

# Photography & Video Wedding Market Report

For: Sample Report

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- Market Summary

## 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.

- Digital or Photo cd/dvd
- Engagement Session
- Photo Booth
- Prints and/or Enlargements
- Wedding album/s or photo book/s
- Wedding Photographer
- Wedding Videographer

# 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.

# Photography & Video - Digital or Photo cd/dvd

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Photography & Video - Digital or Photo cd/dvd 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.

**119**

2019 Weddings

**\$264**

2019 Avg Spend

**\$62**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	118	\$263	\$31,034
2009	108	\$259	\$27,972
2010	113	\$278	\$31,414
2011	142	\$312	\$44,304
2012	138	\$310	\$42,780
2013	135	\$302	\$40,770
2014	147	\$292	\$42,924
2015	161	\$283	\$45,563
2016	158	\$273	\$43,134
2017	151	\$268	\$40,468
2018	120	\$265	\$31,800
2019	119	\$264	\$31,416
2020	122	\$270	\$32,940
2021	124	\$271	\$33,604
2022	126	\$272	\$34,272
2023	128	\$275	\$35,200

## 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 Photography & Video - Digital or Photo cd/dvd 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.

119

2019 Weddings

\$264

2019 Avg Spend

\$62

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	43.0%	51	\$ 1,279
\$50 - \$100	28.0%	33	\$ 2,499
\$101 - \$250	14.0%	17	\$ 2,916
\$251 - \$500	9.6%	11	\$ 4,284
\$500+	5.4%	6	\$ 4,820

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Digital or Photo cd/dvd in Sample Report.

Table

Range	Average Spending
Less than 25	\$92
25-50	\$143
51-100	\$230
101-150	\$223
151-200	\$230
201-300	\$265
More than 300	\$507

# Photography & Video - Engagement Session

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:

### Photography & Video - Engagement Session 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.

113

2019 Weddings

\$363

2019 Avg Spend

\$170

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	121	\$291	\$35,211
2009	111	\$283	\$31,413
2010	116	\$315	\$36,540
2011	98	\$392	\$38,416
2012	97	\$396	\$38,412
2013	96	\$392	\$37,632
2014	109	\$377	\$41,093
2015	121	\$367	\$44,407
2016	125	\$369	\$46,125
2017	120	\$364	\$43,680
2018	114	\$363	\$41,382
2019	113	\$363	\$41,019
2020	119	\$372	\$44,268
2021	121	\$375	\$45,375
2022	120	\$378	\$45,360
2023	122	\$381	\$46,482

## 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 Photography & Video - Engagement Session 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.

113

2019 Weddings

\$363

2019 Avg Spend

\$170

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	35.7%	40	\$ 2,017
\$100 - \$250	30.6%	35	\$ 6,051
\$251 - \$500	21.0%	24	\$ 8,899
\$501 - \$1000	8.3%	9	\$ 7,034
\$1000+	4.5%	5	\$ 7,628

## Average Spending by Number of Guests Range

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

Table

Range	Average Spending
Less than 25	\$274
25-50	\$174
51-100	\$255
101-150	\$290
151-200	\$287
201-300	\$471
More than 300	\$665

# Photography & Video - Photo Booth

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Photography & Video - Photo Booth 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.

**66**

2019 Weddings

**\$354**

2019 Avg Spend

**\$210**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2013	63	\$419	\$26,397
2016	66	\$358	\$23,628
2017	63	\$350	\$22,050
2018	66	\$351	\$23,166
2019	66	\$354	\$23,364
2020	66	\$357	\$23,562
2021	68	\$359	\$24,412
2022	68	\$361	\$24,548
2023	70	\$362	\$25,340

## 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 Photography & Video - Photo Booth 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.

66

2019 Weddings

\$354

2019 Avg Spend

\$210

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	33.2%	22	\$ 1,096
\$100 - \$250	22.0%	15	\$ 2,541
\$251 - \$500	23.3%	15	\$ 5,767
\$501 - \$1000	14.7%	10	\$ 7,277
\$1000+	6.7%	4	\$ 6,633

## Average Spending by Number of Guests Range

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

Table

Range	Average Spending
Less than 25	\$209
25-50	\$177
51-100	\$264
101-150	\$334
151-200	\$341
201-300	\$393
More than 300	\$665

# Photography & Video - Prints and/or Enlargements

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Photography & Video - Prints and/or Enlargements 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.

**135**

2019 Weddings

**\$219**

2019 Avg Spend

**\$81**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	114	\$202	\$23,028
2009	105	\$189	\$19,845
2010	110	\$211	\$23,210
2011	123	\$214	\$26,322
2012	119	\$214	\$25,466
2013	120	\$218	\$26,160
2014	138	\$218	\$30,084
2015	151	\$220	\$33,220
2016	155	\$221	\$34,255
2017	148	\$219	\$32,412
2018	136	\$219	\$29,784
2019	135	\$219	\$29,565
2020	137	\$237	\$32,469
2021	139	\$244	\$33,916
2022	141	\$249	\$35,109
2023	146	\$250	\$36,500

## 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 Photography & Video - Prints and/or Enlargements 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.

135

2019 Weddings

\$219

2019 Avg Spend

\$81

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	30.2%	41	\$ 1,019
\$50 - \$100	32.4%	44	\$ 3,281
\$101 - \$250	17.5%	24	\$ 4,134
\$251 - \$500	12.7%	17	\$ 6,429
\$500+	7.3%	10	\$ 7,391

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Prints and/or Enlargements in Sample Report.

Table

Range	Average Spending
Less than 25	\$91
25-50	\$160
51-100	\$142
101-150	\$175
151-200	\$222
201-300	\$280
More than 300	\$321

# Photography & Video - Wedding album/s or photo book/s



## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Photography & Video - Wedding album/s or photo book/s 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.

**113**

2019 Weddings

**\$379**

2019 Avg Spend

**\$130**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	83	\$414	\$34,362
2009	76	\$401	\$30,476
2010	80	\$431	\$34,480
2011	85	\$443	\$37,655
2012	85	\$440	\$37,400
2013	87	\$418	\$36,366
2014	109	\$407	\$44,363
2015	125	\$397	\$49,625
2016	128	\$390	\$49,920
2017	123	\$385	\$47,355
2018	114	\$381	\$43,434
2019	113	\$379	\$42,827
2020	119	\$385	\$45,815
2021	121	\$383	\$46,343
2022	123	\$382	\$46,986
2023	122	\$383	\$46,726

## 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 Photography & Video - Wedding album/s or photo book/s 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.

113

2019 Weddings

\$379

2019 Avg Spend

\$130

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	43.6%	49	\$ 2,463
\$100 - \$250	31.2%	35	\$ 6,170
\$251 - \$500	14.6%	16	\$ 6,187
\$501 - \$1000	7.0%	8	\$ 5,933
\$1000+	3.5%	4	\$ 5,933

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding album/s or photo book/s in Sample Report.

Table

Range	Average Spending
Less than 25	\$145
25-50	\$189
51-100	\$357
101-150	\$296
151-200	\$377
201-300	\$360
More than 300	\$623

# Photography & Video - Wedding Photographer

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Photography & Video - Wedding Photographer 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.

**223**

2019 Weddings

**\$1,486**

2019 Avg Spend

**\$858**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	197	\$1,410	\$277,770
2009	197	\$1,640	\$323,080
2010	222	\$1,670	\$370,740
2011	224	\$1,551	\$347,424
2012	217	\$1,548	\$335,916
2013	206	\$1,545	\$318,270
2014	221	\$1,526	\$337,246
2015	233	\$1,525	\$355,325
2016	237	\$1,494	\$354,078
2017	227	\$1,482	\$336,414
2018	224	\$1,485	\$332,640
2019	223	\$1,486	\$331,378
2020	231	\$1,502	\$346,962
2021	235	\$1,507	\$354,145
2022	236	\$1,511	\$356,596
2023	241	\$1,519	\$366,079

## 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 Photography & Video - Wedding Photographer 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.

223

2019 Weddings

\$1,486

2019 Avg Spend

\$858

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$500	31.5%	70	\$ 17,561
\$500 - \$1000	25.8%	58	\$ 43,151
\$1001 - \$2000	21.7%	48	\$ 72,587
\$2001 - \$3000	12.7%	28	\$ 70,803
\$3000+	8.3%	19	\$ 83,291

## Average Spending by Number of Guests Range

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

Table

Range	Average Spending
Less than 25	\$713
25-50	\$753
51-100	\$1,057
101-150	\$1,334
151-200	\$1,466
201-300	\$1,625
More than 300	\$2,074

# Photography & Video - Wedding Videographer

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Photography & Video - Wedding Videographer 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.

94

2019 Weddings

\$1,003

2019 Avg Spend

\$650

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	107	\$1,058	\$113,206
2009	89	\$1,196	\$106,444
2010	113	\$1,083	\$122,379
2011	107	\$980	\$104,860
2012	104	\$978	\$101,712
2013	102	\$946	\$96,492
2014	115	\$981	\$112,815
2015	128	\$991	\$126,848
2016	128	\$994	\$127,232
2017	123	\$989	\$121,647
2018	98	\$991	\$97,118
2019	94	\$1,003	\$94,282
2020	100	\$971	\$97,100
2021	102	\$971	\$99,042
2022	104	\$972	\$101,088
2023	104	\$977	\$101,608

## 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 Photography & Video - Wedding Videographer 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.

94

2019 Weddings

\$1,003

2019 Avg Spend

\$650

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$500	41.7%	39	\$ 9,800
\$500 - \$1000	27.1%	25	\$ 19,106
\$1001 - \$2000	20.7%	19	\$ 29,187
\$2001 - \$3000	4.8%	5	\$ 11,280
\$3000+	5.7%	5	\$ 24,111

## Average Spending by Number of Guests Range

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

Table

Range	Average Spending
Less than 25	\$517
25-50	\$428
51-100	\$678
101-150	\$820
151-200	\$927
201-300	\$1,007
More than 300	\$1,694



# 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/](https://wedding.report/index.cfm/action/home/view/terms_of_service/)