
Wedding Statistics and Research



Wedding Business Forecast

Year	Est. Number of Weddings	% Increase in # of Weddings	Avg. Spend	Market Value	% Increase in Wedding Purchases
2009	2,077,000	96%	\$22,062	\$45,822,774,000	88%
2010	2,078,000	Even	\$26,542	\$55,154,276,000	120%
2011	2,059,000	-1%	\$26,943	\$55,475,637,000	101%
2012	2,050,000	Even	\$27,438	\$56,247,900,000	101%
2013	2,042,000	Even	\$27,945	\$57,063,690,000	101%
2014	2,042,100	Even	\$28,457	\$58,112,039,700	102%
2015	2,052,000	Even	\$28,986	\$59,479,272,000	102%
2016	2,051,000	Even	\$29,529	\$60,563,979,000	102%



U.S. Weddings Overview

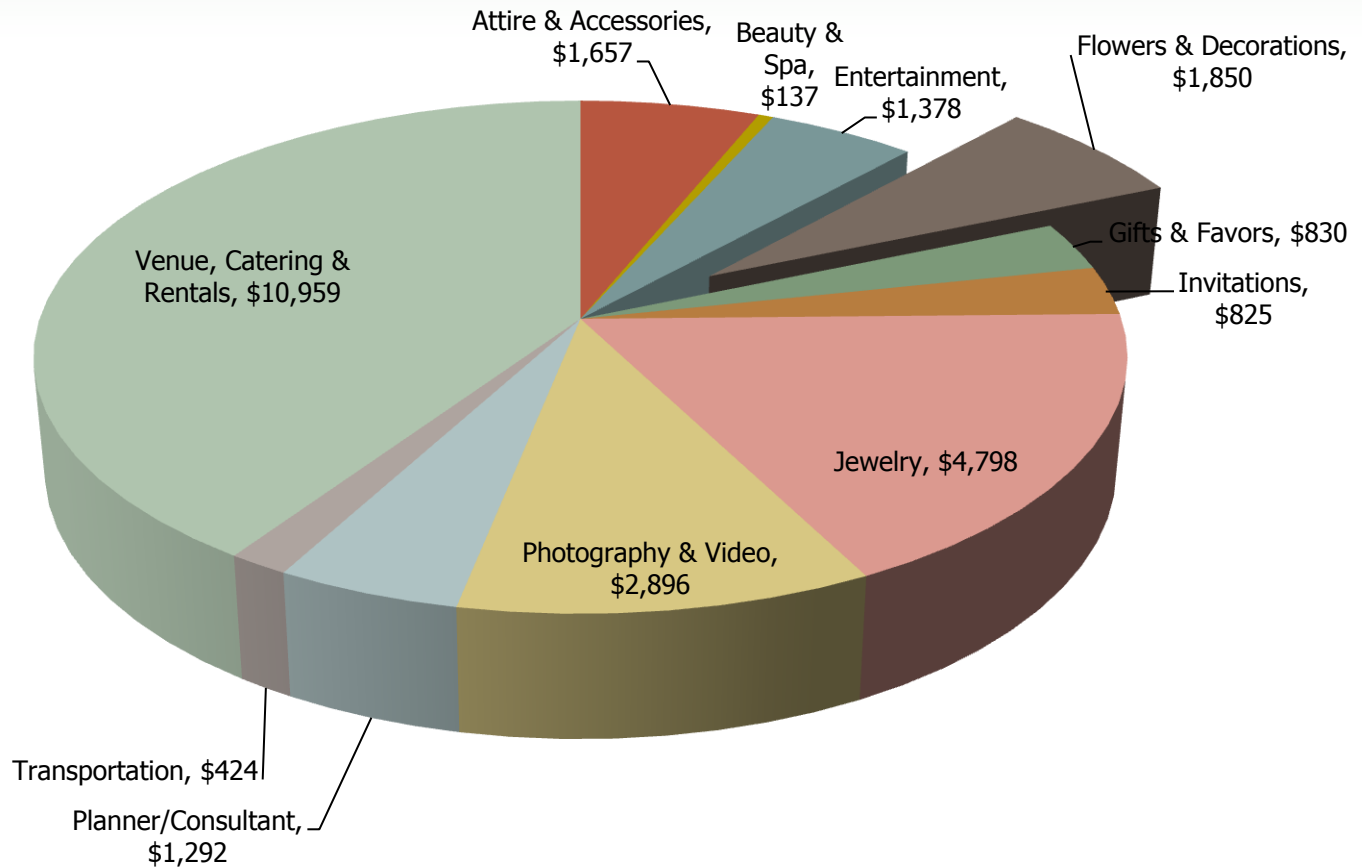
- Average U.S. wedding cost \$27,438
- Average U.S. wedding flowers approx. \$1,850

Weddings in 2012

- No increase in number of weddings
- 1% increase in overall budget

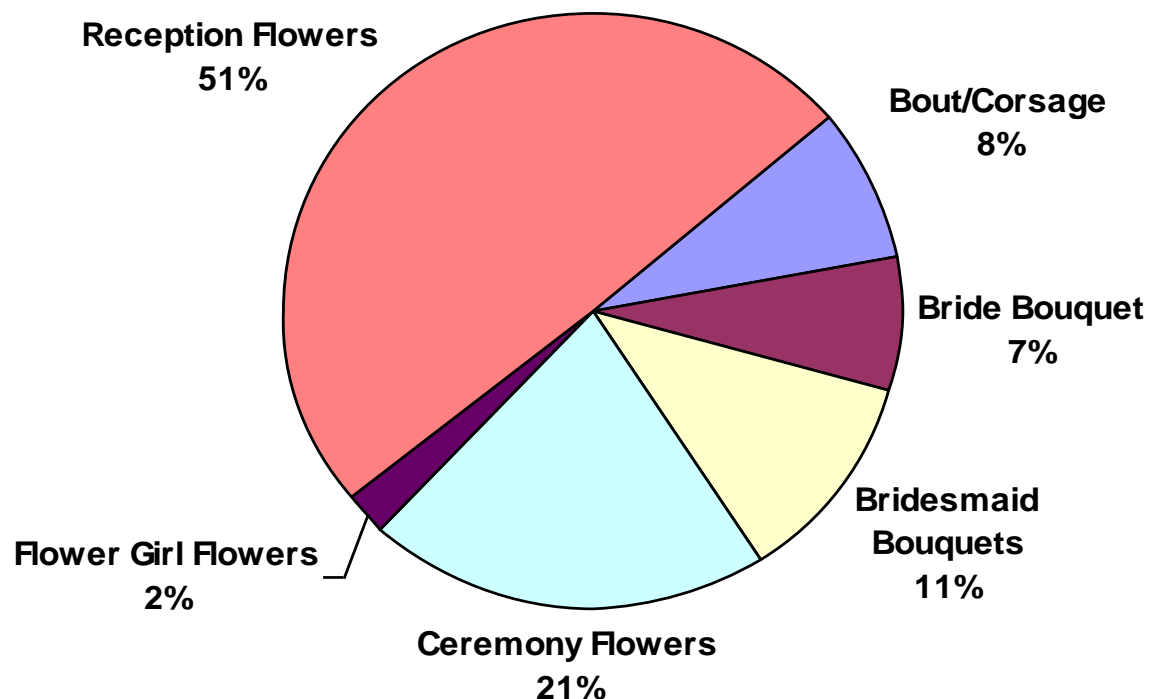


Percent of Money Spent on Weddings



Wedding Product Opportunities

Reception Flowers, Ceremony Flowers & Bridal and Attendant Bouquets Comprise **90%** of Wedding Flower Budgets



Wedding Research

- Couples are budget and value focused
- Couples are using a variety of techniques to bargain with professionals
- Couples are eliminating non-essentials
- Couples are becoming more knowledgeable and educated, doing more research before they approach vendors
- The internet is the new “Word of Mouth” as more couples use it to give reviews and share via social media



Wedding Research

- More couples choosing same location to have their ceremony and reception, up almost 10% over 2010
- More couples having their wedding ceremony at a courthouse, private residence, or wedding chapel
- More couples holding their wedding reception at a private residence or restaurant



Weddings by month

Month	Est. Weddings
Jan	1%
Feb	1%
Mar	2%
Apr	5%
May	12%
Jun	17%
Jul	13%
Aug	10%
Sep	16%
Oct	13%
Nov	7%
Dec	3%



Wedding Websites

Top 10 Wedding Sites

Site	% Used 2009	% Used 2010
TheKnot.com	80%	70%
David'sBridal.com	49%	36%
TheWeddingChannel.com	31%	28%
WeddingWire.com	25%	27%
Brides.com	47%	26%
Martha Stewart Weddings	25%	23%
mywedding.com	25%	23%
ProjectWedding.com	2%	18%
WeddingBee.com	10%	18%
RealSimple.com	15%	13%
Other Sites	9%	11%

Source: The Wedding Report

