

Beauty Health & Spa 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

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.

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Beauty Health & Spa - Fitness Programs

Item Totals

Location: Limestone TX - (County)

Category: Beauty Health & Spa

Item: Fitness Programs - (per person) These are structured plans that often include customized workouts nutrition guidance and progress tracking to help individuals achieve their fitness and body-toning goals before the wedding.

16 - 10%

\$597

\$601

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%	\$557	\$563	\$8,801
2025	16	10%	\$597	\$601	\$9,313
2026	15	10%	\$632	\$0	\$9,733
2027	15	10%	\$653	\$0	\$9,860
2028	15	10%	\$662	\$0	\$9,864

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Spending Ranges

Location: Limestone TX - (County)

Category: Beauty Health & Spa

Item: Fitness Programs

16

2025 Weddings

\$597

2025 Avg Spend

\$601

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$200	21.8%	3	\$ 349
2024	\$201 - \$450	21.8%	3	\$ 1,137
2024	\$451 - \$750	22.4%	4	\$ 2,150
2024	\$751 - \$1000	18.4%	3	\$ 2,579
2024	\$1000+	15.6%	2	\$ 3,744
2025				
2025	<\$200	21.2%	3	\$ 339
2025	\$201 - \$450	21.2%	3	\$ 1,106
2025	\$451 - \$750	22.3%	4	\$ 2,141
2025	\$751 - \$1000	19.0%	3	\$ 2,663
2025	\$1000+	16.2%	3	\$ 3,888

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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Beauty Health & Spa - Hair Service

Item Totals

Location: Limestone TX - (County)

Category: Beauty Health & Spa

Item: Hair Service - (per person) This styling service for the wedding day usually includes a pre-wedding trial run to perfect the desired look which can range from a simple blowout to an intricate updo.

97 - 62%

\$92

\$68

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%	\$75	\$0	\$9,027
2009	114	66%	\$74	\$0	\$8,400
2010	113	63%	\$65	\$0	\$7,330
2011	113	63%	\$60	\$0	\$6,804
2012	118	63%	\$60	\$0	\$7,069
2013	114	63%	\$59	\$0	\$6,728
2014	116	65%	\$60	\$0	\$6,981
2015	124	65%	\$61	\$0	\$7,534
2016	122	65%	\$61	\$0	\$7,454
2017	124	65%	\$61	\$0	\$7,573
2018	97	59%	\$62	\$0	\$6,036
2019	78	59%	\$62	\$62	\$4,829
2020	86	60%	\$63	\$61	\$5,405
2021	95	60%	\$79	\$66	\$7,489
2022	95	60%	\$77	\$66	\$7,300
2023	99	61%	\$83	\$67	\$8,202
2024	100	63%	\$86	\$67	\$8,560
2025	97	62%	\$92	\$68	\$8,898

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2026	95	62%	\$98	\$0	\$9,357
2027	94	62%	\$102	\$0	\$9,549
2028	92	62%	\$103	\$0	\$9,515

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Spending Ranges

Location: Limestone TX - (County)

Category: Beauty Health & Spa

Item: Hair Service

97

2025 Weddings

\$92

2025 Avg Spend

\$68

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2019				
2019	<\$25	14.6%	11	\$ 142
2019	\$26 - \$50	26.2%	20	\$ 766
2019	\$51 - \$75	22.1%	17	\$ 1,077
2019	\$76 - \$100	19.0%	15	\$ 1,297
2019	\$100+	18.2%	14	\$ 2,129
2020				
2020	<\$25	13.9%	12	\$ 149
2020	\$26 - \$50	26.4%	23	\$ 851
2020	\$51 - \$75	22.2%	19	\$ 1,193
2020	\$76 - \$100	19.1%	16	\$ 1,437
2020	\$100+	18.4%	16	\$ 2,374
2021				
2021	<\$25	6.4%	6	\$ 76
2021	\$26 - \$50	28.4%	27	\$ 1,012
2021	\$51 - \$75	24.2%	23	\$ 1,437
2021	\$76 - \$100	20.9%	20	\$ 1,737
2021	\$100+	20.1%	19	\$ 2,864
2022				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$25	7.1%	7	\$ 84
2022	\$26 - \$50	28.2%	27	\$ 1,005
2022	\$51 - \$75	24.0%	23	\$ 1,425
2022	\$76 - \$100	20.8%	20	\$ 1,729
2022	\$100+	20.0%	19	\$ 2,850

2023

2023	<\$25	5.5%	5	\$ 68
2023	\$26 - \$50	28.6%	28	\$ 1,062
2023	\$51 - \$75	24.4%	24	\$ 1,510
2023	\$76 - \$100	21.2%	21	\$ 1,836
2023	\$100+	20.4%	20	\$ 3,029

2024

2024	<\$25	4.5%	5	\$ 56
2024	\$26 - \$50	28.8%	29	\$ 1,080
2024	\$51 - \$75	24.7%	25	\$ 1,544
2024	\$76 - \$100	21.4%	21	\$ 1,872
2024	\$100+	20.6%	21	\$ 3,090

2025

2025	<\$25	3.1%	3	\$ 38
2025	\$26 - \$50	29.1%	28	\$ 1,059
2025	\$51 - \$75	25.0%	24	\$ 1,516
2025	\$76 - \$100	21.8%	21	\$ 1,850
2025	\$100+	21.0%	20	\$ 3,056

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Beauty Health & Spa - Liposuction or Fat Reduction Services

Item Totals

Location: Limestone TX - (County)

Category: Beauty Health & Spa

Item: Liposuction or Fat Reduction Services - (per person) Cosmetic medical procedures aimed at reducing targeted areas of body fat often pursued ahead of the wedding to support personal appearance goals and confidence for the event.

16 - 10%		\$3,924		\$2,800	
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%	\$3,656	\$2,800	\$57,765
2025	16	10%	\$3,924	\$2,800	\$61,214
2026	15	10%	\$4,153	\$0	\$63,956
2027	15	10%	\$4,291	\$0	\$64,794
2028	15	10%	\$4,353	\$0	\$64,860

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Spending Ranges

Location: Limestone TX - (County)

Category: Beauty Health & Spa

Item: Liposuction or Fat Reduction Services

16

\$3,924

\$2,800

2025 Weddings

2025 Avg Spend

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$1000	32.2%	5	\$ 2,576
2024	\$1001 - \$4000	29.7%	5	\$ 11,880
2024	\$4001 - \$7000	17.5%	3	\$ 15,400
2024	\$7001 - \$10000	13.2%	2	\$ 17,952
2024	\$10000+	7.3%	1	\$ 17,520
2025				
2025	<\$1000	31.7%	5	\$ 2,536
2025	\$1001 - \$4000	28.4%	5	\$ 11,360
2025	\$4001 - \$7000	18.2%	3	\$ 16,016
2025	\$7001 - \$10000	13.9%	2	\$ 18,904
2025	\$10000+	7.8%	1	\$ 18,720

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Beauty Health & Spa - Makeup Service

Item Totals

Location: Limestone TX - (County)

Category: Beauty Health & Spa

Item: Makeup Service - (per person) A makeup application for the wedding day that uses high-quality products and often includes a trial session to finalize the look with options for enhancements like airbrushing or false lashes.

81 - 52%

\$78

\$60

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	85	48%	\$59	\$0	\$5,013
2009	79	46%	\$58	\$0	\$4,589
2010	82	46%	\$55	\$0	\$4,529
2011	88	49%	\$48	\$0	\$4,234
2012	92	49%	\$47	\$0	\$4,307
2013	91	50%	\$48	\$0	\$4,344
2014	91	51%	\$48	\$0	\$4,382
2015	99	52%	\$49	\$0	\$4,841
2016	98	52%	\$49	\$0	\$4,790
2017	99	52%	\$49	\$0	\$4,867
2018	78	47%	\$50	\$0	\$3,878
2019	62	47%	\$51	\$47	\$3,164
2020	69	48%	\$53	\$49	\$3,638
2021	71	45%	\$68	\$58	\$4,835
2022	73	46%	\$64	\$55	\$4,652
2023	75	46%	\$68	\$56	\$5,067
2024	81	51%	\$72	\$58	\$5,802
2025	81	52%	\$78	\$60	\$6,327

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2026	82	53%	\$83	\$0	\$6,774
2027	80	53%	\$87	\$0	\$6,963
2028	79	53%	\$89	\$0	\$7,028

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Spending Ranges

Location: Limestone TX - (County)

Category: Beauty Health & Spa

Item: Makeup Service

81

2025 Weddings

\$78

2025 Avg Spend

\$60

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2019				
2019	<\$25	25.1%	16	\$ 195
2019	\$26 - \$50	27.2%	17	\$ 632
2019	\$51 - \$75	22.9%	14	\$ 887
2019	\$76 - \$100	13.5%	8	\$ 732
2019	\$100+	11.2%	7	\$ 1,042
2020				
2020	<\$25	23.2%	16	\$ 200
2020	\$26 - \$50	27.9%	19	\$ 722
2020	\$51 - \$75	23.5%	16	\$ 1,013
2020	\$76 - \$100	13.9%	10	\$ 839
2020	\$100+	11.5%	8	\$ 1,190
2021				
2021	<\$25	11.6%	8	\$ 103
2021	\$26 - \$50	31.5%	22	\$ 839
2021	\$51 - \$75	26.9%	19	\$ 1,194
2021	\$76 - \$100	16.3%	12	\$ 1,013
2021	\$100+	13.6%	10	\$ 1,448
2022				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$25	14.6%	11	\$ 133
2022	\$26 - \$50	30.6%	22	\$ 838
2022	\$51 - \$75	26.1%	19	\$ 1,191
2022	\$76 - \$100	15.7%	11	\$ 1,003
2022	\$100+	13.0%	9	\$ 1,424

2023

2023	<\$25	11.6%	9	\$ 109
2023	\$26 - \$50	31.5%	24	\$ 886
2023	\$51 - \$75	26.9%	20	\$ 1,261
2023	\$76 - \$100	16.3%	12	\$ 1,070
2023	\$100+	13.6%	10	\$ 1,530

2024

2024	<\$25	10.1%	8	\$ 102
2024	\$26 - \$50	31.9%	26	\$ 969
2024	\$51 - \$75	27.4%	22	\$ 1,387
2024	\$76 - \$100	16.7%	14	\$ 1,184
2024	\$100+	13.9%	11	\$ 1,689

2025

2025	<\$25	7.3%	6	\$ 74
2025	\$26 - \$50	32.7%	26	\$ 993
2025	\$51 - \$75	28.2%	23	\$ 1,428
2025	\$76 - \$100	17.4%	14	\$ 1,233
2025	\$100+	14.5%	12	\$ 1,762

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Beauty Health & Spa - Manicure and Pedicure

Item Totals

Location: Limestone TX - (County)

Category: Beauty Health & Spa

Item: Manicure and Pedicure - (per person) This service involves shaping the nails treating the cuticles moisturizing the skin and applying polish to ensure hands and feet are picture-perfect especially for close-up photos of the rings.

83 - 53%

\$54

\$45

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	113	64%	\$48	\$0	\$5,437
2009	107	62%	\$47	\$0	\$5,012
2010	98	55%	\$43	\$0	\$4,233
2011	101	56%	\$39	\$0	\$3,931
2012	107	57%	\$39	\$0	\$4,157
2013	105	58%	\$39	\$0	\$4,094
2014	106	59%	\$40	\$0	\$4,224
2015	114	60%	\$40	\$0	\$4,560
2016	113	60%	\$41	\$0	\$4,625
2017	115	60%	\$41	\$0	\$4,699
2018	89	54%	\$41	\$0	\$3,653
2019	71	54%	\$41	\$41	\$2,922
2020	77	54%	\$42	\$40	\$3,243
2021	85	54%	\$51	\$44	\$4,351
2022	84	53%	\$49	\$44	\$4,103
2023	84	52%	\$52	\$44	\$4,380
2024	82	52%	\$53	\$45	\$4,354
2025	83	53%	\$54	\$45	\$4,465

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2026	82	53%	\$56	\$0	\$4,571
2027	80	53%	\$57	\$0	\$4,562
2028	79	53%	\$58	\$0	\$4,580

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Spending Ranges

Location: Limestone TX - (County)

Category: Beauty Health & Spa

Item: Manicure and Pedicure

83

2025 Weddings

\$54

2025 Avg Spend

\$45

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2019				
2019	<\$25	22.9%	16	\$ 203
2019	\$26 - \$50	44.4%	32	\$ 1,182
2019	\$51 - \$75	19.7%	14	\$ 874
2019	\$76 - \$100	8.9%	6	\$ 553
2019	\$100+	4.0%	3	\$ 426
2020				
2020	<\$25	22.9%	18	\$ 220
2020	\$26 - \$50	44.4%	34	\$ 1,282
2020	\$51 - \$75	19.7%	15	\$ 948
2020	\$76 - \$100	8.9%	7	\$ 600
2020	\$100+	4.0%	3	\$ 462
2021				
2021	<\$25	12.8%	11	\$ 136
2021	\$26 - \$50	48.9%	42	\$ 1,559
2021	\$51 - \$75	23.0%	20	\$ 1,222
2021	\$76 - \$100	10.6%	9	\$ 788
2021	\$100+	4.8%	4	\$ 612
2022				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$25	13.6%	11	\$ 143
2022	\$26 - \$50	48.5%	41	\$ 1,528
2022	\$51 - \$75	22.7%	19	\$ 1,192
2022	\$76 - \$100	10.4%	9	\$ 764
2022	\$100+	4.7%	4	\$ 592

2023

2023	<\$25	12.1%	10	\$ 127
2023	\$26 - \$50	49.1%	41	\$ 1,547
2023	\$51 - \$75	23.2%	19	\$ 1,218
2023	\$76 - \$100	10.7%	9	\$ 786
2023	\$100+	4.8%	4	\$ 605

2024

2024	<\$25	11.3%	9	\$ 116
2024	\$26 - \$50	49.4%	41	\$ 1,519
2024	\$51 - \$75	23.5%	19	\$ 1,204
2024	\$76 - \$100	10.8%	9	\$ 775
2024	\$100+	4.9%	4	\$ 603

2025

2025	<\$25	10.0%	8	\$ 104
2025	\$26 - \$50	49.9%	41	\$ 1,553
2025	\$51 - \$75	24.0%	20	\$ 1,245
2025	\$76 - \$100	11.1%	9	\$ 806
2025	\$100+	5.0%	4	\$ 623

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Beauty Health & Spa - Spa Treatments

Item Totals

Location: Limestone TX - (County)

Category: Beauty Health & Spa

Item: Spa Treatments - (per person) These are typically packages combining multiple services such as massages body scrubs or wraps facials and nail care to promote relaxation reduce stress and enhance overall radiance before the wedding.

33 - 21%

\$190

\$133

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	33	21%	\$178	\$133	\$5,906
2025	33	21%	\$190	\$133	\$6,224
2026	32	21%	\$202	\$0	\$6,533
2027	32	21%	\$208	\$0	\$6,596
2028	31	21%	\$211	\$0	\$6,602

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Spending Ranges

Location: Limestone TX - (County)

Category: Beauty Health & Spa

Item: Spa Treatments

33

2025 Weddings

\$190

2025 Avg Spend

\$133

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$50	32.0%	11	\$ 264
2024	\$51 - \$200	30.5%	10	\$ 1,268
2024	\$201 - \$350	17.6%	6	\$ 1,603
2024	\$351 - \$500	13.0%	4	\$ 1,828
2024	\$500+	6.9%	2	\$ 1,708
2025				
2025	<\$50	31.9%	11	\$ 263
2025	\$51 - \$200	29.2%	10	\$ 1,214
2025	\$201 - \$350	18.2%	6	\$ 1,658
2025	\$351 - \$500	13.5%	4	\$ 1,898
2025	\$500+	7.2%	2	\$ 1,782

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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Beauty Health & Spa - Teeth Whitening

Item Totals

Location: Limestone TX - (County)

Category: Beauty Health & Spa

Item: Teeth Whitening - (per person) A dental procedure that uses a whitening gel often activated by a special light or laser to significantly brighten the shade of the teeth for a more confident smile in wedding photos.

33 - 21%		\$356		\$267	
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	33	21%	\$332	\$256	\$11,016
2025	33	21%	\$356	\$267	\$11,663
2026	32	21%	\$377	\$0	\$12,192
2027	32	21%	\$389	\$0	\$12,335
2028	31	21%	\$395	\$0	\$12,360

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: Beauty Health & Spa

Item: Teeth Whitening

33		\$356	\$267	
2025 Weddings		2025 Avg Spend	2025 Median Spend	
Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$100	29.2%	10	\$ 482
2024	\$101 - \$300	27.5%	9	\$ 1,815
2024	\$301 - \$550	17.5%	6	\$ 2,460
2024	\$551 - \$750	14.9%	5	\$ 3,196
2024	\$750+	10.9%	4	\$ 4,047
2025				
2025	<\$100	28.1%	9	\$ 464
2025	\$101 - \$300	26.2%	9	\$ 1,729
2025	\$301 - \$550	18.4%	6	\$ 2,587
2025	\$551 - \$750	15.8%	5	\$ 3,389
2025	\$750+	11.5%	4	\$ 4,269

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/