

Bakery 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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Bakery - Brownies & Blondies

Item Totals

Location: Limestone TX - (County)

Category: Bakery

Item: Brownies & Blondies - These are rich dense dessert squares often cut into bite-sized portions and served as part of a larger dessert assortment.

16 - 10%		\$259		\$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	16	10%	\$241	\$220	\$3,808
2025	16	10%	\$259	\$220	\$4,040
2026	15	10%	\$274	\$0	\$4,220
2027	15	10%	\$283	\$0	\$4,273
2028	15	10%	\$287	\$0	\$4,276

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Spending Ranges

Location: Limestone TX - (County)

Category: Bakery

Item: Brownies & Blondies

16		\$259		\$220
2025 Weddings		2025 Avg Spend		2025 Median Spend
Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$100	33.9%	5	\$ 271
2024	\$101 - \$300	33.9%	5	\$ 1,085
2024	\$301 - \$550	16.6%	3	\$ 1,131
2024	\$551 - \$750	10.9%	2	\$ 1,134
2024	\$750+	4.7%	1	\$ 846
2025				
2025	<\$100	33.7%	5	\$ 270
2025	\$101 - \$300	32.8%	5	\$ 1,050
2025	\$301 - \$550	17.2%	3	\$ 1,172
2025	\$551 - \$750	11.4%	2	\$ 1,186
2025	\$750+	4.9%	1	\$ 882

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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Bakery - Cake Pops

Item Totals

Location: Limestone TX - (County)

Category: Bakery

Item: Cake Pops - A bite-sized sphere of cake and frosting on a stick dipped in a candy coating and decorated to match the events theme.

16 - 10%			\$242	\$201	
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%	\$225	\$201	\$3,555
2025	16	10%	\$242	\$201	\$3,775
2026	15	10%	\$256	\$0	\$3,942
2027	15	10%	\$265	\$0	\$4,002
2028	15	10%	\$268	\$0	\$3,993

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Spending Ranges

Location: Limestone TX - (County)

Category: Bakery

Item: Cake Pops

16		\$242		\$201
2025 Weddings		2025 Avg Spend		2025 Median Spend
Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$100	35.0%	6	\$ 280
2024	\$101 - \$300	35.4%	6	\$ 1,133
2024	\$301 - \$550	15.9%	3	\$ 1,084
2024	\$551 - \$750	10.0%	2	\$ 1,040
2024	\$750+	3.8%	1	\$ 684
2025				
2025	<\$100	34.7%	6	\$ 278
2025	\$101 - \$300	34.3%	5	\$ 1,098
2025	\$301 - \$550	16.6%	3	\$ 1,131
2025	\$551 - \$750	10.4%	2	\$ 1,082
2025	\$750+	4.0%	1	\$ 720

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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Bakery - Candy Bar

Item Totals

Location: Limestone TX - (County)

Category: Bakery

Item: Candy Bar - A buffet-style station featuring a variety of candies in decorative glass jars where guests can help themselves to a selection of treats.

16 - 10%		\$520		\$438	
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%	\$484	\$438	\$7,647
2025	16	10%	\$520	\$438	\$8,112
2026	15	10%	\$551	\$0	\$8,485
2027	15	10%	\$569	\$0	\$8,592
2028	15	10%	\$577	\$0	\$8,597

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Spending Ranges

Location: Limestone TX - (County)

Category: Bakery

Item: Candy Bar

16

2025 Weddings

\$520

2025 Avg Spend

\$438

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$100	22.3%	4	\$ 178
2024	\$101 - \$400	22.7%	4	\$ 908
2024	\$401 - \$700	22.5%	4	\$ 1,980
2024	\$701 - \$1000	18.1%	3	\$ 2,462
2024	\$1000+	14.4%	2	\$ 3,456
2025				
2025	<\$100	22.1%	4	\$ 177
2025	\$101 - \$400	22.3%	4	\$ 892
2025	\$401 - \$700	22.3%	4	\$ 1,962
2025	\$701 - \$1000	18.5%	3	\$ 2,516
2025	\$1000+	14.9%	2	\$ 3,576

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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Bakery - Cookies

Item Totals

Location: Limestone TX - (County)

Category: Bakery

Item: Cookies - Individual baked treats that range from simple drop cookies to elaborately decorated sugar cookies often used as both dessert and wedding favors.

16 - 10%

\$239

\$176

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%	\$223	\$176	\$3,523
2025	16	10%	\$239	\$176	\$3,728
2026	15	10%	\$253	\$0	\$3,896
2027	15	10%	\$262	\$0	\$3,956
2028	15	10%	\$266	\$0	\$3,963

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Spending Ranges

Location: Limestone TX - (County)

Category: Bakery

Item: Cookies

16

2025 Weddings

\$239

2025 Avg Spend

\$176

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$100	42.5%	7	\$ 340
2024	\$101 - \$300	27.0%	4	\$ 864
2024	\$301 - \$550	16.5%	3	\$ 1,125
2024	\$551 - \$750	10.2%	2	\$ 1,061
2024	\$750+	3.8%	1	\$ 684
2025				
2025	<\$100	41.1%	7	\$ 329
2025	\$101 - \$300	27.4%	4	\$ 877
2025	\$301 - \$550	16.9%	3	\$ 1,152
2025	\$551 - \$750	10.6%	2	\$ 1,102
2025	\$750+	4.0%	1	\$ 720

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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Bakery - Cupcakes

Item Totals

Location: Limestone TX - (County)

Category: Bakery

Item: Cupcakes - Single-serving cakes baked in a thin paper or aluminum cup topped with frosting and decorations and often arranged in a tiered display as a cake alternative.

16 - 10%		\$319		\$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%	\$319	\$225	\$4,976
2026	15	10%	\$338	\$0	\$5,205
2027	15	10%	\$349	\$0	\$5,270
2028	15	10%	\$354	\$0	\$5,275

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Spending Ranges

Location: Limestone TX - (County)

Category: Bakery

Item: Cupcakes

16

2025 Weddings

\$319

2025 Avg Spend

\$225

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$100	31.4%	5	\$ 251
2024	\$101 - \$300	29.0%	5	\$ 928
2024	\$301 - \$550	17.5%	3	\$ 1,193
2024	\$551 - \$750	13.7%	2	\$ 1,425
2024	\$750+	8.3%	1	\$ 1,494
2025				
2025	<\$100	30.7%	5	\$ 246
2025	\$101 - \$300	27.7%	4	\$ 886
2025	\$301 - \$550	18.3%	3	\$ 1,247
2025	\$551 - \$750	14.4%	2	\$ 1,498
2025	\$750+	8.8%	1	\$ 1,584

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Bakery - Doughnuts

Item Totals

Location: Limestone TX - (County)

Category: Bakery

Item: Doughnuts - Fried ring-shaped or filled pastries frequently displayed on a doughnut wall or stacked in a tower as a popular and trendy dessert option.

16 - 10%			\$261	\$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	16	10%	\$243	\$220	\$3,839
2025	16	10%	\$261	\$220	\$4,072
2026	15	10%	\$276	\$0	\$4,250
2027	15	10%	\$286	\$0	\$4,319
2028	15	10%	\$290	\$0	\$4,321

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Spending Ranges

Location: Limestone TX - (County)

Category: Bakery

Item: Doughnuts

16		\$261		\$220
2025 Weddings		2025 Avg Spend		2025 Median Spend
Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$100	33.7%	5	\$ 270
2024	\$101 - \$300	33.7%	5	\$ 1,078
2024	\$301 - \$550	16.6%	3	\$ 1,131
2024	\$551 - \$750	11.1%	2	\$ 1,154
2024	\$750+	4.8%	1	\$ 864
2025				
2025	<\$100	33.5%	5	\$ 268
2025	\$101 - \$300	32.5%	5	\$ 1,040
2025	\$301 - \$550	17.3%	3	\$ 1,179
2025	\$551 - \$750	11.6%	2	\$ 1,206
2025	\$750+	5.0%	1	\$ 900

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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Bakery - Gelato or Ice Cream Bar

Item Totals

Location: Limestone TX - (County)

Category: Bakery

Item: Gelato or Ice Cream Bar - An interactive staffed station where guests are served scoops of various gelato or ice cream flavors often with a selection of toppings.

16 - 10%

\$619

\$600

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%	\$577	\$600	\$9,117
2025	16	10%	\$619	\$600	\$9,656
2026	15	10%	\$655	\$0	\$10,087
2027	15	10%	\$677	\$0	\$10,223
2028	15	10%	\$687	\$0	\$10,236

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Spending Ranges

Location: Limestone TX - (County)

Category: Bakery

Item: Gelato or Ice Cream Bar

16		\$619		\$600
2025 Weddings		2025 Avg Spend		2025 Median Spend
Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$250	28.0%	4	\$ 560
2024	\$251 - \$600	26.7%	4	\$ 1,820
2024	\$601 - \$900	18.5%	3	\$ 2,220
2024	\$901 - \$1250	15.8%	3	\$ 2,720
2024	\$1250+	10.9%	2	\$ 3,270
2025				
2025	<\$250	27.6%	4	\$ 552
2025	\$251 - \$600	25.5%	4	\$ 1,738
2025	\$601 - \$900	19.1%	3	\$ 2,292
2025	\$901 - \$1250	16.4%	3	\$ 2,823
2025	\$1250+	11.4%	2	\$ 3,420

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Bakery - Macarons

Item Totals

Location: Limestone TX - (County)

Category: Bakery

Item: Macarons - Delicate meringue-based sandwich cookies with a crisp shell and a soft filling available in a wide array of colors and flavors.

16 - 10%		\$268		\$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	16	10%	\$250	\$220	\$3,950
2025	16	10%	\$268	\$220	\$4,181
2026	15	10%	\$284	\$0	\$4,374
2027	15	10%	\$294	\$0	\$4,439
2028	15	10%	\$297	\$0	\$4,425

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Spending Ranges

Location: Limestone TX - (County)

Category: Bakery

Item: Macarons

16

2025 Weddings

\$268

2025 Avg Spend

\$220

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$100	33.3%	5	\$ 266
2024	\$101 - \$300	33.1%	5	\$ 1,059
2024	\$301 - \$550	16.9%	3	\$ 1,152
2024	\$551 - \$750	11.5%	2	\$ 1,196
2024	\$750+	5.2%	1	\$ 936
2025				
2025	<\$100	33.1%	5	\$ 265
2025	\$101 - \$300	31.9%	5	\$ 1,021
2025	\$301 - \$550	17.5%	3	\$ 1,193
2025	\$551 - \$750	12.0%	2	\$ 1,248
2025	\$750+	5.5%	1	\$ 990

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Bakery - Pies

Item Totals

Location: Limestone TX - (County)

Category: Bakery

Item: Pies - Typically offered as individual-sized mini pies in various fruit or cream fillings providing a comforting dessert choice.

16 - 10%			\$319	\$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%	\$319	\$225	\$4,976
2026	15	10%	\$338	\$0	\$5,205
2027	15	10%	\$349	\$0	\$5,270
2028	15	10%	\$354	\$0	\$5,275

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Spending Ranges

Location: Limestone TX - (County)

Category: Bakery

Item: Pies

16

\$319

\$225

2025 Weddings

2025 Avg Spend

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$100	31.4%	5	\$ 251
2024	\$101 - \$300	29.0%	5	\$ 928
2024	\$301 - \$550	17.5%	3	\$ 1,193
2024	\$551 - \$750	13.7%	2	\$ 1,425
2024	\$750+	8.3%	1	\$ 1,494
2025				
2025	<\$100	30.7%	5	\$ 246
2025	\$101 - \$300	27.7%	4	\$ 886
2025	\$301 - \$550	18.3%	3	\$ 1,247
2025	\$551 - \$750	14.4%	2	\$ 1,498
2025	\$750+	8.8%	1	\$ 1,584

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Bakery - Wedding Cake/Dessert

Item Totals

Location: Limestone TX - (County)

Category: Bakery

Item: Wedding Cake/Dessert - The traditional multi-tiered centerpiece dessert ornately decorated to match the wedding theme and ceremonially cut by the couple during the reception.

106 - 68%

\$454

\$330

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	119	67%	\$327	\$0	\$38,779
2009	119	69%	\$321	\$0	\$38,096
2010	120	67%	\$351	\$0	\$42,095
2011	122	68%	\$386	\$0	\$47,246
2012	127	68%	\$383	\$0	\$48,702
2013	123	68%	\$382	\$0	\$47,017
2014	125	70%	\$386	\$0	\$48,366
2015	135	71%	\$387	\$0	\$52,206
2016	133	71%	\$382	\$0	\$50,989
2017	136	71%	\$382	\$0	\$51,803
2018	117	71%	\$379	\$0	\$44,400
2019	94	71%	\$378	\$328	\$35,426
2020	102	71%	\$212	\$240	\$21,524
2021	111	70%	\$408	\$329	\$45,125
2022	103	65%	\$455	\$328	\$46,729
2023	107	66%	\$458	\$334	\$48,969
2024	107	68%	\$457	\$334	\$49,100
2025	106	68%	\$454	\$330	\$48,160

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2026	105	68%	\$456	\$0	\$47,752
2027	103	68%	\$464	\$0	\$47,644
2028	101	68%	\$463	\$0	\$46,911

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: Bakery

Item: Wedding Cake/Dessert

106

2025 Weddings

\$454

2025 Avg Spend

\$330

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2019				
2019	<\$100	1.5%	1	\$ 71
2019	\$101 - \$250	37.6%	35	\$ 6,185
2019	\$251 - \$500	36.2%	34	\$ 12,761
2019	\$501 - \$750	14.3%	13	\$ 8,401
2019	\$750+	10.4%	10	\$ 10,998
2020				
2020	<\$100	21.9%	22	\$ 1,117
2020	\$101 - \$250	30.5%	31	\$ 5,444
2020	\$251 - \$500	29.2%	30	\$ 11,169
2020	\$501 - \$750	10.8%	11	\$ 6,885
2020	\$750+	7.7%	8	\$ 8,836
2021				
2021	<\$100	0.9%	1	\$ 50
2021	\$101 - \$250	37.7%	42	\$ 7,323
2021	\$251 - \$500	36.3%	40	\$ 15,110
2021	\$501 - \$750	14.6%	16	\$ 10,129
2021	\$750+	10.5%	12	\$ 13,112
2022				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$100	0.4%	0	\$0
2022	\$101 - \$250	37.7%	39	\$ 6,795
2022	\$251 - \$500	36.3%	37	\$ 14,021
2022	\$501 - \$750	14.8%	15	\$ 9,528
2022	\$750+	10.8%	11	\$ 12,515

2023

2023	<\$100	0.4%	0	\$0
2023	\$101 - \$250	37.7%	40	\$ 7,059
2023	\$251 - \$500	36.3%	39	\$ 14,565
2023	\$501 - \$750	14.9%	16	\$ 9,964
2023	\$750+	10.8%	12	\$ 13,000

2024

2024	<\$100	0.4%	0	\$0
2024	\$101 - \$250	37.7%	40	\$ 7,059
2024	\$251 - \$500	36.3%	39	\$ 14,565
2024	\$501 - \$750	14.9%	16	\$ 9,964
2024	\$750+	10.8%	12	\$ 13,000

2025

2025	<\$100	0.4%	0	\$0
2025	\$101 - \$250	37.7%	40	\$ 6,993
2025	\$251 - \$500	36.3%	38	\$ 14,429
2025	\$501 - \$750	14.8%	16	\$ 9,805
2025	\$750+	10.8%	11	\$ 12,879

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/