

Jewelry Wedding Market Report

For: Sample Report

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Products & Services

Includes Number of Weddings (Demand), Average Spending per Wedding, Total Sales, Spending Distribution per Product or Service, and spending by number of guests.

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- Wedding ring/band for HER
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Market Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Market Totals - Market Summary in Sample Report.**

About 72 (23%) of the 314 - 2019 weddings traveled into this area to marry.

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

314

2019 Weddings

\$17,282

2019 Avg Spend

\$9,095

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	346	\$16,122	\$5,578,212
2009	317	\$15,035	\$4,766,095
2010	332	\$17,589	\$5,839,548
2011	316	\$16,466	\$5,203,256
2012	314	\$16,160	\$5,074,240
2013	299	\$16,487	\$4,929,613
2014	320	\$16,987	\$5,435,840
2015	328	\$17,641	\$5,786,248
2016	329	\$17,754	\$5,841,066
2017	315	\$17,605	\$5,545,575
2018	316	\$17,220	\$5,441,520
2019	314	\$17,282	\$5,426,548
2020	312	\$18,129	\$5,656,248
2021	309	\$18,665	\$5,767,485
2022	307	\$19,244	\$5,907,908
2023	305	\$19,817	\$6,044,185

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Jewelry - Bracelet

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Jewelry - Bracelet** in **Sample Report**.

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

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

50

2019 Weddings

\$161

2019 Avg Spend

\$67

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2016	56	\$171	\$9,576
2017	54	\$158	\$8,532
2018	51	\$160	\$8,160
2019	50	\$161	\$8,050
2020	50	\$164	\$8,200
2021	53	\$165	\$8,745
2022	52	\$165	\$8,580
2023	52	\$167	\$8,684

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Jewelry - Bracelet in Sample Report.

NOTE: Sum of the Spending Distribution 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.

50

2019 Weddings

\$161

2019 Avg Spend

\$67

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	72.9%	36	\$ 1,822
\$100 - \$200	11.1%	6	\$ 833
\$201 - \$300	4.5%	2	\$ 563
\$301 - \$400	2.5%	1	\$ 438
\$400+	8.9%	4	\$ 2,670

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Bracelet in Sample Report.

Table

Range	Average Spending
Less than 25	\$120
25-50	\$73
51-100	\$80
101-150	\$91
151-200	\$208
201-300	\$220
More than 300	\$538

Jewelry - Earrings

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Jewelry - Earrings** in **Sample Report**.

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

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

79

2019 Weddings

\$140

2019 Avg Spend

\$65

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2016	92	\$146	\$13,432
2017	88	\$137	\$12,056
2018	79	\$139	\$10,981
2019	79	\$140	\$11,060
2020	81	\$141	\$11,421
2021	83	\$142	\$11,786
2022	86	\$143	\$12,298
2023	85	\$145	\$12,325

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Jewelry - Earrings in Sample Report.

NOTE: Sum of the Spending Distribution 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.

79

2019 Weddings

\$140

2019 Avg Spend

\$65

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	75.2%	59	\$ 2,970
\$100 - \$200	10.5%	8	\$ 1,244
\$201 - \$300	5.1%	4	\$ 1,007
\$301 - \$400	2.5%	2	\$ 691
\$400+	6.7%	5	\$ 3,176

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Earrings in Sample Report.

Table

Range	Average Spending
Less than 25	\$110
25-50	\$67
51-100	\$95
101-150	\$98
151-200	\$155
201-300	\$213
More than 300	\$371

Jewelry - Engagement Ring

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Jewelry - Engagement Ring** in **Sample Report**.

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

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

176

2019 Weddings

\$3,118

2019 Avg Spend

\$1,558

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	176	\$2,982	\$524,832
2009	165	\$2,963	\$488,895
2010	186	\$3,214	\$597,804
2011	171	\$2,964	\$506,844
2012	166	\$2,972	\$493,352
2013	161	\$3,049	\$490,889
2014	173	\$3,073	\$531,629
2015	184	\$3,098	\$570,032
2016	184	\$3,117	\$573,528
2017	176	\$3,096	\$544,896
2018	177	\$3,108	\$550,116
2019	176	\$3,118	\$548,768
2020	181	\$3,167	\$573,227
2021	185	\$3,188	\$589,780
2022	187	\$3,210	\$600,270
2023	192	\$3,223	\$618,816

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Jewelry - Engagement Ring in Sample Report.

NOTE: Sum of the Spending Distribution 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.

176

2019 Weddings

\$3,118

2019 Avg Spend

\$1,558

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$500	26.3%	46	\$ 11,572
\$500 - \$1000	17.1%	30	\$ 22,572
\$1001 - \$2500	18.1%	32	\$ 55,748
\$2501 - \$5000	21.9%	39	\$144,540
\$5000+	16.5%	29	\$217,800

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Engagement Ring in Sample Report.

Table

Range	Average Spending
Less than 25	\$1,801
25-50	\$1,829
51-100	\$2,272
101-150	\$2,799
151-200	\$3,187
201-300	\$3,492
More than 300	\$4,351

Jewelry - Necklace

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Jewelry - Necklace** in **Sample Report**.

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

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

60

2019 Weddings

\$185

2019 Avg Spend

\$73

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2016	69	\$196	\$13,524
2017	66	\$181	\$11,946
2018	60	\$183	\$10,980
2019	60	\$185	\$11,100
2020	62	\$187	\$11,594
2021	65	\$188	\$12,220
2022	64	\$189	\$12,096
2023	67	\$189	\$12,663

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Jewelry - Necklace in Sample Report.

NOTE: Sum of the Spending Distribution 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.

60

2019 Weddings

\$185

2019 Avg Spend

\$73

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	66.9%	40	\$ 2,007
\$100 - \$200	13.1%	8	\$ 1,179
\$201 - \$300	6.7%	4	\$ 1,005
\$301 - \$400	3.2%	2	\$ 672
\$400+	10.2%	6	\$ 3,672

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Necklace in Sample Report.

Table

Range	Average Spending
Less than 25	\$142
25-50	\$87
51-100	\$121
101-150	\$138
151-200	\$189
201-300	\$277
More than 300	\$559

Jewelry - Wedding ring/band for HER

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Jewelry - Wedding ring/band for HER** in **Sample Report**.

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

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

176

2019 Weddings

\$709

2019 Avg Spend

\$393

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	187	\$1,047	\$195,789
2009	181	\$998	\$180,638
2010	183	\$1,043	\$190,869
2011	177	\$624	\$110,448
2012	170	\$673	\$114,410
2013	164	\$658	\$107,912
2014	173	\$660	\$114,180
2015	177	\$704	\$124,608
2016	184	\$719	\$132,296
2017	176	\$712	\$125,312
2018	177	\$711	\$125,847
2019	176	\$709	\$124,784
2020	181	\$707	\$127,967
2021	182	\$706	\$128,492
2022	187	\$707	\$132,209
2023	189	\$711	\$134,379

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Jewelry - Wedding ring/band for HER in Sample Report.

NOTE: Sum of the Spending Distribution 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.

176

2019 Weddings

\$709

2019 Avg Spend

\$393

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	18.5%	33	\$ 1,628
\$100 - \$250	23.6%	42	\$ 7,269
\$251 - \$500	13.7%	24	\$ 9,042
\$501 - \$1000	20.7%	36	\$ 27,324
\$1000+	23.6%	42	\$ 62,304

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding ring/band for HER in Sample Report.

Table

Range	Average Spending
Less than 25	\$466
25-50	\$536
51-100	\$592
101-150	\$687
151-200	\$813
201-300	\$895
More than 300	\$1,204

Jewelry - Wedding ring/band for HIM

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Jewelry - Wedding ring/band for HIM** in **Sample Report**.

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

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

188

2019 Weddings

\$419

2019 Avg Spend

\$222

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	201	\$841	\$169,041
2009	190	\$699	\$132,810
2010	199	\$684	\$136,116
2011	186	\$458	\$85,188
2012	179	\$416	\$74,464
2013	173	\$425	\$73,525
2014	182	\$443	\$80,626
2015	190	\$444	\$84,360
2016	194	\$417	\$80,898
2017	186	\$414	\$77,004
2018	190	\$417	\$79,230
2019	188	\$419	\$78,772
2020	193	\$409	\$78,937
2021	195	\$407	\$79,365
2022	200	\$407	\$81,400
2023	201	\$410	\$82,410

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings and number of weddings that spend within certain ranges for Jewelry - Wedding ring/band for HIM in Sample Report.

NOTE: Sum of the Spending Distribution 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.

188

2019 Weddings

\$419

2019 Avg Spend

\$222

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	22.0%	41	\$ 2,068
\$100 - \$250	34.7%	65	\$ 11,416
\$251 - \$500	17.2%	32	\$ 12,126
\$501 - \$1000	15.6%	29	\$ 21,996
\$1000+	10.5%	20	\$ 29,610

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding ring/band for HIM in Sample Report.

Table

Range	Average Spending
Less than 25	\$268
25-50	\$264
51-100	\$302
101-150	\$328
151-200	\$380
201-300	\$488
More than 300	\$745

Methodology & Use of Data

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

Use of Data details are located at: https://wedding.report/index.cfm/action/home/view/terms_of_service/