

# Invitations 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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# Invitations - Accommodation Cards

# Item Totals

Location: Limestone TX - (County)

Category: Invitations

Item: Accommodation Cards - An insert that provides out-of-town guests with information on nearby hotels often including details about special group rates.

58 - 37%		\$87		\$63	
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	58	37%	\$86	\$61	\$5,028
2025	58	37%	\$87	\$63	\$5,022
2026	57	37%	\$89	\$0	\$5,071
2027	57	38%	\$89	\$0	\$5,107
2028	57	38%	\$89	\$0	\$5,039

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# Spending Ranges

Location: Limestone TX - (County)

Category: Invitations

Item: Accommodation Cards

58		\$87	\$63	
2025 Weddings		2025 Avg Spend	2025 Median Spend	
Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$25	34.3%	20	\$ 239
2024	\$26 - \$100	32.8%	19	\$ 1,199
2024	\$101 - \$200	16.5%	10	\$ 1,436
2024	\$201 - \$250	11.2%	6	\$ 1,468
2024	\$250+	5.2%	3	\$ 1,131
2025				
2025	<\$25	34.3%	20	\$ 239
2025	\$26 - \$100	32.6%	19	\$ 1,191
2025	\$101 - \$200	16.6%	10	\$ 1,444
2025	\$201 - \$250	11.3%	7	\$ 1,481
2025	\$250+	5.3%	3	\$ 1,153

**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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# Invitations - Ceremony Programs



## Item Totals

Location: Limestone TX - (County)

Category: Invitations

Item: Ceremony Programs - A handout that outlines the order of events for the ceremony and reception and may introduce the wedding party.

69 - 44%

\$131

\$105

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	89	50%	\$112	\$0	\$9,912
2009	91	53%	\$84	\$0	\$7,657
2010	95	53%	\$100	\$0	\$9,487
2011	95	53%	\$90	\$0	\$8,586
2012	99	53%	\$90	\$0	\$8,920
2013	96	53%	\$95	\$0	\$9,113
2014	98	55%	\$106	\$0	\$10,436
2015	105	55%	\$111	\$0	\$11,600
2016	102	54%	\$116	\$0	\$11,776
2017	103	54%	\$117	\$0	\$12,067
2018	69	42%	\$117	\$0	\$8,108
2019	55	42%	\$118	\$98	\$6,542
2020	60	42%	\$66	\$54	\$3,964
2021	57	36%	\$128	\$106	\$7,281
2022	58	37%	\$112	\$95	\$6,548
2023	50	31%	\$125	\$100	\$6,278
2024	62	39%	\$131	\$109	\$8,072
2025	69	44%	\$131	\$105	\$8,992
2026	69	45%	\$132	\$0	\$9,148

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2027	68	45%	\$132	\$0	\$8,969
2028	67	45%	\$132	\$0	\$8,851

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# Spending Ranges

Location: Limestone TX - (County)

Category: Invitations

Item: Ceremony Programs

69

\$131

\$105

2025 Weddings

2025 Avg Spend

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<b>2019</b>				
2019	<\$50	11.1%	6	\$ 153
2019	\$51 - \$100	40.9%	22	\$ 1,687
2019	\$101 - \$250	27.2%	15	\$ 2,618
2019	\$251 - \$500	11.4%	6	\$ 2,351
2019	\$500+	9.4%	5	\$ 3,878
<b>2020</b>				
2020	<\$50	48.0%	29	\$ 720
2020	\$51 - \$100	24.6%	15	\$ 1,107
2020	\$101 - \$250	15.8%	9	\$ 1,659
2020	\$251 - \$500	6.4%	4	\$ 1,440
2020	\$500+	5.3%	3	\$ 2,385
<b>2021</b>				
2021	<\$50	7.7%	4	\$ 110
2021	\$51 - \$100	42.2%	24	\$ 1,804
2021	\$101 - \$250	28.3%	16	\$ 2,823
2021	\$251 - \$500	12.0%	7	\$ 2,565
2021	\$500+	9.9%	6	\$ 4,232
<b>2022</b>				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$50	13.5%	8	\$ 196
2022	\$51 - \$100	39.9%	23	\$ 1,736
2022	\$101 - \$250	26.4%	15	\$ 2,680
2022	\$251 - \$500	11.1%	6	\$ 2,414
2022	\$500+	9.1%	5	\$ 3,958

## 2023

2023	<\$50	8.8%	4	\$ 110
2023	\$51 - \$100	41.8%	21	\$ 1,568
2023	\$101 - \$250	27.9%	14	\$ 2,441
2023	\$251 - \$500	11.8%	6	\$ 2,213
2023	\$500+	9.8%	5	\$ 3,675

## 2024

2024	<\$50	7.1%	4	\$ 110
2024	\$51 - \$100	42.4%	26	\$ 1,972
2024	\$101 - \$250	28.4%	18	\$ 3,081
2024	\$251 - \$500	12.1%	8	\$ 2,813
2024	\$500+	10.0%	6	\$ 4,650

## 2025

2025	<\$50	7.1%	5	\$ 122
2025	\$51 - \$100	42.4%	29	\$ 2,194
2025	\$101 - \$250	28.4%	20	\$ 3,429
2025	\$251 - \$500	12.1%	8	\$ 3,131
2025	\$500+	10.0%	7	\$ 5,175

**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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# Invitations - Engagement Announcements

# Item Totals

Location: Limestone TX - (County)

Category: Invitations

Item: Engagement Announcements - A card sent to friends and family to formally share the news of the couples engagement.

16 - 10%

\$118

\$116

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	42	24%	\$141	\$0	\$5,990
2009	41	24%	\$127	\$0	\$5,243
2010	43	24%	\$137	\$0	\$5,886
2011	52	29%	\$88	\$0	\$4,594
2012	54	29%	\$87	\$0	\$4,718
2013	54	30%	\$87	\$0	\$4,724
2014	59	33%	\$95	\$0	\$5,612
2015	63	33%	\$96	\$0	\$6,019
2016	62	33%	\$98	\$0	\$6,080
2017	63	33%	\$100	\$0	\$6,303
2018	43	26%	\$100	\$0	\$4,290
2019	34	26%	\$102	\$100	\$3,501
2020	20	14%	\$58	\$61	\$1,161
2021	22	14%	\$122	\$122	\$2,699
2022	24	15%	\$98	\$95	\$2,323
2023	16	10%	\$111	\$100	\$1,798
2024	16	10%	\$116	\$116	\$1,833
2025	16	10%	\$118	\$116	\$1,841
2026	15	10%	\$119	\$0	\$1,833

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2027	15	10%	\$121	\$0	\$1,827
2028	15	10%	\$121	\$0	\$1,803

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# Spending Ranges

Location: Limestone TX - (County)

Category: Invitations

Item: Engagement Announcements

16

\$118

\$116

2025 Weddings

2025 Avg Spend

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<b>2019</b>				
2019	<\$50	13.1%	4	\$ 111
2019	\$51 - \$100	36.8%	13	\$ 938
2019	\$101 - \$250	27.5%	9	\$ 1,636
2019	\$251 - \$500	14.3%	5	\$ 1,823
2019	\$500+	8.3%	3	\$ 2,117
<b>2020</b>				
2020	<\$50	44.9%	9	\$ 225
2020	\$51 - \$100	24.1%	5	\$ 362
2020	\$101 - \$250	17.4%	3	\$ 609
2020	\$251 - \$500	8.7%	2	\$ 652
2020	\$500+	5.0%	1	\$ 750
<b>2021</b>				
2021	<\$50	6.4%	1	\$ 35
2021	\$51 - \$100	39.1%	9	\$ 645
2021	\$101 - \$250	29.6%	7	\$ 1,140
2021	\$251 - \$500	15.7%	3	\$ 1,295
2021	\$500+	9.2%	2	\$ 1,518
<b>2022</b>				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$50	14.9%	4	\$ 89
2022	\$51 - \$100	36.2%	9	\$ 652
2022	\$101 - \$250	26.9%	6	\$ 1,130
2022	\$251 - \$500	13.9%	3	\$ 1,251
2022	\$500+	8.1%	2	\$ 1,458

## 2023

2023	<\$50	9.7%	2	\$ 39
2023	\$51 - \$100	38.0%	6	\$ 456
2023	\$101 - \$250	28.6%	5	\$ 801
2023	\$251 - \$500	15.0%	2	\$ 900
2023	\$500+	8.7%	1	\$ 1,044

## 2024

2024	<\$50	7.9%	1	\$ 32
2024	\$51 - \$100	38.6%	6	\$ 463
2024	\$101 - \$250	29.1%	5	\$ 815
2024	\$251 - \$500	15.3%	2	\$ 918
2024	\$500+	8.9%	1	\$ 1,068

## 2025

2025	<\$50	7.4%	1	\$ 30
2025	\$51 - \$100	38.8%	6	\$ 466
2025	\$101 - \$250	29.3%	5	\$ 820
2025	\$251 - \$500	15.5%	2	\$ 930
2025	\$500+	9.0%	1	\$ 1,080

**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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# Invitations - Guest Book

# Item Totals

Location: Limestone TX - (County)

Category: Invitations

Item: Guest Book - A book or keepsake item where attendees can write messages of congratulations and well wishes for the couple.

94 - 60%		\$61		\$36	
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	117	66%	\$51	\$0	\$5,958
2009	108	63%	\$52	\$0	\$5,635
2010	120	67%	\$54	\$0	\$6,476
2011	113	63%	\$50	\$0	\$5,670
2012	118	63%	\$50	\$0	\$5,891
2013	114	63%	\$49	\$0	\$5,587
2014	116	65%	\$54	\$0	\$6,283
2015	124	65%	\$54	\$0	\$6,669
2016	122	65%	\$56	\$0	\$6,843
2017	124	65%	\$56	\$0	\$6,952
2018	99	60%	\$56	\$0	\$5,544
2019	79	60%	\$56	\$37	\$4,435
2020	86	60%	\$32	\$37	\$2,746
2021	93	59%	\$53	\$37	\$4,941
2022	87	55%	\$53	\$37	\$4,606
2023	92	57%	\$58	\$36	\$5,356
2024	95	60%	\$61	\$36	\$5,783
2025	94	60%	\$61	\$36	\$5,710
2026	92	60%	\$61	\$0	\$5,636

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2027	91	60%	\$61	\$0	\$5,527
2028	91	61%	\$61	\$0	\$5,544

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# Spending Ranges

Location: Limestone TX - (County)

Category: Invitations

Item: Guest Book

94

2025 Weddings

\$61

2025 Avg Spend

\$36

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<b>2019</b>				
2019	<\$50	68.9%	54	\$ 1,361
2019	\$51 - \$100	21.1%	17	\$ 1,250
2019	\$101 - \$250	6.6%	5	\$ 912
2019	\$251 - \$500	1.5%	1	\$ 444
2019	\$500+	1.9%	2	\$ 1,126
<b>2020</b>				
2020	<\$50	68.9%	59	\$ 1,481
2020	\$51 - \$100	21.1%	18	\$ 1,361
2020	\$101 - \$250	6.6%	6	\$ 993
2020	\$251 - \$500	1.5%	1	\$ 484
2020	\$500+	1.9%	2	\$ 1,226
<b>2021</b>				
2021	<\$50	68.9%	64	\$ 1,602
2021	\$51 - \$100	21.1%	20	\$ 1,472
2021	\$101 - \$250	6.6%	6	\$ 1,074
2021	\$251 - \$500	1.5%	1	\$ 523
2021	\$500+	1.9%	2	\$ 1,325
<b>2022</b>				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$50	68.9%	60	\$ 1,499
2022	\$51 - \$100	21.1%	18	\$ 1,377
2022	\$101 - \$250	6.6%	6	\$ 1,005
2022	\$251 - \$500	1.5%	1	\$ 489
2022	\$500+	1.9%	2	\$ 1,240

## 2023

2023	<\$50	68.9%	63	\$ 1,585
2023	\$51 - \$100	21.1%	19	\$ 1,456
2023	\$101 - \$250	6.6%	6	\$ 1,063
2023	\$251 - \$500	1.5%	1	\$ 518
2023	\$500+	1.9%	2	\$ 1,311

## 2024

2024	<\$50	68.9%	65	\$ 1,636
2024	\$51 - \$100	21.1%	20	\$ 1,503
2024	\$101 - \$250	6.6%	6	\$ 1,097
2024	\$251 - \$500	1.5%	1	\$ 534
2024	\$500+	1.9%	2	\$ 1,354

## 2025

2025	<\$50	68.9%	65	\$ 1,619
2025	\$51 - \$100	21.1%	20	\$ 1,488
2025	\$101 - \$250	6.6%	6	\$ 1,086
2025	\$251 - \$500	1.5%	1	\$ 529
2025	\$500+	1.9%	2	\$ 1,340

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# Invitations - Invitations and Reply Cards

# Item Totals

Location: Limestone TX - (County)

Category: Invitations

Item: Invitations and Reply Cards - The formal invitation requests the guests presence while the reply card allows them to RSVP with their attendance and meal choices.

103 - 66%

\$205

\$148

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	126	71%	\$256	\$0	\$32,172
2009	122	71%	\$213	\$0	\$26,012
2010	129	72%	\$232	\$0	\$29,900
2011	130	72%	\$211	\$0	\$27,346
2012	135	72%	\$209	\$0	\$28,140
2013	130	72%	\$205	\$0	\$26,716
2014	129	72%	\$211	\$0	\$27,194
2015	139	73%	\$209	\$0	\$28,988
2016	137	73%	\$206	\$0	\$28,271
2017	139	73%	\$206	\$0	\$28,723
2018	117	71%	\$203	\$0	\$23,781
2019	94	71%	\$203	\$146	\$19,025
2020	102	71%	\$114	\$87	\$11,574
2021	111	70%	\$171	\$134	\$18,913
2022	103	65%	\$185	\$141	\$19,000
2023	107	66%	\$191	\$142	\$20,422
2024	106	67%	\$194	\$144	\$20,537
2025	103	66%	\$205	\$148	\$21,107

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2026	102	66%	\$214	\$0	\$21,751
2027	100	66%	\$220	\$0	\$21,925
2028	98	66%	\$224	\$0	\$22,028

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# Spending Ranges

Location: Limestone TX - (County)

Category: Invitations

Item: Invitations and Reply Cards

103

\$205

\$148

2025 Weddings

2025 Avg Spend

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<b>2019</b>				
2019	<\$50	5.9%	6	\$ 139
2019	\$51 - \$100	34.1%	32	\$ 2,404
2019	\$101 - \$250	31.8%	30	\$ 5,231
2019	\$251 - \$500	18.2%	17	\$ 6,416
2019	\$500+	10.1%	9	\$ 7,121
<b>2020</b>				
2020	<\$50	30.4%	31	\$ 775
2020	\$51 - \$100	26.1%	27	\$ 1,997
2020	\$101 - \$250	24.0%	24	\$ 4,284
2020	\$251 - \$500	12.7%	13	\$ 4,858
2020	\$500+	6.8%	7	\$ 5,202
<b>2021</b>				
2021	<\$50	11.1%	12	\$ 308
2021	\$51 - \$100	32.6%	36	\$ 2,714
2021	\$101 - \$250	30.2%	34	\$ 5,866
2021	\$251 - \$500	16.8%	19	\$ 6,993
2021	\$500+	9.2%	10	\$ 7,659
<b>2022</b>				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$50	8.4%	9	\$ 216
2022	\$51 - \$100	33.4%	34	\$ 2,580
2022	\$101 - \$250	31.1%	32	\$ 5,606
2022	\$251 - \$500	17.5%	18	\$ 6,759
2022	\$500+	9.6%	10	\$ 7,416

## 2023

2023	<\$50	7.6%	8	\$ 203
2023	\$51 - \$100	33.6%	36	\$ 2,696
2023	\$101 - \$250	31.3%	33	\$ 5,861
2023	\$251 - \$500	17.7%	19	\$ 7,102
2023	\$500+	9.8%	10	\$ 7,865

## 2024

2024	<\$50	7.0%	7	\$ 186
2024	\$51 - \$100	33.8%	36	\$ 2,687
2024	\$101 - \$250	31.5%	33	\$ 5,843
2024	\$251 - \$500	17.9%	19	\$ 7,115
2024	\$500+	9.9%	10	\$ 7,871

## 2025

2025	<\$50	5.5%	6	\$ 142
2025	\$51 - \$100	34.2%	35	\$ 2,642
2025	\$101 - \$250	31.9%	33	\$ 5,750
2025	\$251 - \$500	18.3%	19	\$ 7,068
2025	\$500+	10.1%	10	\$ 7,802

**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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# Invitations - Map and Direction Insert Cards



# Item Totals

Location: Limestone TX - (County)

Category: Invitations

Item: Map and Direction Insert Cards - An enclosure that provides guests with a map and written instructions to the ceremony and reception venues.

58 - 37%		\$99		\$70	
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	58	37%	\$98	\$70	\$5,729
2025	58	37%	\$99	\$70	\$5,714
2026	57	37%	\$101	\$0	\$5,755
2027	57	38%	\$102	\$0	\$5,853
2028	57	38%	\$103	\$0	\$5,832

## Note About Data

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# Spending Ranges

Location: Limestone TX - (County)

Category: Invitations

Item: Map and Direction Insert Cards

58		\$99	\$70	
2025 Weddings		2025 Avg Spend	2025 Median Spend	
Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$25	32.8%	19	\$ 228
2024	\$26 - \$100	29.4%	17	\$ 1,074
2024	\$101 - \$200	17.4%	10	\$ 1,514
2024	\$201 - \$250	13.0%	8	\$ 1,704
2024	\$250+	7.4%	4	\$ 1,610
2025				
2025	<\$25	32.8%	19	\$ 228
2025	\$26 - \$100	29.2%	17	\$ 1,067
2025	\$101 - \$200	17.5%	10	\$ 1,522
2025	\$201 - \$250	13.1%	8	\$ 1,717
2025	\$250+	7.4%	4	\$ 1,610

**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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## Invitations - Postage

# Item Totals

Location: Limestone TX - (County)

Category: Invitations

Item: Postage - The cost of the stamps required to mail the invitations.

103 - 66%

\$96

\$82

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	126	71%	\$77	\$0	\$9,677
2009	122	71%	\$73	\$0	\$8,915
2010	127	71%	\$77	\$0	\$9,786
2011	128	71%	\$91	\$0	\$11,630
2012	135	72%	\$91	\$0	\$12,252
2013	130	72%	\$92	\$0	\$11,989
2014	129	72%	\$98	\$0	\$12,630
2015	139	73%	\$97	\$0	\$13,454
2016	137	73%	\$96	\$0	\$13,175
2017	139	73%	\$96	\$0	\$13,385
2018	111	67%	\$96	\$0	\$10,613
2019	88	67%	\$96	\$82	\$8,490
2020	96	67%	\$54	\$53	\$5,174
2021	104	66%	\$75	\$71	\$7,821
2022	104	66%	\$88	\$78	\$9,177
2023	107	66%	\$92	\$80	\$9,837
2024	104	66%	\$95	\$82	\$9,907
2025	103	66%	\$96	\$82	\$9,884
2026	102	66%	\$96	\$0	\$9,757
2027	100	66%	\$97	\$0	\$9,667

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2028	98	66%	\$98	\$0	\$9,637

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# Spending Ranges

Location: Limestone TX - (County)

Category: Invitations

Item: Postage

103

2025 Weddings

\$96

2025 Avg Spend

\$82

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<b>2019</b>				
2019	<\$50	21.6%	19	\$ 475
2019	\$51 - \$100	45.3%	40	\$ 2,990
2019	\$101 - \$250	25.0%	22	\$ 3,850
2019	\$251 - \$500	5.2%	5	\$ 1,716
2019	\$500+	2.9%	3	\$ 1,914
<b>2020</b>				
2020	<\$50	49.4%	47	\$ 1,186
2020	\$51 - \$100	30.7%	29	\$ 2,210
2020	\$101 - \$250	15.3%	15	\$ 2,570
2020	\$251 - \$500	3.0%	3	\$ 1,080
2020	\$500+	1.6%	2	\$ 1,152
<b>2021</b>				
2021	<\$50	33.8%	35	\$ 879
2021	\$51 - \$100	39.2%	41	\$ 3,058
2021	\$101 - \$250	20.5%	21	\$ 3,731
2021	\$251 - \$500	4.2%	4	\$ 1,638
2021	\$500+	2.3%	2	\$ 1,794
<b>2022</b>				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$50	25.8%	27	\$ 671
2022	\$51 - \$100	43.3%	45	\$ 3,377
2022	\$101 - \$250	23.4%	24	\$ 4,259
2022	\$251 - \$500	4.9%	5	\$ 1,911
2022	\$500+	2.7%	3	\$ 2,106

## 2023

2023	<\$50	23.6%	25	\$ 631
2023	\$51 - \$100	44.3%	47	\$ 3,555
2023	\$101 - \$250	24.2%	26	\$ 4,531
2023	\$251 - \$500	5.1%	5	\$ 2,046
2023	\$500+	2.8%	3	\$ 2,247

## 2024

2024	<\$50	21.6%	22	\$ 562
2024	\$51 - \$100	45.3%	47	\$ 3,533
2024	\$101 - \$250	25.0%	26	\$ 4,550
2024	\$251 - \$500	5.2%	5	\$ 2,028
2024	\$500+	2.9%	3	\$ 2,262

## 2025

2025	<\$50	21.6%	22	\$ 556
2025	\$51 - \$100	45.3%	47	\$ 3,499
2025	\$101 - \$250	25.0%	26	\$ 4,506
2025	\$251 - \$500	5.2%	5	\$ 2,009
2025	\$500+	2.9%	3	\$ 2,240

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# Invitations - Reception Menus

# Item Totals

Location: Limestone TX - (County)

Category: Invitations

Item: Reception Menus - Cards placed on reception tables that inform guests of the food and drink selections to be served.

16 - 10%		\$127		\$93	
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	48	27%	\$124	\$0	\$5,926
2009	46	27%	\$78	\$0	\$3,622
2010	59	33%	\$108	\$0	\$6,380
2011	61	34%	\$95	\$0	\$5,814
2012	64	34%	\$94	\$0	\$5,977
2013	62	34%	\$92	\$0	\$5,662
2014	66	37%	\$107	\$0	\$7,087
2015	70	37%	\$114	\$0	\$8,014
2016	70	37%	\$114	\$0	\$7,930
2017	69	36%	\$114	\$0	\$7,839
2018	41	25%	\$114	\$0	\$4,703
2019	32	24%	\$115	\$88	\$3,643
2020	36	25%	\$64	\$43	\$2,288
2021	35	22%	\$131	\$92	\$4,554
2022	36	23%	\$110	\$85	\$3,997
2023	19	12%	\$123	\$88	\$2,391
2024	16	10%	\$127	\$93	\$2,007
2025	16	10%	\$127	\$93	\$1,981
2026	15	10%	\$128	\$0	\$1,971

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2027	15	10%	\$129	\$0	\$1,948
2028	15	10%	\$129	\$0	\$1,922

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# Spending Ranges

Location: Limestone TX - (County)

Category: Invitations

Item: Reception Menus

16

2025 Weddings

\$127

2025 Avg Spend

\$93

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<b>2019</b>				
2019	<\$50	18.8%	6	\$ 150
2019	\$51 - \$100	42.3%	14	\$ 1,015
2019	\$101 - \$250	17.5%	6	\$ 980
2019	\$251 - \$500	10.4%	3	\$ 1,248
2019	\$500+	11.0%	4	\$ 2,640
<b>2020</b>				
2020	<\$50	57.8%	21	\$ 520
2020	\$51 - \$100	22.5%	8	\$ 608
2020	\$101 - \$250	8.9%	3	\$ 561
2020	\$251 - \$500	5.2%	2	\$ 702
2020	\$500+	5.5%	2	\$ 1,485
<b>2021</b>				
2021	<\$50	11.8%	4	\$ 103
2021	\$51 - \$100	45.6%	16	\$ 1,197
2021	\$101 - \$250	19.1%	7	\$ 1,170
2021	\$251 - \$500	11.4%	4	\$ 1,496
2021	\$500+	12.1%	4	\$ 3,176
<b>2022</b>				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$50	22.1%	8	\$ 199
2022	\$51 - \$100	40.7%	15	\$ 1,099
2022	\$101 - \$250	16.7%	6	\$ 1,052
2022	\$251 - \$500	9.9%	4	\$ 1,337
2022	\$500+	10.5%	4	\$ 2,835

## 2023

2023	<\$50	15.4%	3	\$ 73
2023	\$51 - \$100	43.9%	8	\$ 626
2023	\$101 - \$250	18.3%	3	\$ 608
2023	\$251 - \$500	10.9%	2	\$ 777
2023	\$500+	11.5%	2	\$ 1,639

## 2024

2024	<\$50	13.3%	2	\$ 53
2024	\$51 - \$100	44.9%	7	\$ 539
2024	\$101 - \$250	18.8%	3	\$ 526
2024	\$251 - \$500	11.2%	2	\$ 672
2024	\$500+	11.9%	2	\$ 1,428

## 2025

2025	<\$50	12.9%	2	\$ 52
2025	\$51 - \$100	45.1%	7	\$ 541
2025	\$101 - \$250	18.9%	3	\$ 529
2025	\$251 - \$500	11.3%	2	\$ 678
2025	\$500+	11.9%	2	\$ 1,428

**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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# Invitations - Rsvp Tracking Services

# Item Totals

Location: Limestone TX - (County)

Category: Invitations

Item: Rsvp Tracking Services - Digital services or platforms that collect and organize guest responses online often through a wedding website.

27 - 17%		\$41		\$31	
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	25	16%	\$41	\$32	\$1,036
2025	27	17%	\$41	\$31	\$1,087
2026	26	17%	\$42	\$0	\$1,100
2027	26	17%	\$42	\$0	\$1,078
2028	25	17%	\$43	\$0	\$1,089

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# Spending Ranges

Location: Limestone TX - (County)

Category: Invitations

Item: Rsvp Tracking Services

2025 Weddings		2025 Avg Spend	2025 Median Spend	
Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$20	35.9%	9	\$ 90
2024	\$21 - \$50	35.9%	9	\$ 323
2024	\$51 - \$100	16.6%	4	\$ 315
2024	\$101 - \$150	8.9%	2	\$ 280
2024	\$150+	2.6%	1	\$ 146
2025				
2025	<\$20	35.9%	10	\$ 97
2025	\$21 - \$50	35.9%	10	\$ 349
2025	\$51 - \$100	16.6%	4	\$ 341
2025	\$101 - \$150	8.9%	2	\$ 303
2025	\$150+	2.6%	1	\$ 158

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# Invitations - Save The Date Cards

## Item Totals

Location: Limestone TX - (County)

Category: Invitations

Item: Save The Date Cards - A preliminary notice sent months in advance to inform guests of the wedding date and location so they can make travel arrangements.

75 - 48%

\$116

\$95

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	65	37%	\$103	\$0	\$6,745
2009	76	44%	\$96	\$0	\$7,265
2010	91	51%	\$114	\$0	\$10,407
2011	88	49%	\$96	\$0	\$8,467
2012	92	49%	\$96	\$0	\$8,796
2013	91	50%	\$97	\$0	\$8,779
2014	93	52%	\$102	\$0	\$9,494
2015	101	53%	\$103	\$0	\$10,372
2016	100	53%	\$102	\$0	\$10,163
2017	101	53%	\$102	\$0	\$10,325
2018	78	47%	\$102	\$0	\$7,910
2019	62	47%	\$102	\$91	\$6,328
2020	69	48%	\$58	\$60	\$3,981
2021	71	45%	\$120	\$95	\$8,532
2022	65	41%	\$100	\$90	\$6,478
2023	66	41%	\$112	\$92	\$7,439
2024	74	47%	\$116	\$94	\$8,614
2025	75	48%	\$116	\$95	\$8,686
2026	75	49%	\$117	\$0	\$8,829

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2027	74	49%	\$118	\$0	\$8,731
2028	73	49%	\$118	\$0	\$8,615

## Note About Data

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# Spending Ranges

Location: Limestone TX - (County)

Category: Invitations

Item: Save The Date Cards

75

2025 Weddings

\$116

2025 Avg Spend

\$95

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<b>2019</b>				
2019	<\$50	13.5%	8	\$ 209
2019	\$51 - \$100	45.0%	28	\$ 2,093
2019	\$101 - \$250	28.2%	17	\$ 3,060
2019	\$251 - \$500	9.2%	6	\$ 2,139
2019	\$500+	4.2%	3	\$ 1,953
<b>2020</b>				
2020	<\$50	44.4%	31	\$ 766
2020	\$51 - \$100	30.1%	21	\$ 1,558
2020	\$101 - \$250	17.6%	12	\$ 2,125
2020	\$251 - \$500	5.4%	4	\$ 1,397
2020	\$500+	2.5%	2	\$ 1,294
<b>2021</b>				
2021	<\$50	7.6%	5	\$ 135
2021	\$51 - \$100	47.2%	34	\$ 2,513
2021	\$101 - \$250	30.4%	22	\$ 3,777
2021	\$251 - \$500	10.2%	7	\$ 2,716
2021	\$500+	4.7%	3	\$ 2,503
<b>2022</b>				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$50	14.7%	10	\$ 239
2022	\$51 - \$100	44.4%	29	\$ 2,165
2022	\$101 - \$250	27.7%	18	\$ 3,151
2022	\$251 - \$500	9.0%	6	\$ 2,194
2022	\$500+	4.1%	3	\$ 1,999

## 2023

2023	<\$50	10.1%	7	\$ 167
2023	\$51 - \$100	46.3%	31	\$ 2,292
2023	\$101 - \$250	29.4%	19	\$ 3,396
2023	\$251 - \$500	9.7%	6	\$ 2,401
2023	\$500+	4.5%	3	\$ 2,228

## 2024

2024	<\$50	8.6%	6	\$ 159
2024	\$51 - \$100	46.8%	35	\$ 2,597
2024	\$101 - \$250	30.0%	22	\$ 3,885
2024	\$251 - \$500	10.0%	7	\$ 2,775
2024	\$500+	4.6%	3	\$ 2,553

## 2025

2025	<\$50	8.6%	6	\$ 161
2025	\$51 - \$100	46.8%	35	\$ 2,633
2025	\$101 - \$250	30.0%	23	\$ 3,938
2025	\$251 - \$500	10.0%	8	\$ 2,813
2025	\$500+	4.6%	3	\$ 2,588

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# Invitations - Table Name and Escort/Place Cards



## Item Totals

Location: Limestone TX - (County)

Category: Invitations

Item: Table Name and Escort/Place Cards - Escort or place cards that direct guests to their assigned table and specific seat at the reception.

67 - 43%

\$89

\$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	89	50%	\$87	\$0	\$7,700
2009	77	45%	\$60	\$0	\$4,644
2010	90	50%	\$76	\$0	\$6,802
2011	81	45%	\$65	\$0	\$5,265
2012	84	45%	\$64	\$0	\$5,386
2013	83	46%	\$70	\$0	\$5,828
2014	88	49%	\$76	\$0	\$6,666
2015	93	49%	\$76	\$0	\$7,076
2016	90	48%	\$77	\$0	\$6,948
2017	92	48%	\$78	\$0	\$7,151
2018	64	39%	\$77	\$0	\$4,955
2019	51	39%	\$78	\$44	\$4,015
2020	57	40%	\$43	\$41	\$2,460
2021	57	36%	\$87	\$45	\$4,949
2022	54	34%	\$75	\$44	\$4,029
2023	55	34%	\$84	\$44	\$4,627
2024	65	41%	\$88	\$46	\$5,701
2025	67	43%	\$89	\$45	\$5,970
2026	69	45%	\$90	\$0	\$6,237

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2027	68	45%	\$91	\$0	\$6,183
2028	67	45%	\$91	\$0	\$6,102

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# Spending Ranges

Location: Limestone TX - (County)

Category: Invitations

Item: Table Name and Escort/Place Cards

67

2025 Weddings

\$89

2025 Avg Spend

\$45

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<b>2019</b>				
2019	<\$50	57.2%	29	\$ 729
2019	\$51 - \$100	26.5%	14	\$ 1,014
2019	\$101 - \$250	9.6%	5	\$ 857
2019	\$251 - \$500	3.7%	2	\$ 708
2019	\$500+	2.9%	1	\$ 1,109
<b>2020</b>				
2020	<\$50	61.2%	35	\$ 872
2020	\$51 - \$100	24.5%	14	\$ 1,047
2020	\$101 - \$250	8.5%	5	\$ 848
2020	\$251 - \$500	3.2%	2	\$ 684
2020	\$500+	2.5%	1	\$ 1,069
<b>2021</b>				
2021	<\$50	56.2%	32	\$ 801
2021	\$51 - \$100	27.0%	15	\$ 1,154
2021	\$101 - \$250	9.9%	6	\$ 988
2021	\$251 - \$500	3.9%	2	\$ 834
2021	\$500+	3.0%	2	\$ 1,283
<b>2022</b>				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$50	57.6%	31	\$ 778
2022	\$51 - \$100	26.4%	14	\$ 1,069
2022	\$101 - \$250	9.5%	5	\$ 898
2022	\$251 - \$500	3.7%	2	\$ 749
2022	\$500+	2.9%	2	\$ 1,175

## 2023

2023	<\$50	56.5%	31	\$ 777
2023	\$51 - \$100	26.9%	15	\$ 1,110
2023	\$101 - \$250	9.8%	5	\$ 943
2023	\$251 - \$500	3.8%	2	\$ 784
2023	\$500+	3.0%	2	\$ 1,238

## 2024

2024	<\$50	56.0%	36	\$ 910
2024	\$51 - \$100	27.1%	18	\$ 1,321
2024	\$101 - \$250	10.0%	7	\$ 1,138
2024	\$251 - \$500	3.9%	3	\$ 951
2024	\$500+	3.0%	2	\$ 1,463

## 2025

2025	<\$50	55.9%	37	\$ 936
2025	\$51 - \$100	27.2%	18	\$ 1,367
2025	\$101 - \$250	10.0%	7	\$ 1,173
2025	\$251 - \$500	3.9%	3	\$ 980
2025	\$500+	3.1%	2	\$ 1,558

**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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# Invitations - Thank You Cards

## Item Totals

Location: Limestone TX - (County)

Category: Invitations

Item: Thank You Cards - A note sent to guests after the wedding to express gratitude for their attendance and gifts.

100 - 64%

\$93

\$52

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%	\$70	\$0	\$7,682
2009	119	69%	\$70	\$0	\$8,308
2010	125	70%	\$86	\$0	\$10,776
2011	121	67%	\$77	\$0	\$9,286
2012	125	67%	\$76	\$0	\$9,522
2013	121	67%	\$76	\$0	\$9,217
2014	122	68%	\$81	\$0	\$9,859
2015	131	69%	\$82	\$0	\$10,750
2016	130	69%	\$82	\$0	\$10,637
2017	132	69%	\$82	\$0	\$10,807
2018	104	63%	\$82	\$0	\$8,524
2019	83	63%	\$82	\$49	\$6,819
2020	90	63%	\$46	\$47	\$4,144
2021	100	63%	\$88	\$49	\$8,760
2022	100	63%	\$80	\$49	\$7,963
2023	104	64%	\$88	\$50	\$9,124
2024	103	65%	\$92	\$50	\$9,448
2025	100	64%	\$93	\$52	\$9,285
2026	99	64%	\$94	\$0	\$9,265

Year	Number of Weddings	Demand %	Average Spending per Wedding	Median Spending per Wedding	Total Sales
2027	97	64%	\$95	\$0	\$9,181
2028	95	64%	\$95	\$0	\$9,059

## 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: Invitations

Item: Thank You Cards

100

2025 Weddings

\$93

2025 Avg Spend

\$52

2025 Median Spend

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<b>2019</b>				
2019	<\$50	51.0%	42	\$ 1,058
2019	\$51 - \$100	28.3%	23	\$ 1,762
2019	\$101 - \$250	15.2%	13	\$ 2,208
2019	\$251 - \$500	3.9%	3	\$ 1,214
2019	\$500+	1.6%	1	\$ 996
<b>2020</b>				
2020	<\$50	53.4%	48	\$ 1,202
2020	\$51 - \$100	27.4%	25	\$ 1,850
2020	\$101 - \$250	14.2%	13	\$ 2,237
2020	\$251 - \$500	3.6%	3	\$ 1,215
2020	\$500+	1.5%	1	\$ 1,012
<b>2021</b>				
2021	<\$50	50.6%	51	\$ 1,265
2021	\$51 - \$100	28.4%	28	\$ 2,130
2021	\$101 - \$250	15.4%	15	\$ 2,695
2021	\$251 - \$500	4.0%	4	\$ 1,500
2021	\$500+	1.7%	2	\$ 1,275
<b>2022</b>				

Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2022	<\$50	51.1%	51	\$ 1,278
2022	\$51 - \$100	28.2%	28	\$ 2,115
2022	\$101 - \$250	15.1%	15	\$ 2,643
2022	\$251 - \$500	3.9%	4	\$ 1,463
2022	\$500+	1.6%	2	\$ 1,200

## 2023

2023	<\$50	50.6%	53	\$ 1,316
2023	\$51 - \$100	28.4%	30	\$ 2,215
2023	\$101 - \$250	15.4%	16	\$ 2,803
2023	\$251 - \$500	4.0%	4	\$ 1,560
2023	\$500+	1.7%	2	\$ 1,326

## 2024

2024	<\$50	50.3%	52	\$ 1,295
2024	\$51 - \$100	28.5%	29	\$ 2,202
2024	\$101 - \$250	15.5%	16	\$ 2,794
2024	\$251 - \$500	4.0%	4	\$ 1,545
2024	\$500+	1.7%	2	\$ 1,313

## 2025

2025	<\$50	50.3%	50	\$ 1,258
2025	\$51 - \$100	28.6%	29	\$ 2,145
2025	\$101 - \$250	15.5%	16	\$ 2,713
2025	\$251 - \$500	4.0%	4	\$ 1,500
2025	\$500+	1.7%	2	\$ 1,275

**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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# Invitations - Wedding Weekend Itinerary Cards

# Item Totals

Location: Limestone TX - (County)

Category: Invitations

Item: Wedding Weekend Itinerary Cards - A schedule provided to guests that details all planned festivities for a multi-day wedding such as welcome parties and brunches.

39 - 25%		\$149		\$85	
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	40	25%	\$147	\$92	\$5,807
2025	39	25%	\$149	\$85	\$5,811
2026	39	25%	\$152	\$0	\$5,852
2027	38	25%	\$153	\$0	\$5,776
2028	37	25%	\$154	\$0	\$5,737

## 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: Invitations

Item: Wedding Weekend Itinerary Cards

39		\$149	\$85	
2025 Weddings		2025 Avg Spend	2025 Median Spend	
Year	Spending Range	Percent of Weddings	Number of Weddings	Total Sales
2024				
2024	<\$50	42.9%	17	\$ 429
2024	\$51 - \$200	27.0%	11	\$ 1,361
2024	\$201 - \$350	16.4%	7	\$ 1,811
2024	\$351 - \$500	10.1%	4	\$ 1,721
2024	\$500+	3.6%	1	\$ 1,080
2025				
2025	<\$50	42.6%	17	\$ 415
2025	\$51 - \$200	27.2%	11	\$ 1,337
2025	\$201 - \$350	16.5%	6	\$ 1,776
2025	\$351 - \$500	10.2%	4	\$ 1,695
2025	\$500+	3.6%	1	\$ 1,053

**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/)