

# Attire & Accessories Wedding Market Report

For: Limestone TX - (County)

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# Market Totals

Location: Limestone TX - (County)

Category: Totals

Item: Market Totals

156		\$21,116	\$12,341	
2025 Weddings & Demand		2025 Avg Spend	2025 Median Spend	
Year	Number of Weddings	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2008	177	\$16,118	\$0	\$2,852,886
2009	172	\$14,747	\$0	\$2,536,484
2010	179	\$17,181	\$0	\$3,075,399
2011	180	\$16,556	\$0	\$2,980,080
2012	187	\$16,513	\$0	\$3,087,931
2013	181	\$16,879	\$0	\$3,055,099
2014	179	\$17,714	\$0	\$3,170,806
2015	190	\$18,296	\$0	\$3,476,240
2016	188	\$18,120	\$0	\$3,406,560
2017	191	\$18,121	\$0	\$3,461,111
2018	165	\$17,198	\$0	\$2,837,670
2019	132	\$17,213	\$9,231	\$2,272,116
2020	143	\$14,253	\$7,969	\$2,038,179
2021	158	\$18,235	\$9,773	\$2,881,130
2022	158	\$19,618	\$11,137	\$3,099,644
2023	162	\$19,891	\$11,197	\$3,222,342
2024	158	\$20,486	\$11,849	\$3,236,788
2025	156	\$21,116	\$12,341	\$3,294,096
2026	154	\$21,893	\$0	\$3,371,522
2027	151	\$22,583	\$0	\$3,410,033

Year	Number of Weddings	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2028	149	\$22,803	\$0	\$3,397,647

## Note About Data

Years 2020, 2021, 2022, 2023 reflect changes based on COVID-19

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# Attire & Accessories - Alterations/Tailoring Services

# Item Totals

Location: Limestone TX - (County)

Category: Attire & Accessories

Item: Alterations/Tailoring Services - This service includes adjustments like hemming resizing the bodice and adding a bustle to ensure the wedding attire fits perfectly.

108 - 69%		\$360		\$272	
2025 Weddings & Demand		2025 Avg Spend		2025 Median Spend	
Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2024	111	70%	\$345	\$260	\$38,157
2025	108	69%	\$360	\$272	\$38,750
2026	106	69%	\$375	\$0	\$39,848
2027	104	69%	\$385	\$0	\$40,113
2028	103	69%	\$389	\$0	\$39,993

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# Spending Ranges

Location: Limestone TX - (County)

Category: Attire & Accessories

Item: Alterations/Tailoring Services

108

\$360

\$272

2025 Weddings

2025 Avg Spend

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<b>2024</b>				
2024	<\$100	28.5%	32	\$ 1,582
2024	\$101 - \$300	26.8%	30	\$ 5,950
2024	\$301 - \$550	17.8%	20	\$ 8,417
2024	\$551 - \$750	15.4%	17	\$ 11,111
2024	\$750+	11.4%	13	\$ 14,236
<b>2025</b>				
2025	<\$100	27.8%	30	\$ 1,501
2025	\$101 - \$300	26.0%	28	\$ 5,616
2025	\$301 - \$550	18.4%	20	\$ 8,465
2025	\$551 - \$750	15.9%	17	\$ 11,162
2025	\$750+	11.8%	13	\$ 14,337

**NOTE:** Sum of the Spending Range 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.

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## Attire & Accessories - Attire for Rehearsal Dinner or Pre-Wedding Events



# Item Totals

Location: Limestone TX - (County)

Category: Attire & Accessories

Item: Attire for Rehearsal Dinner or Pre-Wedding Events - This is an outfit ranging from a casual dress to a formal suit worn to celebrations that take place before the wedding day such as the rehearsal dinner.

31 - 20%		\$277		\$220	
2025 Weddings & Demand		2025 Avg Spend		2025 Median Spend	
Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2024	32	20%	\$266	\$220	\$8,406
2025	31	20%	\$277	\$220	\$8,642
2026	31	20%	\$289	\$0	\$8,901
2027	30	20%	\$297	\$0	\$8,969
2028	30	20%	\$299	\$0	\$8,910

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# Spending Ranges

Location: Limestone TX - (County)  
Category: Attire & Accessories  
Item: Attire for Rehearsal Dinner or Pre-Wedding Events

31		\$277	\$220	
2025 Weddings		2025 Avg Spend	2025 Median Spend	
Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$100	32.8%	10	\$ 525
2024	\$101 - \$300	31.8%	10	\$ 2,035
2024	\$301 - \$550	17.4%	6	\$ 2,372
2024	\$551 - \$750	12.2%	4	\$ 2,538
2024	\$750+	5.9%	2	\$ 2,124
2025				
2025	<\$100	32.7%	10	\$ 507
2025	\$101 - \$300	31.0%	10	\$ 1,922
2025	\$301 - \$550	17.8%	6	\$ 2,351
2025	\$551 - \$750	12.5%	4	\$ 2,519
2025	\$750+	6.0%	2	\$ 2,093

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## Attire & Accessories - Dress Accessories

## Item Totals

Location: Limestone TX - (County)

Category: Attire & Accessories

Item: Dress Accessories - These are items that complete the bridal look typically including a veil or headpiece shoes jewelry and specialized undergarments.

103 - 66%

\$268

\$146

2025 Weddings & Demand

2025 Avg Spend

2025 Median Spend

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2008	120	68%	\$225	\$0	\$27,081
2009	114	66%	\$205	\$0	\$23,272
2010	118	66%	\$211	\$0	\$24,928
2011	115	64%	\$200	\$0	\$23,040
2012	120	64%	\$201	\$0	\$24,056
2013	118	65%	\$205	\$0	\$24,118
2014	120	67%	\$209	\$0	\$25,065
2015	129	68%	\$207	\$0	\$26,744
2016	128	68%	\$204	\$0	\$26,079
2017	130	68%	\$205	\$0	\$26,625
2018	114	69%	\$203	\$0	\$23,112
2019	91	69%	\$203	\$88	\$18,489
2020	99	69%	\$206	\$88	\$20,326
2021	107	68%	\$220	\$93	\$23,637
2022	107	68%	\$235	\$106	\$25,248
2023	109	67%	\$243	\$113	\$26,375
2024	104	66%	\$250	\$123	\$26,070
2025	103	66%	\$268	\$146	\$27,593
2026	102	66%	\$286	\$0	\$29,069

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2027	100	66%	\$296	\$0	\$29,499
2028	98	66%	\$301	\$0	\$29,600

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# Spending Ranges

Location: Limestone TX - (County)

Category: Attire & Accessories

Item: Dress Accessories

103

2025 Weddings

\$268

2025 Avg Spend

\$146

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<b>2019</b>				
2019	<\$50	25.7%	23	\$ 585
2019	\$51 - \$100	32.7%	30	\$ 2,232
2019	\$101 - \$250	22.9%	21	\$ 3,647
2019	\$251 - \$500	12.4%	11	\$ 4,232
2019	\$500+	6.3%	6	\$ 4,300
<b>2020</b>				
2020	<\$50	25.4%	25	\$ 629
2020	\$51 - \$100	32.5%	32	\$ 2,413
2020	\$101 - \$250	23.2%	23	\$ 4,019
2020	\$251 - \$500	12.6%	12	\$ 4,678
2020	\$500+	6.4%	6	\$ 4,752
<b>2021</b>				
2021	<\$50	23.2%	25	\$ 621
2021	\$51 - \$100	30.6%	33	\$ 2,456
2021	\$101 - \$250	25.3%	27	\$ 4,737
2021	\$251 - \$500	13.8%	15	\$ 5,537
2021	\$500+	7.0%	7	\$ 5,618
<b>2022</b>				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$50	21.0%	22	\$ 562
2022	\$51 - \$100	28.5%	30	\$ 2,287
2022	\$101 - \$250	27.6%	30	\$ 5,168
2022	\$251 - \$500	15.2%	16	\$ 6,099
2022	\$500+	7.8%	8	\$ 6,260

## 2023

2023	<\$50	19.9%	22	\$ 542
2023	\$51 - \$100	27.4%	30	\$ 2,240
2023	\$101 - \$250	28.7%	31	\$ 5,475
2023	\$251 - \$500	15.9%	17	\$ 6,499
2023	\$500+	8.1%	9	\$ 6,622

## 2024

2024	<\$50	18.9%	20	\$ 491
2024	\$51 - \$100	26.5%	28	\$ 2,067
2024	\$101 - \$250	29.6%	31	\$ 5,387
2024	\$251 - \$500	16.5%	17	\$ 6,435
2024	\$500+	8.4%	9	\$ 6,552

## 2025

2025	<\$50	16.5%	17	\$ 425
2025	\$51 - \$100	23.9%	25	\$ 1,846
2025	\$101 - \$250	32.2%	33	\$ 5,804
2025	\$251 - \$500	18.1%	19	\$ 6,991
2025	\$500+	9.3%	10	\$ 7,184

**NOTE:** Sum of the Spending Range 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.

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# Attire & Accessories - Dress or Suit Steaming Services

## Item Totals

Location: Limestone TX - (County)

Category: Attire & Accessories

Item: Dress or Suit Steaming Services - This is a service to remove wrinkles and press a wedding dress or suit to ensure it is pristine and ready to be worn for the event.

27 - 17%

\$189

\$144

2025 Weddings & Demand

2025 Avg Spend

2025 Median Spend

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2024	27	17%	\$180	\$144	\$4,835
2025	27	17%	\$189	\$144	\$5,012
2026	26	17%	\$197	\$0	\$5,157
2027	26	17%	\$202	\$0	\$5,185
2028	25	17%	\$203	\$0	\$5,142

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# Spending Ranges

Location: Limestone TX - (County)  
Category: Attire & Accessories  
Item: Dress or Suit Steaming Services

27		\$189		\$144
2025 Weddings		2025 Avg Spend		2025 Median Spend
Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$50	32.1%	9	\$ 217
2024	\$51 - \$200	30.3%	8	\$ 1,031
2024	\$201 - \$350	17.8%	5	\$ 1,326
2024	\$351 - \$500	13.0%	4	\$ 1,495
2024	\$500+	6.8%	2	\$ 1,377
2025				
2025	<\$50	32.0%	9	\$ 216
2025	\$51 - \$200	29.3%	8	\$ 997
2025	\$201 - \$350	18.2%	5	\$ 1,356
2025	\$351 - \$500	13.4%	4	\$ 1,541
2025	\$500+	7.0%	2	\$ 1,418

**NOTE:** Sum of the Spending Range 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.

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# Attire & Accessories - Gown Preservation Service

# Item Totals

Location: Limestone TX - (County)

Category: Attire & Accessories

Item: Gown Preservation Service - This post-wedding service involves cleaning the gown to remove visible and invisible stains before storing it in an acid-free archival-quality box to prevent yellowing and fabric degradation.

16 - 10%		\$310		\$225	
2025 Weddings & Demand		2025 Avg Spend		2025 Median Spend	
Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2024	16	10%	\$297	\$220	\$4,693
2025	16	10%	\$310	\$225	\$4,836
2026	15	10%	\$324	\$0	\$4,990
2027	15	10%	\$332	\$0	\$5,013
2028	15	10%	\$334	\$0	\$4,977

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# Spending Ranges

Location: Limestone TX - (County)

Category: Attire & Accessories

Item: Gown Preservation Service

16

\$310

\$225

2025 Weddings

2025 Avg Spend

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$100	31.6%	5	\$ 253
2024	\$101 - \$300	28.9%	5	\$ 925
2024	\$301 - \$550	17.9%	3	\$ 1,220
2024	\$551 - \$750	13.7%	2	\$ 1,425
2024	\$750+	7.9%	1	\$ 1,422
2025				
2025	<\$100	31.3%	5	\$ 250
2025	\$101 - \$300	28.1%	4	\$ 899
2025	\$301 - \$550	18.3%	3	\$ 1,247
2025	\$551 - \$750	14.1%	2	\$ 1,466
2025	\$750+	8.2%	1	\$ 1,476

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## Attire & Accessories - Secondary Outfits

# Item Totals

Location: Limestone TX - (County)

Category: Attire & Accessories

Item: Secondary Outfits - This is a second often more comfortable or party-oriented outfit like a mini-dress or jumpsuit that a bride changes into for the reception or after-party.

20 - 13%		\$360		\$260	
2025 Weddings & Demand		2025 Avg Spend		2025 Median Spend	
Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2024	21	13%	\$346	\$250	\$7,107
2025	20	13%	\$360	\$260	\$7,301
2026	20	13%	\$377	\$0	\$7,548
2027	20	13%	\$386	\$0	\$7,577
2028	19	13%	\$389	\$0	\$7,535

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# Spending Ranges

Location: Limestone TX - (County)

Category: Attire & Accessories

Item: Secondary Outfits

20		\$360	\$260	
2025 Weddings		2025 Avg Spend	2025 Median Spend	
Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$100	28.5%	6	\$ 299
2024	\$101 - \$300	26.8%	6	\$ 1,126
2024	\$301 - \$550	17.8%	4	\$ 1,592
2024	\$551 - \$750	15.4%	3	\$ 2,102
2024	\$750+	11.5%	2	\$ 2,717
2025				
2025	<\$100	27.9%	6	\$ 279
2025	\$101 - \$300	26.0%	5	\$ 1,040
2025	\$301 - \$550	18.3%	4	\$ 1,559
2025	\$551 - \$750	15.9%	3	\$ 2,067
2025	\$750+	11.9%	2	\$ 2,678

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## Attire & Accessories - Tuxedo/Suit/Other Accessories

## Item Totals

Location: Limestone TX - (County)

Category: Attire & Accessories

Item: Tuxedo/Suit/Other Accessories - These are items that complete a formalwear look such as cufflinks shirt studs a bow tie a pocket square and sometimes a vest or cummerbund.

97 - 62%

\$125

\$71

2025 Weddings & Demand

2025 Avg Spend

2025 Median Spend

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2008	110	62%	\$186	\$0	\$20,412
2009	107	62%	\$143	\$0	\$15,250
2010	113	63%	\$101	\$0	\$11,390
2011	119	66%	\$90	\$0	\$10,692
2012	123	66%	\$90	\$0	\$11,108
2013	119	66%	\$93	\$0	\$11,110
2014	116	65%	\$92	\$0	\$10,704
2015	124	65%	\$93	\$0	\$11,486
2016	122	65%	\$94	\$0	\$11,487
2017	124	65%	\$95	\$0	\$11,794
2018	96	58%	\$95	\$0	\$9,091
2019	77	58%	\$95	\$56	\$7,273
2020	83	58%	\$97	\$56	\$8,045
2021	92	58%	\$90	\$52	\$8,248
2022	92	58%	\$105	\$62	\$9,622
2023	97	60%	\$110	\$64	\$10,692
2024	96	61%	\$116	\$67	\$11,180
2025	97	62%	\$125	\$71	\$12,090

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2026	95	62%	\$135	\$0	\$12,890
2027	94	62%	\$141	\$0	\$13,200
2028	92	62%	\$144	\$0	\$13,303

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# Spending Ranges

Location: Limestone TX - (County)

Category: Attire & Accessories

Item: Tuxedo/Suit/Other Accessories

97

\$125

\$71

2025 Weddings

2025 Avg Spend

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<b>2019</b>				
2019	<\$50	47.4%	36	\$ 912
2019	\$51 - \$100	30.6%	24	\$ 1,767
2019	\$101 - \$250	14.1%	11	\$ 1,900
2019	\$251 - \$500	5.0%	4	\$ 1,444
2019	\$500+	2.9%	2	\$ 1,675
<b>2020</b>				
2020	<\$50	46.6%	39	\$ 967
2020	\$51 - \$100	31.0%	26	\$ 1,930
2020	\$101 - \$250	14.4%	12	\$ 2,092
2020	\$251 - \$500	5.1%	4	\$ 1,587
2020	\$500+	3.0%	2	\$ 1,867
<b>2021</b>				
2021	<\$50	49.4%	45	\$ 1,136
2021	\$51 - \$100	29.5%	27	\$ 2,035
2021	\$101 - \$250	13.5%	12	\$ 2,174
2021	\$251 - \$500	4.8%	4	\$ 1,656
2021	\$500+	2.8%	3	\$ 1,932
<b>2022</b>				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$50	42.9%	39	\$ 987
2022	\$51 - \$100	32.9%	30	\$ 2,270
2022	\$101 - \$250	15.4%	14	\$ 2,479
2022	\$251 - \$500	5.5%	5	\$ 1,897
2022	\$500+	3.2%	3	\$ 2,208

## 2023

2023	<\$50	40.9%	40	\$ 992
2023	\$51 - \$100	33.9%	33	\$ 2,466
2023	\$101 - \$250	16.1%	16	\$ 2,733
2023	\$251 - \$500	5.8%	6	\$ 2,110
2023	\$500+	3.4%	3	\$ 2,474

## 2024

2024	<\$50	38.5%	37	\$ 924
2024	\$51 - \$100	35.1%	34	\$ 2,527
2024	\$101 - \$250	16.8%	16	\$ 2,822
2024	\$251 - \$500	6.1%	6	\$ 2,196
2024	\$500+	3.5%	3	\$ 2,520

## 2025

2025	<\$50	34.7%	34	\$ 841
2025	\$51 - \$100	37.0%	36	\$ 2,692
2025	\$101 - \$250	18.0%	17	\$ 3,056
2025	\$251 - \$500	6.5%	6	\$ 2,364
2025	\$500+	3.8%	4	\$ 2,765

**NOTE:** Sum of the Spending Range 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.

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## Attire & Accessories - Tuxedo/Suit/Other Rent/Purchase



## Item Totals

Location: Limestone TX - (County)

Category: Attire & Accessories

Item: Tuxedo/Suit/Other Rent/Purchase - This is the formal attire worn by a groom for the wedding which typically consists of a jacket and matching trousers and can be either rented or purchased.

103 - 66%

\$277

\$179

2025 Weddings & Demand

2025 Avg Spend

2025 Median Spend

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2008	115	65%	\$228	\$0	\$26,231
2009	110	64%	\$224	\$0	\$24,658
2010	115	64%	\$247	\$0	\$28,296
2011	113	63%	\$183	\$0	\$20,752
2012	118	63%	\$182	\$0	\$21,441
2013	116	64%	\$185	\$0	\$21,430
2014	118	66%	\$185	\$0	\$21,856
2015	125	66%	\$186	\$0	\$23,324
2016	124	66%	\$190	\$0	\$23,575
2017	126	66%	\$191	\$0	\$24,077
2018	109	66%	\$191	\$0	\$20,800
2019	87	66%	\$193	\$156	\$16,814
2020	94	66%	\$197	\$157	\$18,593
2021	104	66%	\$245	\$172	\$25,549
2022	104	66%	\$250	\$174	\$26,070
2023	107	66%	\$262	\$176	\$28,013
2024	104	66%	\$270	\$177	\$28,156
2025	103	66%	\$277	\$179	\$28,520

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2026	102	66%	\$288	\$0	\$29,272
2027	100	66%	\$293	\$0	\$29,200
2028	98	66%	\$295	\$0	\$29,010

## Note About Data

Years 2020, 2021, 2022, 2023 reflect changes based on COVID-19

This data reflects what couples actually report across a wide range of budgets, demographics, and wedding styles. It includes both new and used items, professional services, and even help from friends or family. Spending may seem lower than some are used to - that's intentional. It provides a clearer, more realistic view of how most couples actually prioritize and spend, which can be a real advantage when making smart, real-world business decisions.

County numbers will not equal County Clerk numbers because couples can marry anywhere within the State. Weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

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# Spending Ranges

Location: Limestone TX - (County)

Category: Attire & Accessories

Item: Tuxedo/Suit/Other Rent/Purchase

103

\$277

\$179

2025 Weddings

2025 Avg Spend

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<b>2019</b>				
2019	<\$50	13.5%	12	\$ 294
2019	\$51 - \$100	22.2%	19	\$ 1,449
2019	\$101 - \$250	39.0%	34	\$ 5,938
2019	\$251 - \$500	17.9%	16	\$ 5,840
2019	\$500+	7.4%	6	\$ 4,829
<b>2020</b>				
2020	<\$50	13.1%	12	\$ 308
2020	\$51 - \$100	22.3%	21	\$ 1,572
2020	\$101 - \$250	39.1%	37	\$ 6,432
2020	\$251 - \$500	18.0%	17	\$ 6,345
2020	\$500+	7.4%	7	\$ 5,217
<b>2021</b>				
2021	<\$50	5.6%	6	\$ 146
2021	\$51 - \$100	24.6%	26	\$ 1,919
2021	\$101 - \$250	41.3%	43	\$ 7,517
2021	\$251 - \$500	20.1%	21	\$ 7,839
2021	\$500+	8.5%	9	\$ 6,630
<b>2022</b>				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$50	5.1%	5	\$ 133
2022	\$51 - \$100	24.8%	26	\$ 1,934
2022	\$101 - \$250	41.4%	43	\$ 7,535
2022	\$251 - \$500	20.2%	21	\$ 7,878
2022	\$500+	8.5%	9	\$ 6,630

## 2023

2023	<\$50	4.2%	4	\$ 112
2023	\$51 - \$100	25.1%	27	\$ 2,014
2023	\$101 - \$250	41.5%	44	\$ 7,771
2023	\$251 - \$500	20.5%	22	\$ 8,226
2023	\$500+	8.7%	9	\$ 6,982

## 2024

2024	<\$50	3.6%	4	\$ 94
2024	\$51 - \$100	25.3%	26	\$ 1,973
2024	\$101 - \$250	41.5%	43	\$ 7,553
2024	\$251 - \$500	20.7%	22	\$ 8,073
2024	\$500+	8.8%	9	\$ 6,864

## 2025

2025	<\$50	3.1%	3	\$ 80
2025	\$51 - \$100	25.5%	26	\$ 1,970
2025	\$101 - \$250	41.5%	43	\$ 7,480
2025	\$251 - \$500	20.9%	22	\$ 8,073
2025	\$500+	8.9%	9	\$ 6,875

**NOTE:** Sum of the Spending Range 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.

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## Attire & Accessories - Wedding Dress

## Item Totals

Location: Limestone TX - (County)

Category: Attire & Accessories

Item: Wedding Dress - This is the formal gown worn by the bride during the wedding ceremony.

108 - 69%

\$1,525

\$906

2025 Weddings & Demand

2025 Avg Spend

2025 Median Spend

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2008	127	72%	\$834	\$0	\$106,285
2009	124	72%	\$939	\$0	\$116,286
2010	129	72%	\$959	\$0	\$123,596
2011	130	72%	\$1,065	\$0	\$138,024
2012	135	72%	\$1,081	\$0	\$145,546
2013	130	72%	\$1,103	\$0	\$143,743
2014	129	72%	\$1,107	\$0	\$142,670
2015	139	73%	\$1,125	\$0	\$156,038
2016	137	73%	\$1,113	\$0	\$152,748
2017	139	73%	\$1,116	\$0	\$155,604
2018	119	72%	\$1,109	\$0	\$131,749
2019	95	72%	\$1,113	\$729	\$105,780
2020	103	72%	\$1,134	\$731	\$116,757
2021	112	71%	\$1,346	\$855	\$150,994
2022	112	71%	\$1,410	\$867	\$158,174
2023	115	71%	\$1,450	\$887	\$166,779
2024	111	70%	\$1,475	\$891	\$163,135
2025	108	69%	\$1,525	\$906	\$164,151
2026	106	69%	\$1,586	\$0	\$168,528

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2027	104	69%	\$1,622	\$0	\$168,996
2028	103	69%	\$1,634	\$0	\$167,992

## Note About Data

Years 2020, 2021, 2022, 2023 reflect changes based on COVID-19

This data reflects what couples actually report across a wide range of budgets, demographics, and wedding styles. It includes both new and used items, professional services, and even help from friends or family. Spending may seem lower than some are used to - that's intentional. It provides a clearer, more realistic view of how most couples actually prioritize and spend, which can be a real advantage when making smart, real-world business decisions.

County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

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

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# Spending Ranges

Location: Limestone TX - (County)

Category: Attire & Accessories

Item: Wedding Dress

108

2025 Weddings

\$1,525

2025 Avg Spend

\$906

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<b>2019</b>				
2019	<\$250	23.5%	22	\$ 2,791
2019	\$251 - \$500	16.1%	15	\$ 5,736
2019	\$501 - \$1000	24.0%	23	\$ 17,100
2019	\$1001 - \$2500	23.8%	23	\$ 39,568
2019	\$2500+	12.5%	12	\$ 44,531
<b>2020</b>				
2020	<\$250	22.6%	23	\$ 2,910
2020	\$251 - \$500	16.3%	17	\$ 6,296
2020	\$501 - \$1000	24.3%	25	\$ 18,772
2020	\$1001 - \$2500	24.1%	25	\$ 43,440
2020	\$2500+	12.7%	13	\$ 49,054
<b>2021</b>				
2021	<\$250	11.8%	13	\$ 1,652
2021	\$251 - \$500	18.7%	21	\$ 7,854
2021	\$501 - \$1000	27.6%	31	\$ 23,184
2021	\$1001 - \$2500	27.4%	31	\$ 53,704
2021	\$2500+	14.5%	16	\$ 60,900
<b>2022</b>				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$250	9.6%	11	\$ 1,344
2022	\$251 - \$500	19.2%	22	\$ 8,064
2022	\$501 - \$1000	28.3%	32	\$ 23,772
2022	\$1001 - \$2500	28.0%	31	\$ 54,880
2022	\$2500+	14.9%	17	\$ 62,580

## 2023

2023	<\$250	8.6%	10	\$ 1,236
2023	\$251 - \$500	19.4%	22	\$ 8,366
2023	\$501 - \$1000	28.6%	33	\$ 24,668
2023	\$1001 - \$2500	28.3%	33	\$ 56,954
2023	\$2500+	15.1%	17	\$ 65,119

## 2024

2024	<\$250	7.8%	9	\$ 1,082
2024	\$251 - \$500	19.6%	22	\$ 8,159
2024	\$501 - \$1000	28.8%	32	\$ 23,976
2024	\$1001 - \$2500	28.6%	32	\$ 55,556
2024	\$2500+	15.2%	17	\$ 63,270

## 2025

2025	<\$250	6.6%	7	\$ 891
2025	\$251 - \$500	19.8%	21	\$ 8,019
2025	\$501 - \$1000	29.2%	32	\$ 23,652
2025	\$1001 - \$2500	28.9%	31	\$ 54,621
2025	\$2500+	15.4%	17	\$ 62,370

**NOTE:** Sum of the Spending Range 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.

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# Methodology & Use of Data

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

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