals - Wedding Venue Bar Service in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

862,156

2020 Weddings

\$1,361

2020 Avg Spend

\$993

2020 Median Spend

Table

| Spending Range   | Percent of Weddings | Number of Weddings | Total Sales   |
|------------------|---------------------|--------------------|---------------|
| <\$1000          | 50.4%               | 434,527            | \$217,263,312 |
| \$1000 - \$2500  | 28.0%               | 241,404            | \$422,456,440 |
| \$2501 - \$5000  | 13.1%               | 112,942            | \$423,534,135 |
| \$5001 - \$10000 | 5.8%                | 50,005             | \$375,037,860 |
| \$10000+         | 2.8%                | 24,140             | \$362,105,520 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Venue Bar Service in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$773            |
| 25-50         | \$791            |
| 51-100        | \$995            |
| 101-150       | \$1,217          |
| 151-200       | \$1,428          |
| 201-300       | \$2,169          |
| More than 300 | \$3,000          |

# Venue, Catering & Rentals - Wedding Venue Food Service

# Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Wedding Venue Food Service** in **United States**.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,115,732

2020 Weddings

\$2,645

2020 Avg Spend

\$2,035

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales     |
|------|-----------------------------|------------------------------|-----------------|
| 2008 | 1,642,252                   | \$3,551                      | \$5,831,636,852 |
| 2009 | 1,417,683                   | \$3,499                      | \$4,960,472,817 |
| 2010 | 1,677,546                   | \$4,339                      | \$7,278,872,094 |
| 2011 | 1,589,621                   | \$4,772                      | \$7,585,671,412 |
| 2012 | 1,600,733                   | \$4,757                      | \$7,614,686,881 |
| 2013 | 1,631,088                   | \$4,743                      | \$7,736,250,384 |
| 2014 | 1,764,215                   | \$4,797                      | \$8,462,939,355 |
| 2015 | 1,820,719                   | \$4,771                      | \$8,686,650,349 |
| 2016 | 1,868,024                   | \$4,674                      | \$8,731,144,176 |
| 2017 | 1,848,430                   | \$4,667                      | \$8,626,622,810 |
| 2018 | 1,853,153                   | \$4,632                      | \$8,583,804,696 |
| 2019 | 1,849,730                   | \$4,618                      | \$8,542,053,140 |
| 2020 | 1,115,732                   | \$2,645                      | \$2,951,111,140 |
| 2021 | 1,702,784                   | \$2,650                      | \$4,512,377,600 |
| 2022 | 2,172,884                   | \$4,010                      | \$8,713,264,840 |
| 2023 | 1,971,603                   | \$4,276                      | \$8,430,574,428 |
| 2024 | 1,911,274                   | \$4,317                      | \$8,250,969,858 |
| 2025 | 1,878,811                   | \$4,410                      | \$8,285,556,510 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Venue, Catering & Rentals - Wedding Venue Food Service in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,115,732

2020 Weddings

\$2,645

2020 Avg Spend

\$2,035

2020 Median Spend

Table

| Spending Range   | Percent of Weddings | Number of Weddings | Total Sales     |
|------------------|---------------------|--------------------|-----------------|
| <\$1000          | 29.0%               | 323,562            | \$161,781,140   |
| \$1000 - \$2500  | 30.5%               | 340,298            | \$595,521,955   |
| \$2501 - \$5000  | 19.1%               | 213,105            | \$799,143,045   |
| \$5001 - \$10000 | 11.8%               | 131,656            | \$987,422,820   |
| \$10000+         | 9.7%                | 108,226            | \$1,623,390,060 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Venue Food Service in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$1,151          |
| 25-50         | \$1,489          |
| 51-100        | \$1,833          |
| 101-150       | \$2,783          |
| 151-200       | \$3,161          |
| 201-300       | \$3,822          |
| More than 300 | \$5,406          |

# Venue, Catering & Rentals - Wedding Venue Location

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Wedding Venue Location in United States.**

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

1,103,053

2020 Weddings

\$3,734

2020 Avg Spend

\$1,979

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales     |
|------|-----------------------------|------------------------------|-----------------|
| 2008 | 1,620,644                   | \$3,075                      | \$4,983,480,300 |
| 2009 | 1,667,862                   | \$2,552                      | \$4,256,383,824 |
| 2010 | 1,824,331                   | \$3,026                      | \$5,520,425,606 |
| 2011 | 1,695,595                   | \$3,464                      | \$5,873,541,080 |
| 2012 | 1,728,792                   | \$3,507                      | \$6,062,873,544 |
| 2013 | 1,759,859                   | \$3,614                      | \$6,360,130,426 |
| 2014 | 1,874,479                   | \$3,613                      | \$6,772,492,627 |
| 2015 | 1,887,331                   | \$3,628                      | \$6,847,236,868 |
| 2016 | 1,913,036                   | \$3,610                      | \$6,906,059,960 |
| 2017 | 1,892,970                   | \$3,611                      | \$6,835,514,670 |
| 2018 | 1,831,852                   | \$3,618                      | \$6,627,640,536 |
| 2019 | 1,828,468                   | \$3,638                      | \$6,651,966,584 |
| 2020 | 1,103,053                   | \$3,734                      | \$4,118,799,902 |
| 2021 | 1,683,434                   | \$3,956                      | \$6,659,664,904 |
| 2022 | 2,148,192                   | \$4,024                      | \$8,644,324,608 |
| 2023 | 1,949,198                   | \$4,092                      | \$7,976,118,216 |
| 2024 | 1,889,555                   | \$4,159                      | \$7,858,659,245 |
| 2025 | 1,857,460                   | \$4,199                      | \$7,799,474,540 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Venue, Catering & Rentals - Wedding Venue Location in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

1,103,053

2020 Weddings

\$3,734

2020 Avg Spend

\$1,979

2020 Median Spend

Table

| Spending Range   | Percent of Weddings | Number of Weddings | Total Sales     |
|------------------|---------------------|--------------------|-----------------|
| <\$1000          | 33.1%               | 365,111            | \$182,555,272   |
| \$1000 - \$2500  | 25.9%               | 285,691            | \$499,958,772   |
| \$2501 - \$5000  | 21.5%               | 237,156            | \$889,336,481   |
| \$5001 - \$10000 | 12.4%               | 136,779            | \$1,025,839,290 |
| \$10000+         | 7.1%                | 78,317             | \$1,174,751,445 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Venue Location in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$1,919          |
| 25-50         | \$2,259          |
| 51-100        | \$2,927          |
| 101-150       | \$3,973          |
| 151-200       | \$4,593          |
| 201-300       | \$5,052          |
| More than 300 | \$5,515          |

# Venue, Catering & Rentals - Wedding Venue Rentals

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Wedding Venue Rentals** in **United States**. Includes lighting, tent, tables, chairs, photo booth, etc.

**NOTE:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

950,908

2020 Weddings

\$1,392

2020 Avg Spend

\$861

2020 Median Spend

Table

| Year | Number of Weddings (Demand) | Average Spending per Wedding | Total Sales     |
|------|-----------------------------|------------------------------|-----------------|
| 2008 | 1,404,558                   | \$2,025                      | \$2,844,229,950 |
| 2009 | 1,209,200                   | \$1,371                      | \$1,657,813,200 |
| 2010 | 1,488,822                   | \$1,385                      | \$2,062,018,470 |
| 2011 | 1,420,061                   | \$1,708                      | \$2,425,464,188 |
| 2012 | 1,429,988                   | \$1,704                      | \$2,436,699,552 |
| 2013 | 1,480,857                   | \$1,716                      | \$2,541,150,612 |
| 2014 | 1,609,846                   | \$1,731                      | \$2,786,643,426 |
| 2015 | 1,665,292                   | \$1,719                      | \$2,862,636,948 |
| 2016 | 1,710,480                   | \$1,737                      | \$2,971,103,760 |
| 2017 | 1,692,538                   | \$1,736                      | \$2,938,245,968 |
| 2018 | 1,576,245                   | \$1,737                      | \$2,737,937,565 |
| 2019 | 1,573,333                   | \$1,749                      | \$2,751,759,417 |
| 2020 | 950,908                     | \$1,392                      | \$1,323,663,936 |
| 2021 | 1,451,237                   | \$1,425                      | \$2,068,012,725 |
| 2022 | 1,851,890                   | \$1,645                      | \$3,046,359,050 |
| 2023 | 1,680,344                   | \$1,719                      | \$2,888,511,336 |
| 2024 | 1,628,927                   | \$1,777                      | \$2,894,603,279 |
| 2025 | 1,601,259                   | \$1,775                      | \$2,842,234,725 |

## Note About Average Spending

**NOTE:** Years 2020, 2021, 2022, 2023 reflect estimated changes based on COVID-19

**Products:** The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

**Services:** The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

## Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Venue, Catering & Rentals - Wedding Venue Rentals in United States.

**NOTE:** Sum of the Spending Distribution total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

950,908

2020 Weddings

\$1,392

2020 Avg Spend

\$861

2020 Median Spend

Table

| Spending Range   | Percent of Weddings | Number of Weddings | Total Sales   |
|------------------|---------------------|--------------------|---------------|
| <\$1000          | 58.1%               | 552,478            | \$276,238,774 |
| \$1000 - \$2500  | 26.1%               | 248,187            | \$434,327,229 |
| \$2501 - \$5000  | 9.9%                | 94,140             | \$353,024,595 |
| \$5001 - \$10000 | 3.1%                | 29,478             | \$221,086,110 |
| \$10000+         | 2.8%                | 26,625             | \$399,381,360 |

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Venue Rentals in United States.

Table

| Range         | Average Spending |
|---------------|------------------|
| Less than 25  | \$642            |
| 25-50         | \$924            |
| 51-100        | \$1,162          |
| 101-150       | \$1,297          |
| 151-200       | \$1,526          |
| 201-300       | \$2,340          |
| More than 300 | \$3,447          |

# Methodology & Use of Data

Methodology details are located at: <https://wedding.report/index.cfm/action/home/view/methodology/>

Use of Data details are located at: [https://wedding.report/index.cfm/action/home/view/terms\\_of\\_service/](https://wedding.report/index.cfm/action/home/view/terms_of_service/)