



# THE BRIDAL MARKET

The bridal market is completely unique, both time and emotion driven, and totals over \$61 billion annually nationwide. The average cost of an individual wedding averages \$20,000-\$24,000. The window of opportunity within which brides, grooms and their families make decisions for the wedding and life after the wedding all occurs within an 11 month period (on average) that takes the couple from engagement to the reception and honeymoon.

Expectations are high. Demands are many. Emotions run deep.  
Because *this day* Must. Be. Perfect.

If you provide a service or offer a product for this emerging market you may want to consider being an exhibitor. These business categories can include but are not limited to:

- |                        |                      |                  |
|------------------------|----------------------|------------------|
| APARTMENT RENTALS      | ELECTROLYSIS         | PHOTOGRAPHY      |
| APPLIANCES             | ELECTRONOICS         | REAL ESTATE      |
| BANKS                  | FACILITIES / VENUES  | RENTALS          |
| BRIDAL PARTY GIFTS     | FLOWERS              | SALONS / SPAS    |
| BRIDAL REGISTRATION    | FURNITURE            | TABLE FAVORS     |
| CATERING / BAR SERVICE | HONEYMOON / TRAVEL   | TEETH WHITENING  |
| COSMETICS              | INSURANCES           | TUXEDOS          |
| COSMETIC SURGERY       | INVESTMENT SERVICES  | VIDEOGRAPHY      |
| DECORATIONS            | INVITATIONS          | WEDDING CAKES    |
| DJ SERVICES            | JEWELRY              | WEDDING PLANNERS |
| DRESSES                | LIMOUSINE / CARRIAGE |                  |
| DRESS PRESERVATION     | LIVE MUSIC           |                  |

Couples combine bank accounts, insurance, cell phone plans and more up to and after the wedding. They relocate and combine households. They make purchases after the wedding to establish their lives together.

December is the most popular month for becoming engaged. Saturday is the popular day for becoming engaged. Weddings are somewhat evenly scheduled across the annual calendar with an emphasis on April-August.

## VENUES

A wedding entails a number of different types of venues for an engagement party, wedding showers, rehearsal dinner, the wedding and the reception... sometimes even a breakfast brunch for traveling guests on the day after the wedding. 44% of weddings and receptions are held at the same location, 35% of weddings are held outdoors. The venue selection process reflects the following:

### Type

1. Reception Hall
2. Hotels
3. Clubs
4. Restaurants
5. Historic Mansions
6. Parks, museums, private homes, et al

### Basis for Decision

1. Great space for dancing
2. Picturesque backdrop for photos
3. Has outdoor area for cocktails
4. Provides a breathtaking view
5. Has a waterside location

The average number of invitees to a wedding is 145.

## WHERE THE MONEY IS SPENT

Engagement Party... \$ 380	Bridal Shower.... \$ 305
Rehearsal Dinner... 774	Bachelor Party... 291
Wedding Planner... 1816	Bachelorette Party... 299
Engagement Photos... 601	
Engagement Ring... 2939	
Wedding Bands... 1861	

Average Wedding Party: 4 bridesmaids, 4 groomsmen

### The Wedding:

Dress...	\$ 841
Veil...	97
Facial...	60
Hair...	77
Make-up...	61
Manicure & Pedicure...	50
Massage...	76

Tuxedo...	314
Bouquets....	740
Boutonnieres/Corsage	116
Flower Arrangements..	274
Bridal Party Gifts...	368

Photos...	1415
Limousine...	474
or Antique Car...	454
or Horse Carriage...	439

### The Honeymoon:

Hotel/Resort...	\$1212
Cruise...	1629
Airline...	856

### The Reception:

Location....	\$2636
Food Service....	3299
Bar Service....	2309
Tent, Tables, etc...	1881
Centerpieces....	294
Cake...	334
DJ,,, or Band....	652 1126
Flower Arrangements..	369

Source: Bridal Association of America 2008, The Wedding Report 2009 and The Knot 2008

*The on-line wedding market is estimated to be as much as \$16.2 billion.*

Expenditures following the wedding:	\$4 billion in furniture
	\$3 billion in housewares
	\$400 million in tableware

Source: Bridal Guide 2008