

2011  
Wedding  
Market  
Insight  
Report

2010



**WE tv Networks Wedding Report**

Wedding Statistics and Market Research for the Wedding Industry



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## Number of Weddings

In past recessions we have typically seen slight increases in the number of couples getting married; however, the current recession points to a different pattern. The attitude towards marriage has changed, the co-habitation is on the rise, and couples are waiting longer to get married. We do not expect to see the same post recession surge as seen in previous recessions. The number of couples getting married has returned to 1968 levels. The pattern will be, slight increases and declines staying at about 2.1 million per year over the next five (5) years.

The table below provides number of weddings 2005 to 2015.

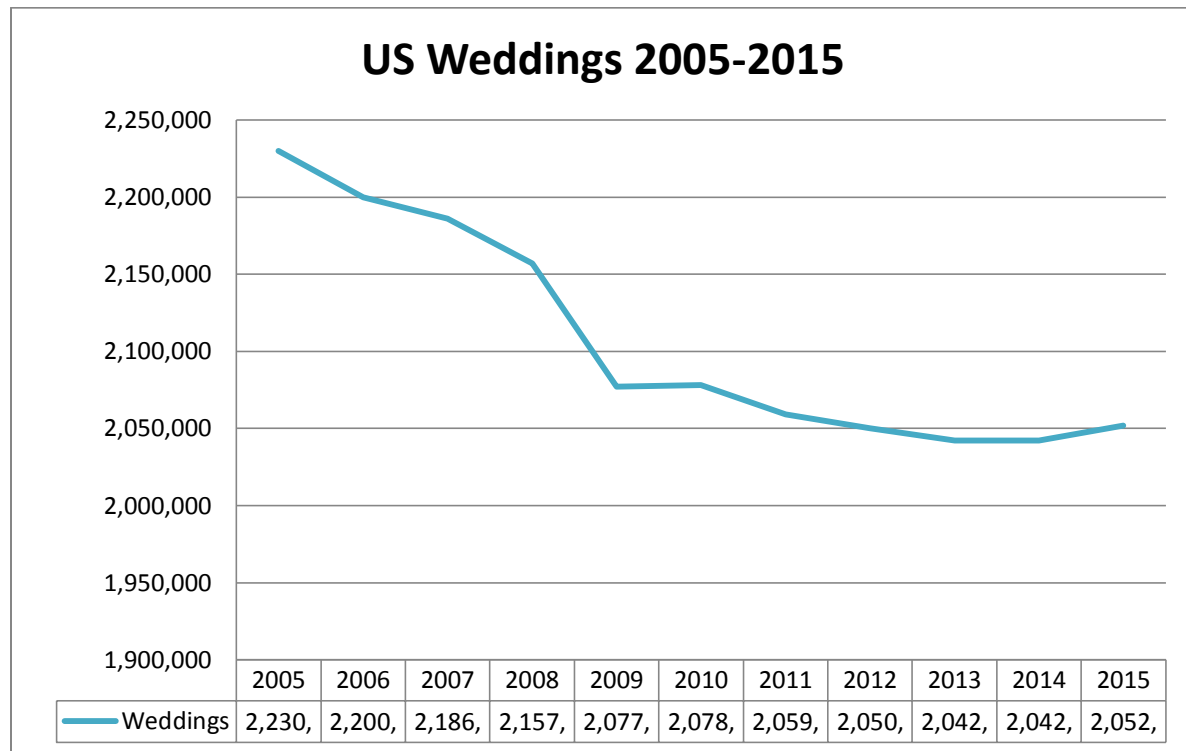


Chart 1

## Spending

Spending in the first half of 2010 was up almost 22% over 2009, at \$23,867 vs. \$19,581. We expect the final spending numbers for 2010 to be around \$22k or \$23k; this is up from our original forecast. While this is an improvement over 2009 we don't expect couples to start spending as they did pre 2008. In 2011 spending should see only moderate increases, if any, as consumer confidence improves and the number of guests increase. If the economy continues to stabilize, couples will feel more comfortable about spending and we should see the average amount spent on a wedding come in between \$23 and \$25k. If the economy worsens, expect couples to pull back. Many couples now pay at least 60% of the total wedding cost. If the job market does not improve, spending will remain flat or lower. If the job market improves, expect couples to spend more, slightly.

## Spending Distribution

Spending distribution shows you where couples are spending in relationship to the average. In 2011, we expect little to change in this category; however, we do see a slight shift to the average to 2x the average of 1% moving from the average or less category. This indicates a slight increase in overall spending for 2011.

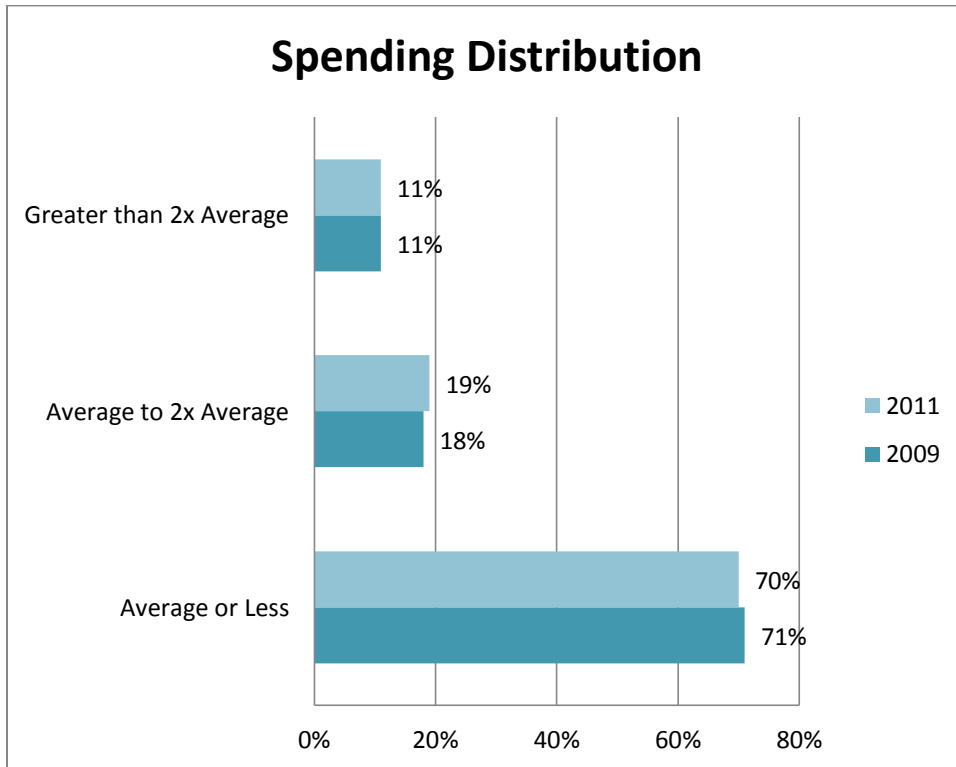


Chart 2

## Number of Guests

In 2009 the average number of guests for a wedding was 128. This was down 12% over 2008 from 145. In 2010 we expect the average number of guest to come in at about 140 moving to between 140 and 150 for the 2011 season. While couples are feeling better about spending, they are still moderating their cost by keep the guest list trimmer than pre 2008. Each additional guest adds between \$150 and \$160 to the total cost.

## Age and Times Married

Data on age and times married point to an upswing of about 3-4% in first-time marriages for 2011, as compared to 2010. The data also points to a younger marriage age for 2011. For 2010 we are seeing about 91% as first-time brides and 87% as first-time grooms. For 2011 we are seeing about 93% as first-time brides and 90% as first-time grooms. This change is likely due to a better economic outlook rather

than an increase in the number of couples wanting to get married. An increase in first-time marriage is also related to a younger average marriage age for 2011. This is not a long term trend and only points to specifics about 2011. Currently, the average age of a bride is 27 and the average age of a groom is 29.

## Weddings by Month

For 2011, June and September appear to be the most in demand months to get married. The following table and chart provide a breakdown of weddings by month for 2011.

Month	% of Weddings	Total Weddings
January	0.60%	11,626
February	0.90%	19,065
March	2.30%	47,276
April	5.20%	106,234
May	11.70%	240,514
June	16.70%	344,158
July	12.60%	260,350
August	9.80%	201,448
September	16.50%	340,191
October	13.50%	278,258
November	6.90%	142,435
December	3.30%	67,443

Table 1

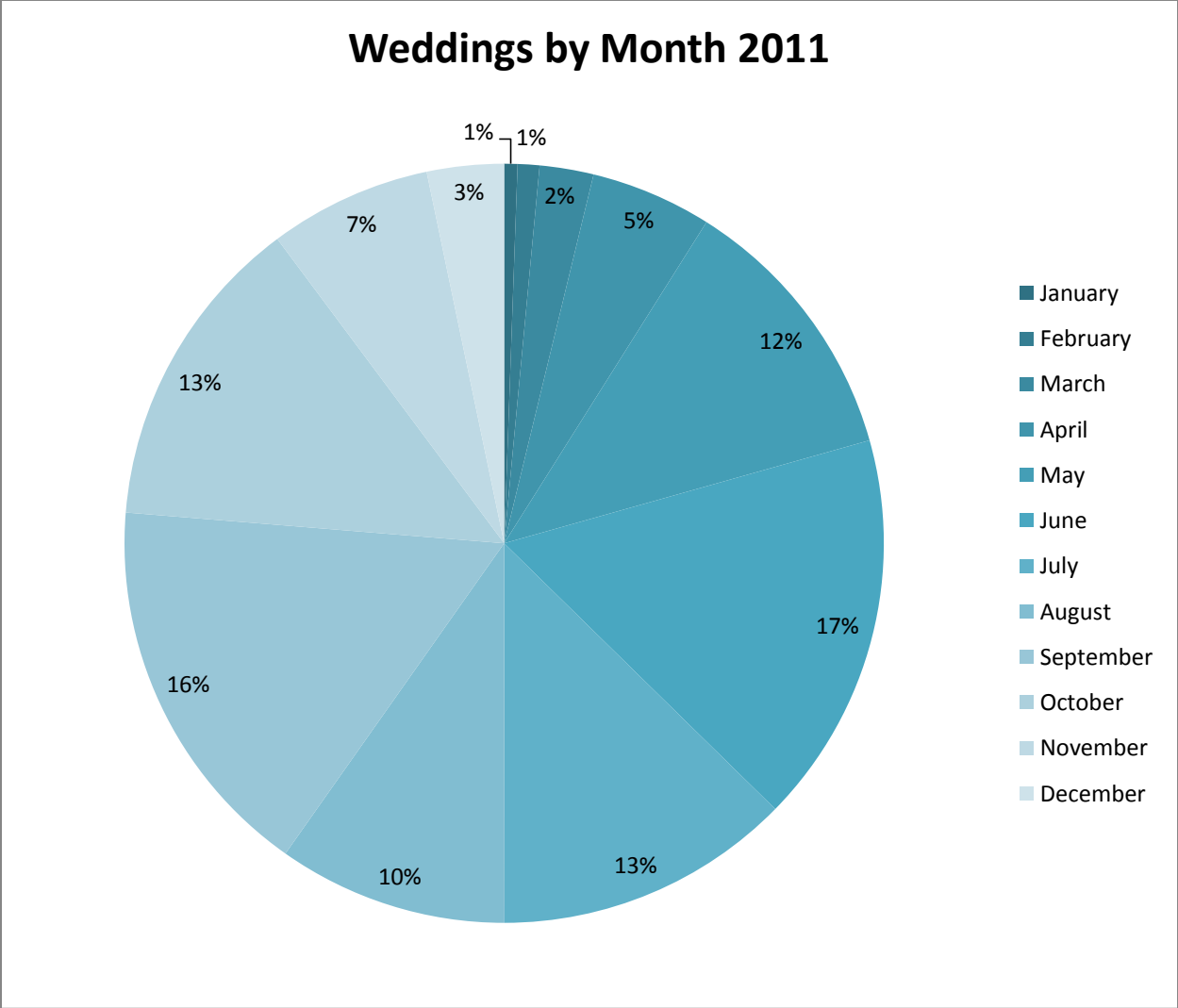


Chart 3

### Types of Weddings

Weddings will shift slightly away from casual (no plan, off the cuff) to simple (scaled back, back to basics) with more of a traditional and/or formal touch. There does not seem to be any push one way or another in other types of weddings. Destination and theme based weddings will remain flat for 2011.

### Wedding Locations

In 2011, we are seeing a shift from same location weddings to different location weddings. The shift is about 3-4% in favor of different locations as compared to 2010. We believe this is characteristic of more first time couples marrying in 2011 rather than a trend in uniqueness of location.

## Different Locations

More couples will turn to indoor ceremonies at a church or place of worship. Also look for an increase in beach ceremonies for those having outdoor ceremonies. Look for an increase in banquet hall, event facility, and resort and hotel for receptions. Also expect an increase in receptions at family or friends homes.

## Same Location

We expect to see a 4-6% increase in the number of couples having an indoor wedding where the ceremony and reception are at the same location. More couples will turn to event facilities and gardens or parks to have their complete wedding.

## Wedding Colors

The 2011 top primary color themes include Blues, Purples, Pinks, and Greens. The following table shows the 2011 primary color themes couples want.

Blues	21.40%
Purples	14.80%
Pinks	10%
Greens	9.70%
Reds	8.80%
Black	6.30%
Yellows	4.20%
Oranges	4.10%
White	3.90%
Champagne	3.60%
Browns	3.60%
Ivory	2.20%
Gold	1.70%
Silver	1.20%
Other	4.60%

Table 2

The 2011 top accent colors include White, Silver, and Ivory. The table below shows the 2011 accent colors couples want.

White	29%
Silver	20%
Ivory	17.30%
Greens	16.50%
Blues	16.30%

Black	15.80%
Pinks	15.40%
Yellows	13.80%
Purples	11.50%
Oranges	10.50%
Reds	9.70%
Champagne	9.30%
Browns	8.70%
Gold	8%
Other	5.80%

Table 3

In 2011 couples are looking for Bright, Bold, or Vibrant warm tones. The table below shows the 2011 color tones couples are looking for.

Bright, Bold, or Vibrant tones	31.70%
Warm tones	22.20%
Cool tones	14.80%
Dark tones	11%
Light tones	8.80%
Pastel tones	7.60%
Other	3.70%

Table 4

## Planning and Use of Resources

Current data shows that couples will use more resources to help plan their wedding in 2011. A use of 3.4 resources for 2010 to 3.8 resources per couple in 2011 is expected. All resources across the board will see an upswing with local events and word of mouth resources seeing the most increase.

## The Online Market

In 2009 the Online Wedding Market was about \$9.4 billion of the entire wedding market, this includes honeymoon and engagement rings. The estimate for 2010 is about the same, \$9.4 billion. For 2011 we estimate a growth rate between 3-7% as more couples take advantage of the Internet and Mobile to pay for or place deposits on products and services they want for their wedding. Mobile will likely see the largest increase as more mobile billing services become available. The best items for online growth will include, online/mobile invoicing (payments and deposits), jewelry, travel (honeymoon), gifts, and accessories.

## Other 2011 Thoughts

- We expect to see many new competitors enter the wedding market in 2011 as cost of entry is lower than many other business types.
- Back to simple basics including smaller wedding parties.
- More DIY and price haggling.
- We will continue to see friends and family members help out.
- We will see couples booking closer to the wedding day or on off popular days.
- Couples will desire a splash of color, particularly bright vibrant warm tones as full on themes or as accents to their attire and accessories.
- Designer labels will continue to gain market share by creating more affordable lines.
- Flower colors will follow the same as color themes. More couples desire purple lilies or blue, purple, or pink flowers for their bridal bouquets.
- Gerbera daisies should also be in higher demand.
- Low cost personalizations are what couples look for in gifts and favors.
- Expect DIY to continue its dominance in the invitation market. The opportunity here is low cost DIY kits.
- Chocolate diamonds, Asscher cut, and Tacori designs should be quite popular

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