

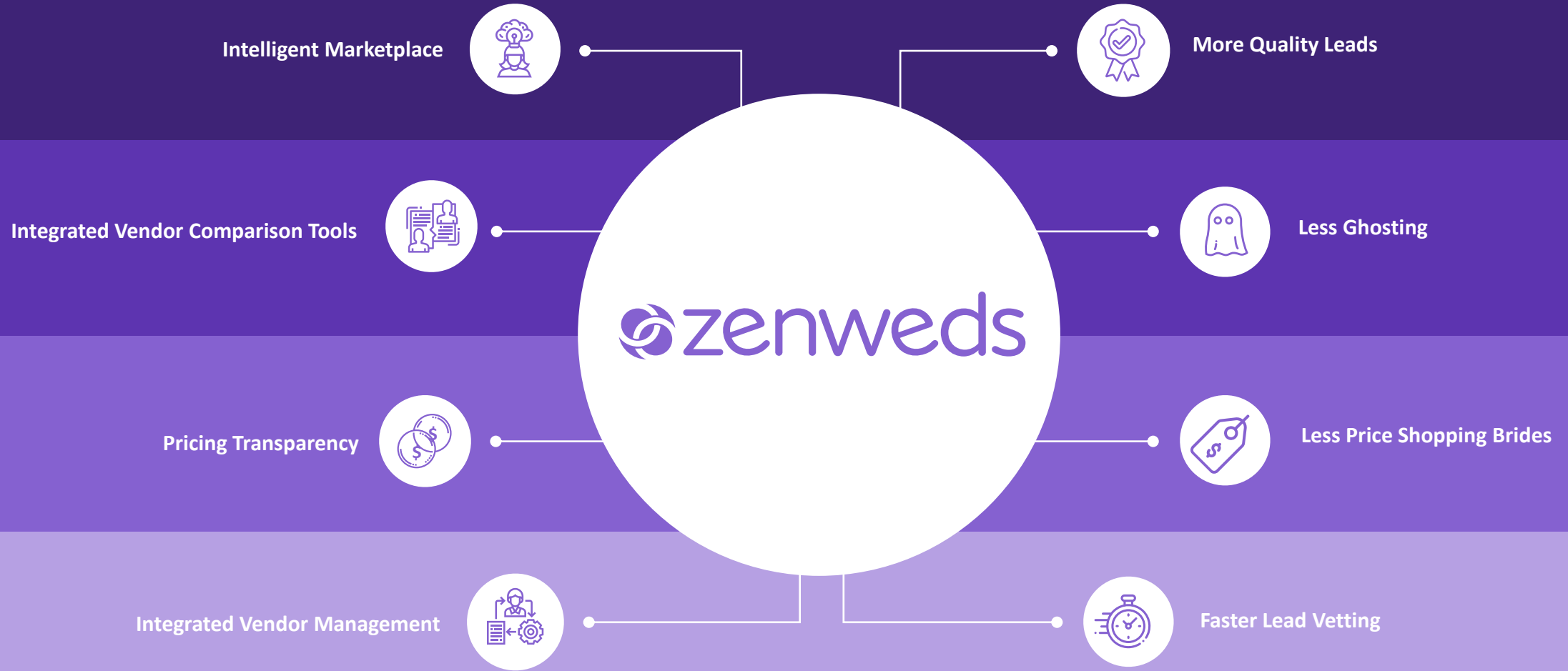
# COVID-19 Impact On The Wedding Industry In 2021 And Beyond

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## COUPLES BENEFITS

## VENDORS BENEFITS



# About Us – The Wedding Report

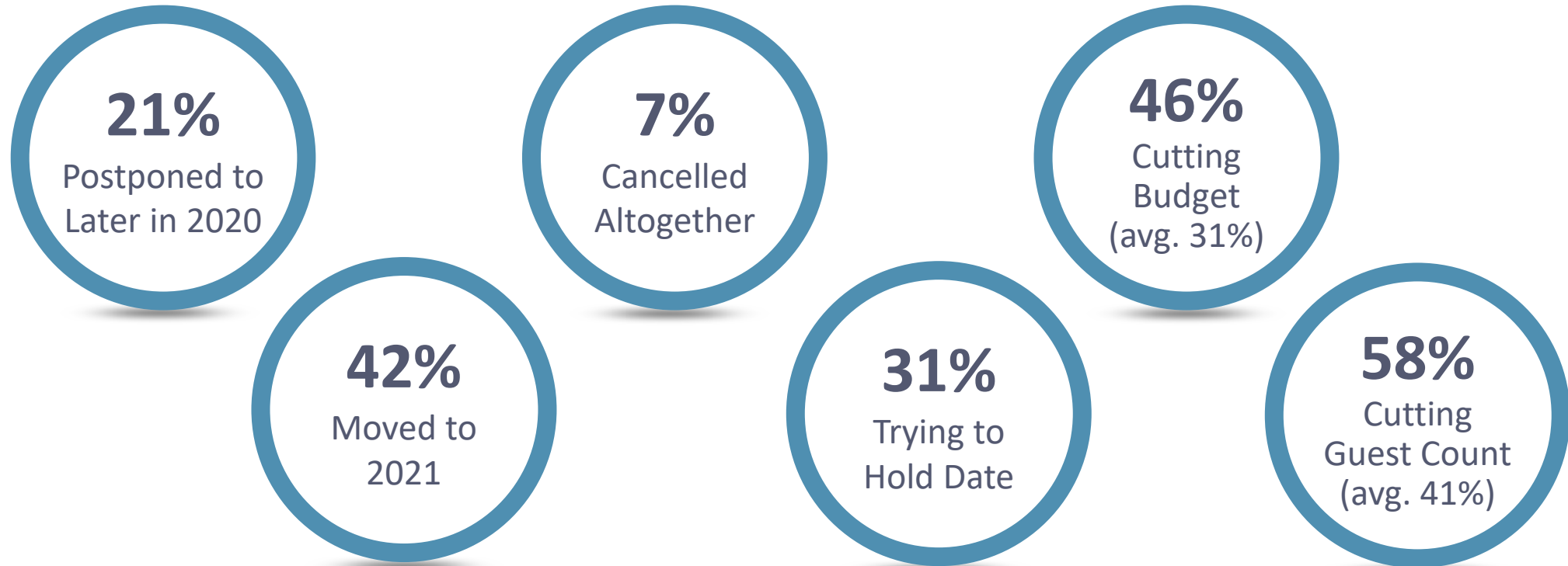
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- The Wedding Report, Inc. is a **research company** that collects and forecasts wedding statistics for the wedding industry.
- We're the no.1 Source of **Un-biased Wedding Statistics**
- Since 2005 we've collected **over 600,000 survey samples** and hundreds of thousands of other facts about the wedding industry.
- We've helped over **a million couples** better understand how the decisions they make impact how much they spend. We've also **helped tens of thousands of businesses and researchers** all over the world gain a better understanding of the wedding industry.



# National Numbers

## Couples Behavior



**58% of Vendors Expect More Loses in 2020**

# National Numbers

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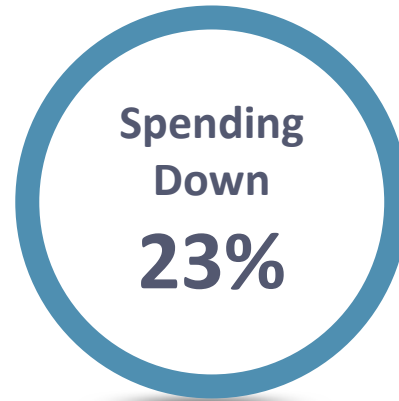
## Weddings



(More than  
\$1M)



Total \$2.77M  
Normally \$2.2M



\$20,000  
Average



2021  
Average



Over  
2 Years

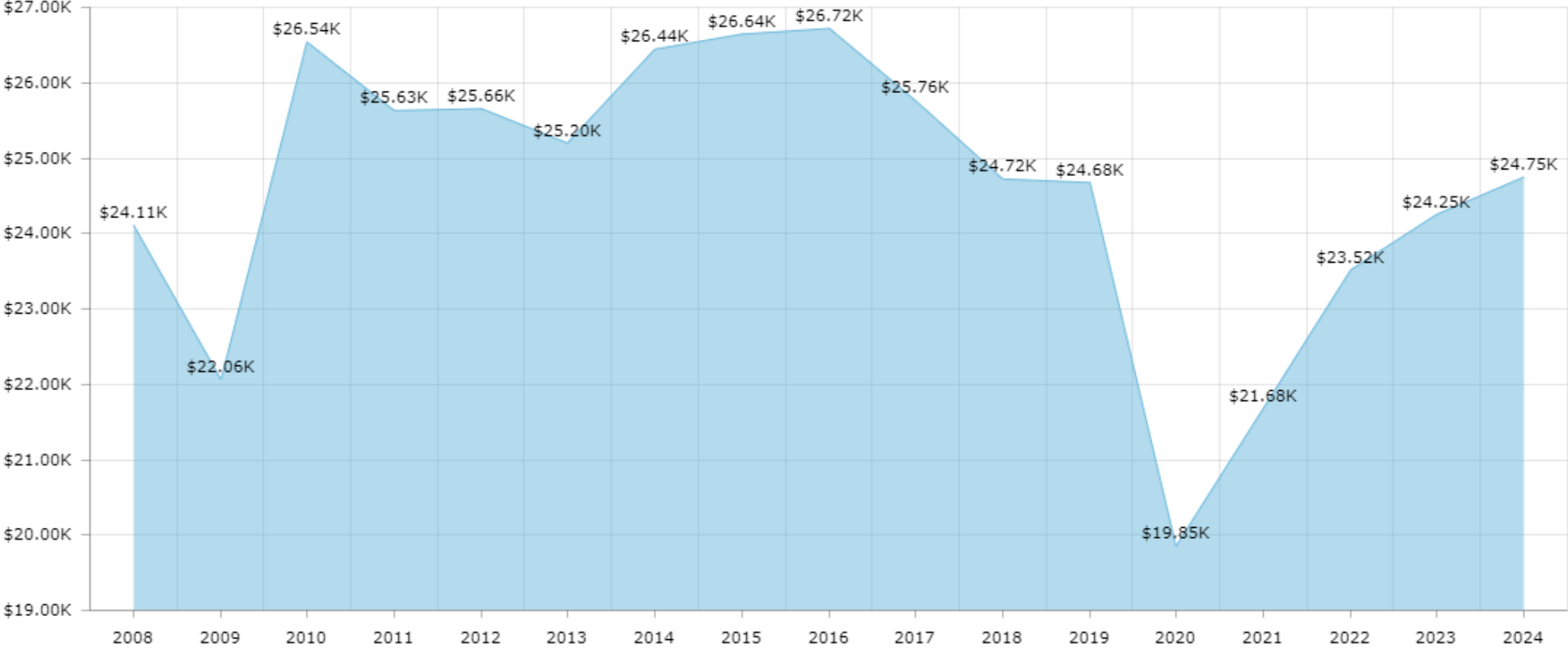
# US Weddings

Number of Weddings (Demand) for Market Summary



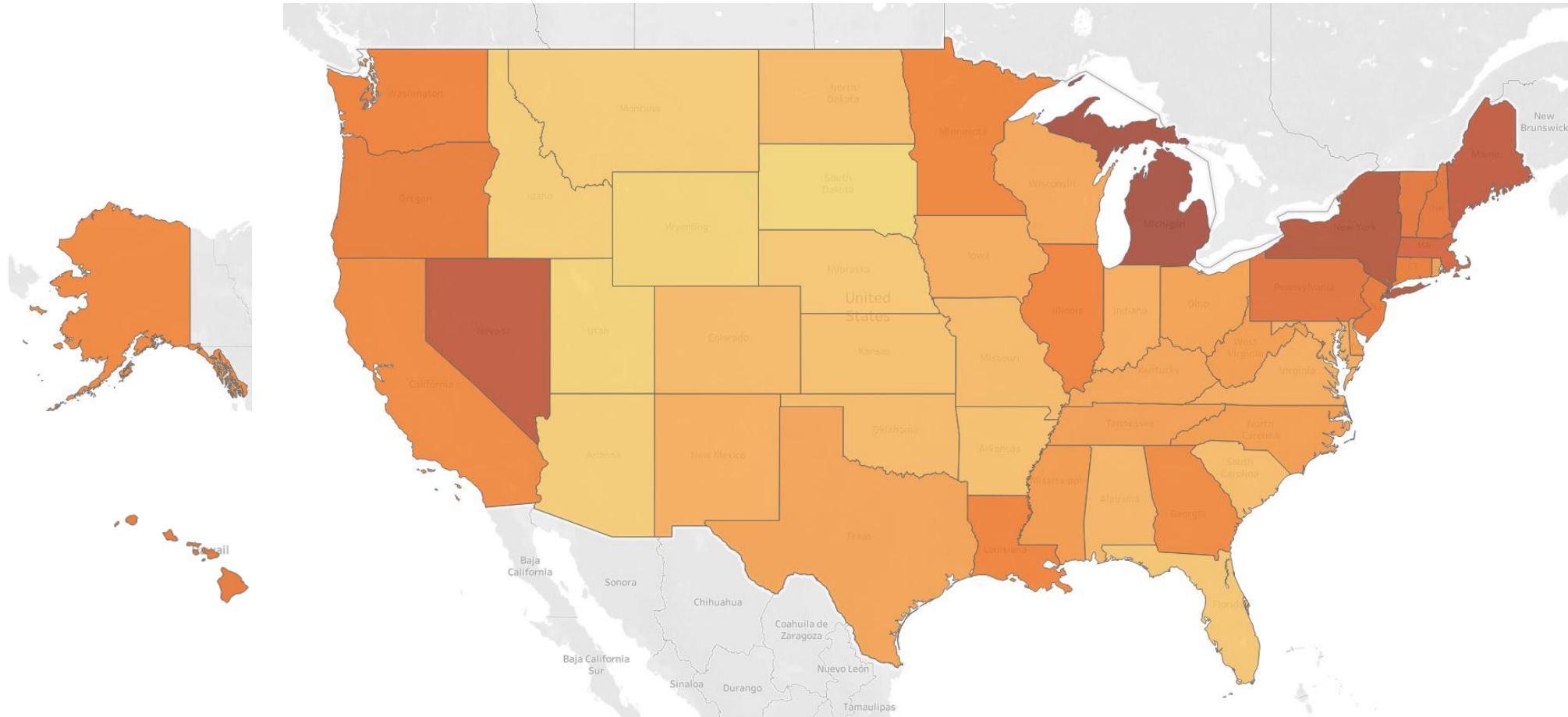
# US Spending

Average Spending per Wedding for Market Summary



# State Weddings

Declines between 57% and 146%



## Hardest Hit:

- Michigan
- New York
- Nevada
- Maine
- Massachusetts

## Least Hit:

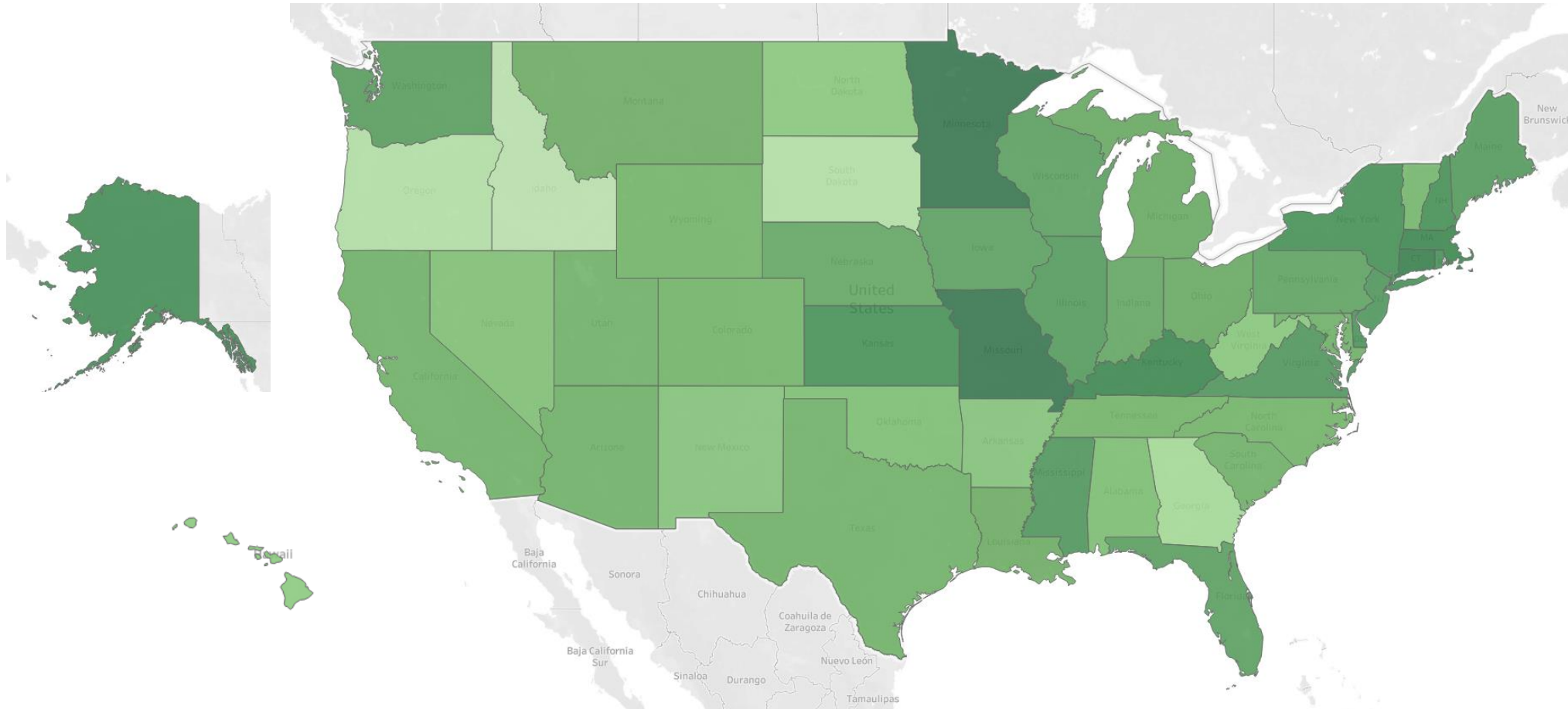
- South Dakota
- Utah
- Wyoming
- Idaho
- Arizona





# State Spending

Declines between 19 and 23%



## Hardest Hit:

- Minnesota
- Missouri
- Connecticut
- Massachusetts
- Kentucky

## Least Hit:

- Idaho
- South Dakota
- Oregon
- Georgia
- Hawaii

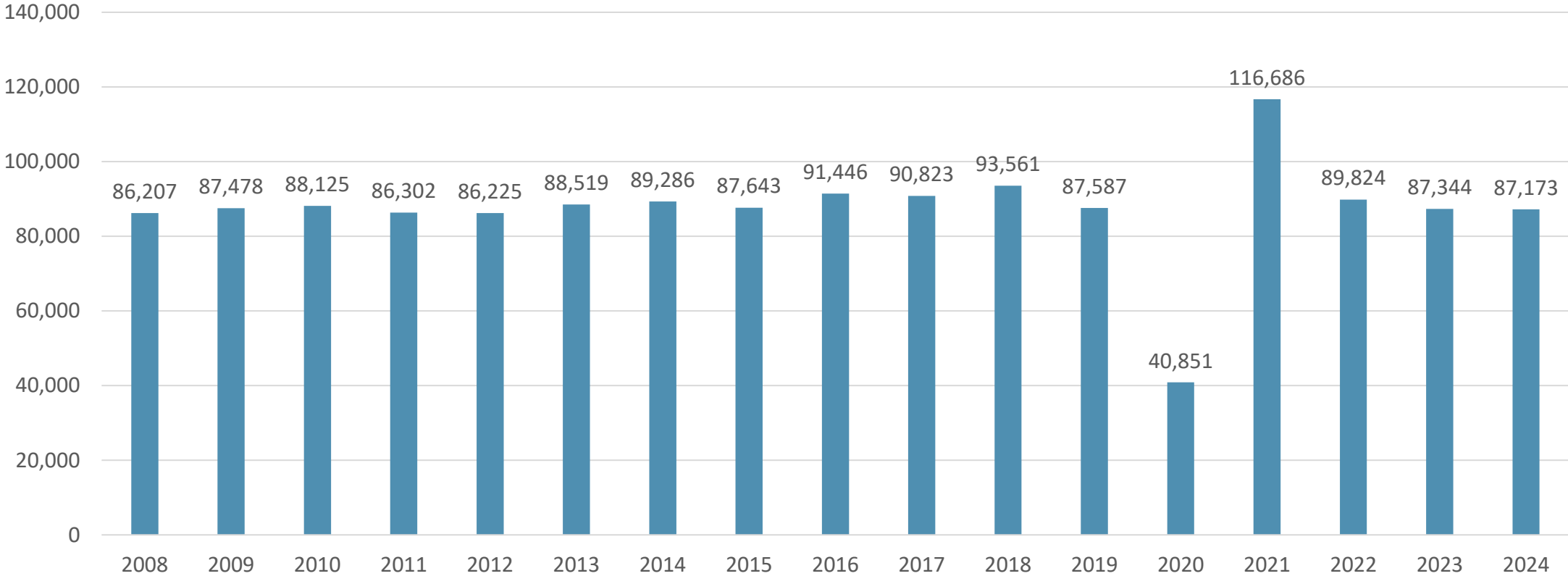
Hardest Hit

Least Hit

# New England Weddings

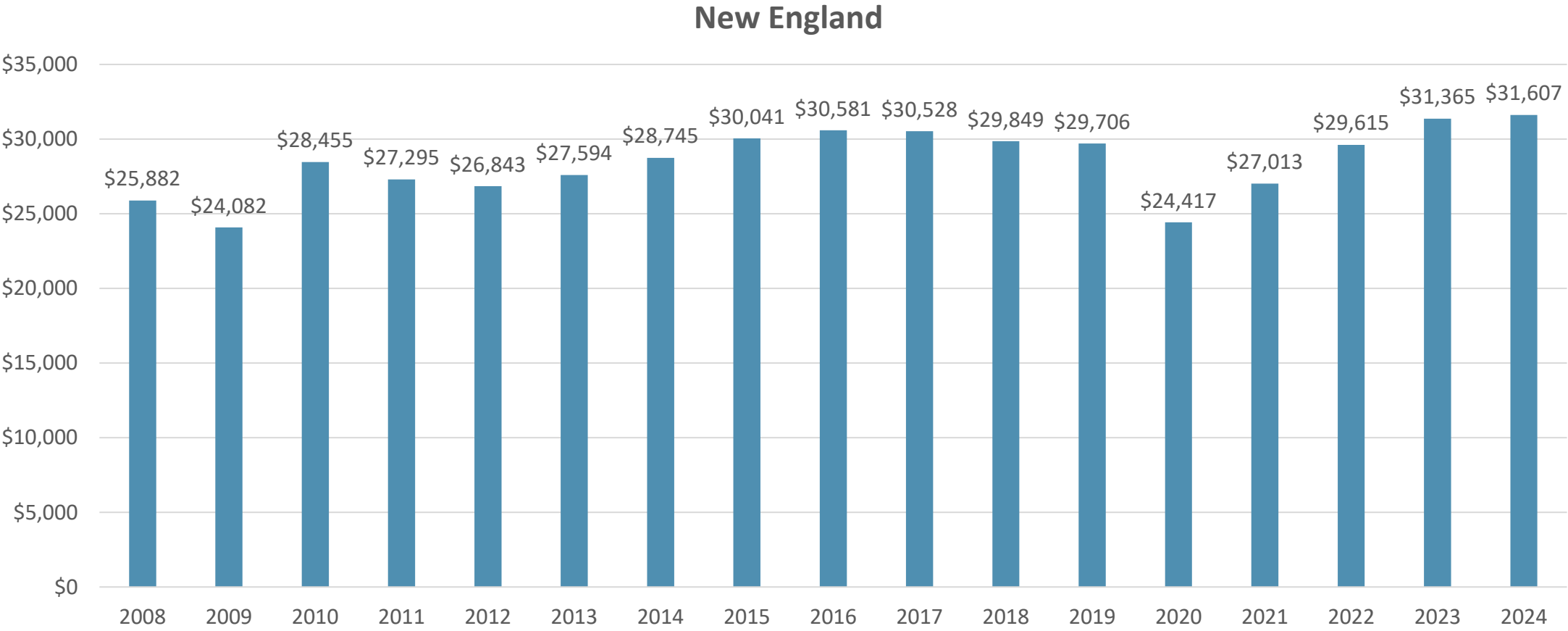
53% decline in 2020, 33% surge in 2021, 3% addition in 2022

## New England



# New England Spending

18% decline in 2020, 11% increase in 2021, 10% increase in 2022, back to normal spending by 2023



# The Future

Look at your market, reach for different opportunities

Most important for couples right now:  
13,889 responses since July 1, 2020



Everything else is less than 20%

Find ways to pivot, where you can,  
what are other industries doing?

- Innovate / Automate
- Off Load Tasks
- Streamline Offerings
- Eliminate Waste

# Questions?

Feel free to say hi!

We are friendly & social



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