

Gifts & Favors Wedding Market Report

For: Limestone TX - (County)

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Table of Contents

- Market Totals
 - [Totals](#)

Products & Services

- Gifts & Favors
 - [Experience Gifts for Guests](#)
 - [Gift/s Between the Couple Getting Married](#)
 - [Gift/s For Attendants](#)
 - [Gift/s For Parents](#)
 - [Gift/s for Vendors](#)
 - [Personalized Items for Guests](#)
 - [Special Acknowledgment Gifts](#)
 - [Tips \(For All Services\)](#)
 - [Wedding Favors](#)
 - [Welcome Bags for Guests](#)

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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[Back to Top](#)

Gifts & Favors - Experience Gifts for Guests

Item Totals

Location: Limestone TX - (County)

Category: Gifts & Favors

Item: Experience Gifts for Guests - Instead of a physical object this is a gift of a memorable activity such as a city food tour mixology class or other local excursion for guests to enjoy.

16 - 10%		\$633		\$490	
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%	\$596	\$490	\$9,417
2025	16	10%	\$633	\$490	\$9,875
2026	15	10%	\$661	\$0	\$10,179
2027	15	10%	\$682	\$0	\$10,298
2028	15	10%	\$695	\$0	\$10,356

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[Back to Top](#)

Spending Ranges

Location: Limestone TX - (County)

Category: Gifts & Favors

Item: Experience Gifts for Guests

16

\$633

\$490

2025 Weddings

2025 Avg Spend

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$250	30.7%	5	\$ 614
2024	\$251 - \$650	29.9%	5	\$ 2,153
2024	\$651 - \$1100	18.0%	3	\$ 2,523
2024	\$1101 - \$1500	13.7%	2	\$ 2,850
2024	\$1500+	7.7%	1	\$ 2,772
2025				
2025	<\$250	30.5%	5	\$ 610
2025	\$251 - \$650	28.8%	5	\$ 2,074
2025	\$651 - \$1100	18.5%	3	\$ 2,593
2025	\$1101 - \$1500	14.2%	2	\$ 2,954
2025	\$1500+	8.0%	1	\$ 2,880

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.

[Back to Top](#)

Gifts & Favors - Gift/s Between the Couple Getting Married

Item Totals

Location: Limestone TX - (County)

Category: Gifts & Favors

Item: Gift/s Between the Couple Getting Married - This is a personal and sentimental gift exchanged between the partners on the wedding day which can range from a heartfelt letter to luxury items like a vintage watch or custom jewelry.

83 - 53%		\$450		\$399	
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	82	52%	\$423	\$393	\$34,754
2025	83	53%	\$450	\$399	\$37,206
2026	82	53%	\$470	\$0	\$38,361
2027	80	53%	\$485	\$0	\$38,815
2028	79	53%	\$494	\$0	\$39,011

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[Back to Top](#)

Spending Ranges

Location: Limestone TX - (County)
Category: Gifts & Favors
Item: Gift/s Between the Couple Getting Married

83		\$450	\$399	
2025 Weddings		2025 Avg Spend	2025 Median Spend	
Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$250	36.9%	30	\$ 3,782
2024	\$251 - \$650	37.5%	31	\$ 13,838
2024	\$651 - \$1100	14.7%	12	\$ 10,559
2024	\$1101 - \$1500	8.4%	7	\$ 8,954
2024	\$1500+	2.5%	2	\$ 4,613
2025				
2025	<\$250	36.6%	30	\$ 3,797
2025	\$251 - \$650	36.9%	31	\$ 13,782
2025	\$651 - \$1100	15.2%	13	\$ 11,052
2025	\$1101 - \$1500	8.7%	7	\$ 9,387
2025	\$1500+	2.6%	2	\$ 4,856

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[Back to Top](#)

Gifts & Favors - Gift/s For Attendants

Item Totals

Location: Limestone TX - (County)

Category: Gifts & Favors

Item: Gift/s For Attendants - (per person) These are thank-you presents for members of the wedding party often personalized items like engraved glassware custom robes or monogrammed tote bags.

62 - 40%

\$120

\$40

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	83	47%	\$266	\$0	\$22,129
2009	95	55%	\$171	\$0	\$16,177
2010	102	57%	\$178	\$0	\$18,161
2011	103	57%	\$91	\$0	\$9,337
2012	107	57%	\$91	\$0	\$9,700
2013	103	57%	\$89	\$0	\$9,182
2014	106	59%	\$97	\$0	\$10,244
2015	114	60%	\$95	\$0	\$10,830
2016	111	59%	\$95	\$0	\$10,537
2017	113	59%	\$94	\$0	\$10,593
2018	78	47%	\$93	\$0	\$7,212
2019	61	46%	\$93	\$39	\$5,647
2020	64	45%	\$93	\$39	\$5,985
2021	62	39%	\$90	\$40	\$5,546
2022	62	39%	\$100	\$40	\$6,162
2023	52	32%	\$104	\$39	\$5,391
2024	55	35%	\$109	\$40	\$6,028
2025	62	40%	\$120	\$40	\$7,488

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2026	62	40%	\$130	\$0	\$8,008
2027	60	40%	\$137	\$0	\$8,275
2028	58	39%	\$141	\$0	\$8,194

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[Back to Top](#)

Spending Ranges

Location: Limestone TX - (County)

Category: Gifts & Favors

Item: Gift/s For Attendants

62

\$120

\$40

2025 Weddings

2025 Avg Spend

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2019				
2019	<\$50	64.3%	39	\$ 981
2019	\$51 - \$100	23.6%	14	\$ 1,080
2019	\$101 - \$250	6.6%	4	\$ 705
2019	\$251 - \$500	2.9%	2	\$ 663
2019	\$500+	2.7%	2	\$ 1,235
2020				
2020	<\$50	64.3%	41	\$ 1,029
2020	\$51 - \$100	23.6%	15	\$ 1,133
2020	\$101 - \$250	6.6%	4	\$ 739
2020	\$251 - \$500	2.9%	2	\$ 696
2020	\$500+	2.7%	2	\$ 1,296
2021				
2021	<\$50	64.3%	40	\$ 997
2021	\$51 - \$100	23.6%	15	\$ 1,097
2021	\$101 - \$250	6.6%	4	\$ 716
2021	\$251 - \$500	2.9%	2	\$ 674
2021	\$500+	2.7%	2	\$ 1,256
2022				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$50	64.3%	40	\$ 997
2022	\$51 - \$100	23.6%	15	\$ 1,097
2022	\$101 - \$250	6.6%	4	\$ 716
2022	\$251 - \$500	2.9%	2	\$ 674
2022	\$500+	2.7%	2	\$ 1,256

2023

2023	<\$50	64.2%	33	\$ 835
2023	\$51 - \$100	23.6%	12	\$ 920
2023	\$101 - \$250	6.6%	3	\$ 601
2023	\$251 - \$500	2.9%	2	\$ 566
2023	\$500+	2.7%	1	\$ 1,053

2024

2024	<\$50	64.2%	35	\$ 883
2024	\$51 - \$100	23.6%	13	\$ 973
2024	\$101 - \$250	6.6%	4	\$ 635
2024	\$251 - \$500	2.9%	2	\$ 598
2024	\$500+	2.7%	1	\$ 1,114

2025

2025	<\$50	64.2%	40	\$ 995
2025	\$51 - \$100	23.6%	15	\$ 1,097
2025	\$101 - \$250	6.6%	4	\$ 716
2025	\$251 - \$500	2.9%	2	\$ 674
2025	\$500+	2.7%	2	\$ 1,256

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[Back to Top](#)

Gifts & Favors - Gift/s For Parents

Item Totals

Location: Limestone TX - (County)

Category: Gifts & Favors

Item: Gift/s For Parents - (per parent) A token of gratitude for the parents of the couple typically consisting of keepsakes like custom photo albums engraved frames or monogrammed accessories.

67 - 43%

\$166

\$79

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	83	47%	\$245	\$0	\$20,382
2009	86	50%	\$137	\$0	\$11,782
2010	91	51%	\$135	\$0	\$12,324
2011	90	50%	\$94	\$0	\$8,460
2012	94	50%	\$94	\$0	\$8,789
2013	91	50%	\$100	\$0	\$9,050
2014	91	51%	\$108	\$0	\$9,859
2015	99	52%	\$110	\$0	\$10,868
2016	96	51%	\$111	\$0	\$10,643
2017	97	51%	\$112	\$0	\$10,910
2018	71	43%	\$111	\$0	\$7,875
2019	57	43%	\$112	\$60	\$6,357
2020	61	43%	\$111	\$62	\$6,825
2021	60	38%	\$165	\$79	\$9,907
2022	62	39%	\$127	\$69	\$7,826
2023	52	32%	\$141	\$72	\$7,309
2024	62	39%	\$147	\$75	\$9,058
2025	67	43%	\$166	\$79	\$11,135

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2026	68	44%	\$181	\$0	\$12,265
2027	66	44%	\$191	\$0	\$12,690
2028	64	43%	\$198	\$0	\$12,686

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[Back to Top](#)

Spending Ranges

Location: Limestone TX - (County)

Category: Gifts & Favors

Item: Gift/s For Parents

67

2025 Weddings

\$166

2025 Avg Spend

\$79

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2019				
2019	<\$50	43.3%	25	\$ 617
2019	\$51 - \$100	33.9%	19	\$ 1,449
2019	\$101 - \$250	14.1%	8	\$ 1,406
2019	\$251 - \$500	5.1%	3	\$ 1,090
2019	\$500+	3.6%	2	\$ 1,539
2020				
2020	<\$50	43.3%	26	\$ 660
2020	\$51 - \$100	33.9%	21	\$ 1,551
2020	\$101 - \$250	14.1%	9	\$ 1,505
2020	\$251 - \$500	5.1%	3	\$ 1,167
2020	\$500+	3.6%	2	\$ 1,647
2021				
2021	<\$50	25.4%	15	\$ 381
2021	\$51 - \$100	42.6%	26	\$ 1,917
2021	\$101 - \$250	19.5%	12	\$ 2,048
2021	\$251 - \$500	7.3%	4	\$ 1,643
2021	\$500+	5.2%	3	\$ 2,340
2022				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$50	37.6%	23	\$ 583
2022	\$51 - \$100	36.8%	23	\$ 1,711
2022	\$101 - \$250	15.7%	10	\$ 1,703
2022	\$251 - \$500	5.8%	4	\$ 1,349
2022	\$500+	4.1%	3	\$ 1,907

2023

2023	<\$50	33.0%	17	\$ 429
2023	\$51 - \$100	39.1%	20	\$ 1,525
2023	\$101 - \$250	17.1%	9	\$ 1,556
2023	\$251 - \$500	6.3%	3	\$ 1,229
2023	\$500+	4.5%	2	\$ 1,755

2024

2024	<\$50	31.0%	19	\$ 481
2024	\$51 - \$100	40.0%	25	\$ 1,860
2024	\$101 - \$250	17.7%	11	\$ 1,920
2024	\$251 - \$500	6.6%	4	\$ 1,535
2024	\$500+	4.7%	3	\$ 2,186

2025

2025	<\$50	25.1%	17	\$ 420
2025	\$51 - \$100	42.7%	29	\$ 2,146
2025	\$101 - \$250	19.6%	13	\$ 2,298
2025	\$251 - \$500	7.4%	5	\$ 1,859
2025	\$500+	5.2%	3	\$ 2,613

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[Back to Top](#)

Gifts & Favors - Gift/s for Vendors

Item Totals

Location: Limestone TX - (County)

Category: Gifts & Favors

Item: Gift/s for Vendors - A small optional token of appreciation for vendors who provided exceptional service such as a quality bottle of wine or a gift certificate given in addition to any cash tips.

20 - 13%

\$424

\$318

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	19	12%	\$399	\$291	\$7,565
2025	20	13%	\$424	\$318	\$8,599
2026	20	13%	\$443	\$0	\$8,869
2027	20	13%	\$456	\$0	\$8,951
2028	19	13%	\$465	\$0	\$9,007

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[Back to Top](#)

Spending Ranges

Location: Limestone TX - (County)

Category: Gifts & Favors

Item: Gift/s for Vendors

20		\$424	\$318	
2025 Weddings		2025 Avg Spend	2025 Median Spend	
Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$250	48.6%	9	\$ 1,154
2024	\$251 - \$650	27.1%	5	\$ 2,317
2024	\$651 - \$1100	14.4%	3	\$ 2,397
2024	\$1101 - \$1500	7.8%	1	\$ 1,927
2024	\$1500+	2.0%	0	\$0
2025				
2025	<\$250	47.6%	10	\$ 1,190
2025	\$251 - \$650	27.5%	6	\$ 2,475
2025	\$651 - \$1100	14.8%	3	\$ 2,593
2025	\$1101 - \$1500	8.0%	2	\$ 2,080
2025	\$1500+	2.1%	0	\$0

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[Back to Top](#)

Gifts & Favors - Personalized Items for Guests

Item Totals

Location: Limestone TX - (County)

Category: Gifts & Favors

Item: Personalized Items for Guests - These are guest takeaways that are individually customized with details like a guests name or table number such as engraved coasters or monogrammed accessories.

45 - 29%		\$635		\$512	
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	44	28%	\$597	\$512	\$26,411
2025	45	29%	\$635	\$512	\$28,727
2026	45	29%	\$664	\$0	\$29,654
2027	44	29%	\$684	\$0	\$29,952
2028	43	29%	\$697	\$0	\$30,117

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[Back to Top](#)

Spending Ranges

Location: Limestone TX - (County)

Category: Gifts & Favors

Item: Personalized Items for Guests

45

2025 Weddings

\$635

2025 Avg Spend

\$512

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$250	30.6%	13	\$ 1,683
2024	\$251 - \$650	29.8%	13	\$ 5,900
2024	\$651 - \$1100	18.0%	8	\$ 6,938
2024	\$1101 - \$1500	13.8%	6	\$ 7,894
2024	\$1500+	7.7%	3	\$ 7,623
2025				
2025	<\$250	30.5%	14	\$ 1,716
2025	\$251 - \$650	28.7%	13	\$ 5,812
2025	\$651 - \$1100	18.5%	8	\$ 7,293
2025	\$1101 - \$1500	14.2%	6	\$ 8,307
2025	\$1500+	8.0%	4	\$ 8,100

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[Back to Top](#)

Gifts & Favors - Special Acknowledgment Gifts

Item Totals

Location: Limestone TX - (County)

Category: Gifts & Favors

Item: Special Acknowledgment Gifts - These are presents for individuals who had a special role in the wedding but were not in the wedding party such as ceremony readers or ushers.

33 - 21%

\$472

\$401

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%	\$444	\$401	\$14,030
2025	33	21%	\$472	\$401	\$15,463
2026	32	21%	\$493	\$0	\$15,944
2027	32	21%	\$509	\$0	\$16,140
2028	31	21%	\$518	\$0	\$16,208

Note About Data

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[Back to Top](#)

Spending Ranges

Location: Limestone TX - (County)

Category: Gifts & Favors

Item: Special Acknowledgment Gifts

33

2025 Weddings

\$472

2025 Avg Spend

\$401

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$250	36.0%	12	\$ 1,440
2024	\$251 - \$650	36.6%	12	\$ 5,270
2024	\$651 - \$1100	15.3%	5	\$ 4,289
2024	\$1101 - \$1500	9.1%	3	\$ 3,786
2024	\$1500+	2.9%	1	\$ 2,088
2025				
2025	<\$250	35.7%	12	\$ 1,473
2025	\$251 - \$650	36.0%	12	\$ 5,346
2025	\$651 - \$1100	15.8%	5	\$ 4,567
2025	\$1101 - \$1500	9.5%	3	\$ 4,076
2025	\$1500+	3.1%	1	\$ 2,302

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[Back to Top](#)

Gifts & Favors - Tips (For All Services)

Item Totals

Location: Limestone TX - (County)

Category: Gifts & Favors

Item: Tips (For All Services) - This represents the cumulative cash gratuity budgeted for all hired professionals from the catering staff and musicians to the hair and makeup artists.

103 - 66%

\$416

\$285

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%	\$337	\$0	\$38,175
2009	108	63%	\$336	\$0	\$36,409
2010	115	64%	\$341	\$0	\$39,065
2011	115	64%	\$331	\$0	\$38,131
2012	120	64%	\$329	\$0	\$39,375
2013	116	64%	\$332	\$0	\$38,459
2014	118	66%	\$348	\$0	\$41,113
2015	127	67%	\$353	\$0	\$44,937
2016	124	66%	\$350	\$0	\$43,428
2017	126	66%	\$351	\$0	\$44,247
2018	101	61%	\$351	\$0	\$35,328
2019	81	61%	\$351	\$294	\$28,263
2020	89	62%	\$194	\$208	\$17,200
2021	98	62%	\$348	\$287	\$34,090
2022	98	62%	\$394	\$291	\$38,596
2023	105	65%	\$401	\$293	\$42,225
2024	106	67%	\$402	\$293	\$42,556
2025	103	66%	\$416	\$285	\$42,831

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2026	102	66%	\$426	\$0	\$43,299
2027	100	66%	\$434	\$0	\$43,252
2028	98	66%	\$439	\$0	\$43,171

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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[Back to Top](#)

Spending Ranges

Location: Limestone TX - (County)

Category: Gifts & Favors

Item: Tips (For All Services)

103

2025 Weddings

\$416

2025 Avg Spend

\$285

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2019				
2019	<\$50	1.5%	1	\$ 30
2019	\$51 - \$100	21.6%	17	\$ 1,312
2019	\$101 - \$250	22.8%	18	\$ 3,232
2019	\$251 - \$500	28.2%	23	\$ 8,566
2019	\$500+	26.0%	21	\$ 15,795
2020				
2020	<\$50	19.8%	18	\$ 441
2020	\$51 - \$100	17.3%	15	\$ 1,155
2020	\$101 - \$250	18.4%	16	\$ 2,866
2020	\$251 - \$500	23.3%	21	\$ 7,776
2020	\$500+	21.3%	19	\$ 14,218
2021				
2021	<\$50	1.6%	2	\$ 39
2021	\$51 - \$100	21.5%	21	\$ 1,580
2021	\$101 - \$250	22.8%	22	\$ 3,910
2021	\$251 - \$500	28.1%	28	\$ 10,327
2021	\$500+	25.9%	25	\$ 19,037
2022				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$50	0.7%	1	\$ 17
2022	\$51 - \$100	21.8%	21	\$ 1,602
2022	\$101 - \$250	23.1%	23	\$ 3,962
2022	\$251 - \$500	28.2%	28	\$ 10,363
2022	\$500+	26.1%	26	\$ 19,184

2023

2023	<\$50	0.6%	1	\$ 16
2023	\$51 - \$100	21.9%	23	\$ 1,725
2023	\$101 - \$250	23.1%	24	\$ 4,245
2023	\$251 - \$500	28.3%	30	\$ 11,143
2023	\$500+	26.2%	28	\$ 20,633

2024

2024	<\$50	0.6%	1	\$ 16
2024	\$51 - \$100	21.9%	23	\$ 1,741
2024	\$101 - \$250	23.1%	24	\$ 4,285
2024	\$251 - \$500	28.3%	30	\$ 11,249
2024	\$500+	26.2%	28	\$ 20,829

2025

2025	<\$50	0.5%	1	\$ 13
2025	\$51 - \$100	21.9%	23	\$ 1,692
2025	\$101 - \$250	23.1%	24	\$ 4,164
2025	\$251 - \$500	28.2%	29	\$ 10,892
2025	\$500+	26.2%	27	\$ 20,240

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.

[Back to Top](#)

Gifts & Favors - Wedding Favors

Item Totals

Location: Limestone TX - (County)

Category: Gifts & Favors

Item: Wedding Favors - A small take-home memento for every guest to thank them for attending often consisting of edible treats practical items like bottle openers or eco-friendly options like seed packets.

84 - 54%

\$216

\$120

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	112	63%	\$297	\$0	\$33,118
2009	108	63%	\$234	\$0	\$25,356
2010	120	67%	\$239	\$0	\$28,663
2011	113	63%	\$188	\$0	\$21,319
2012	118	63%	\$188	\$0	\$22,148
2013	114	63%	\$196	\$0	\$22,350
2014	113	63%	\$210	\$0	\$23,682
2015	122	64%	\$216	\$0	\$26,266
2016	118	63%	\$218	\$0	\$25,820
2017	120	63%	\$219	\$0	\$26,352
2018	92	56%	\$219	\$0	\$20,236
2019	74	56%	\$220	\$129	\$16,262
2020	80	56%	\$123	\$72	\$9,850
2021	87	55%	\$180	\$90	\$15,642
2022	87	55%	\$199	\$97	\$17,293
2023	91	56%	\$205	\$104	\$18,598
2024	87	55%	\$209	\$110	\$18,162
2025	84	54%	\$216	\$120	\$18,196

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2026	83	54%	\$222	\$0	\$18,462
2027	82	54%	\$226	\$0	\$18,428
2028	82	55%	\$228	\$0	\$18,685

Note About Data

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[Back to Top](#)

Spending Ranges

Location: Limestone TX - (County)

Category: Gifts & Favors

Item: Wedding Favors

84

2025 Weddings

\$216

2025 Avg Spend

\$120

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2019				
2019	<\$50	18.0%	13	\$ 333
2019	\$51 - \$100	26.8%	20	\$ 1,487
2019	\$101 - \$250	29.0%	21	\$ 3,755
2019	\$251 - \$500	15.8%	12	\$ 4,385
2019	\$500+	10.4%	8	\$ 5,772
2020				
2020	<\$50	33.9%	27	\$ 678
2020	\$51 - \$100	38.6%	31	\$ 2,316
2020	\$101 - \$250	14.9%	12	\$ 2,086
2020	\$251 - \$500	7.6%	6	\$ 2,280
2020	\$500+	4.9%	4	\$ 2,940
2021				
2021	<\$50	24.5%	21	\$ 533
2021	\$51 - \$100	32.6%	28	\$ 2,127
2021	\$101 - \$250	22.9%	20	\$ 3,487
2021	\$251 - \$500	12.1%	11	\$ 3,948
2021	\$500+	7.9%	7	\$ 5,155
2022				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$50	21.3%	19	\$ 463
2022	\$51 - \$100	29.9%	26	\$ 1,951
2022	\$101 - \$250	25.8%	22	\$ 3,928
2022	\$251 - \$500	13.9%	12	\$ 4,535
2022	\$500+	9.1%	8	\$ 5,938

2023

2023	<\$50	20.4%	19	\$ 464
2023	\$51 - \$100	29.1%	26	\$ 1,986
2023	\$101 - \$250	26.7%	24	\$ 4,252
2023	\$251 - \$500	14.4%	13	\$ 4,914
2023	\$500+	9.5%	9	\$ 6,484

2024

2024	<\$50	19.8%	17	\$ 431
2024	\$51 - \$100	28.5%	25	\$ 1,860
2024	\$101 - \$250	27.3%	24	\$ 4,156
2024	\$251 - \$500	14.7%	13	\$ 4,796
2024	\$500+	9.7%	8	\$ 6,329

2025

2025	<\$50	18.7%	16	\$ 393
2025	\$51 - \$100	27.5%	23	\$ 1,733
2025	\$101 - \$250	28.3%	24	\$ 4,160
2025	\$251 - \$500	15.4%	13	\$ 4,851
2025	\$500+	10.1%	8	\$ 6,363

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.

[Back to Top](#)

Gifts & Favors - Welcome Bags for Guests

Item Totals

Location: Limestone TX - (County)

Category: Gifts & Favors

Item: Welcome Bags for Guests - These are presents for individuals who had a special role in the wedding but were not in the wedding party such as ceremony readers or ushers.

33 - 21%		\$447		\$318	
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%	\$421	\$318	\$13,304
2025	33	21%	\$447	\$318	\$14,644
2026	32	21%	\$467	\$0	\$15,103
2027	32	21%	\$481	\$0	\$15,253
2028	31	21%	\$491	\$0	\$15,363

Note About Data

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[Back to Top](#)

Spending Ranges

Location: Limestone TX - (County)

Category: Gifts & Favors

Item: Welcome Bags for Guests

33		\$447	\$318	
2025 Weddings		2025 Avg Spend	2025 Median Spend	
Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$250	46.2%	15	\$ 1,848
2024	\$251 - \$650	27.3%	9	\$ 3,931
2024	\$651 - \$1100	15.3%	5	\$ 4,289
2024	\$1101 - \$1500	8.7%	3	\$ 3,619
2024	\$1500+	2.5%	1	\$ 1,800
2025				
2025	<\$250	45.3%	15	\$ 1,869
2025	\$251 - \$650	27.6%	9	\$ 4,099
2025	\$651 - \$1100	15.6%	5	\$ 4,510
2025	\$1101 - \$1500	8.9%	3	\$ 3,818
2025	\$1500+	2.6%	1	\$ 1,931

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.

[Back to Top](#)

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/