

Attire & Accessories 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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- Tuxedo/suit/other Accessories
- Tuxedo/suit/other Rent/purchase
- Wedding Dress/es

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.

Attire & Accessories - Dress Accessories

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Attire & Accessories - Dress Accessories** in **Sample Report**. Includes headpiece, veil, shoes, lingerie, sash, handbag, garter, etc.

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.

182

2019 Weddings

\$207

2019 Avg Spend

\$89

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	204	\$232	\$47,328
2009	184	\$212	\$39,008
2010	193	\$218	\$42,074
2011	171	\$203	\$34,713
2012	166	\$205	\$34,030
2013	161	\$209	\$33,649
2014	176	\$212	\$37,312
2015	184	\$209	\$38,456
2016	188	\$207	\$38,916
2017	180	\$206	\$37,080
2018	183	\$207	\$37,881
2019	182	\$207	\$37,674
2020	190	\$207	\$39,330
2021	192	\$207	\$39,744
2022	193	\$206	\$39,758
2023	198	\$208	\$41,184

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 Attire & Accessories - Dress Accessories 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.

182

2019 Weddings

\$207

2019 Avg Spend

\$89

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	24.8%	45	\$ 1,128
\$50 - \$100	32.5%	59	\$ 4,436
\$101 - \$250	23.9%	43	\$ 7,612
\$251 - \$500	12.1%	22	\$ 8,258
\$500+	6.7%	12	\$ 9,146

Average Spending by Number of Guests Range

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

Table

Range	Average Spending
Less than 25	\$125
25-50	\$153
51-100	\$156
101-150	\$169
151-200	\$199
201-300	\$223
More than 300	\$346

Attire & Accessories - Tuxedo/suit/other Accessories

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Attire & Accessories - Tuxedo/suit/other Accessories** in **Sample Report**. Includes cuff links, cummerbund, tie, pocket square, shoes, etc.

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.

157

2019 Weddings

\$97

2019 Avg Spend

\$55

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	187	\$191	\$35,717
2009	174	\$148	\$25,752
2010	183	\$104	\$19,032
2011	177	\$92	\$16,284
2012	173	\$92	\$15,916
2013	164	\$95	\$15,580
2014	170	\$93	\$15,810
2015	177	\$93	\$16,461
2016	178	\$95	\$16,910
2017	170	\$96	\$16,320
2018	158	\$96	\$15,168
2019	157	\$97	\$15,229
2020	162	\$99	\$16,038
2021	164	\$98	\$16,072
2022	166	\$95	\$15,770
2023	171	\$96	\$16,416

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 Attire & Accessories - Tuxedo/suit/other Accessories 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.

157

2019 Weddings

\$97

2019 Avg Spend

\$55

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	46.8%	73	\$ 1,837
\$50 - \$100	30.9%	49	\$ 3,638
\$101 - \$250	14.0%	22	\$ 3,847
\$251 - \$500	5.4%	8	\$ 3,179
\$500+	2.9%	5	\$ 3,415

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Tuxedo/suit/other Accessories in Sample Report.

Table

Range	Average Spending
Less than 25	\$72
25-50	\$73
51-100	\$76
101-150	\$77
151-200	\$89
201-300	\$103
More than 300	\$168

Attire & Accessories - Tuxedo/suit/other Rent/purchase

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Attire & Accessories - Tuxedo/suit/other Rent/purchase** in **Sample Report**. Tuxedo (purchased or rented), suit (purchased or rented), or other attire options for groom only.

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

\$197

2019 Avg Spend

\$158

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	194	\$234	\$45,396
2009	178	\$231	\$41,118
2010	186	\$254	\$47,244
2011	171	\$186	\$31,806
2012	163	\$186	\$30,318
2013	158	\$188	\$29,704
2014	173	\$188	\$32,524
2015	180	\$188	\$33,840
2016	184	\$192	\$35,328
2017	176	\$192	\$33,792
2018	177	\$195	\$34,515
2019	176	\$197	\$34,672
2020	181	\$185	\$33,485
2021	185	\$184	\$34,040
2022	187	\$183	\$34,221
2023	192	\$184	\$35,328

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 Attire & Accessories - Tuxedo/suit/other Rent/purchase 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

\$197

2019 Avg Spend

\$158

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	12.7%	22	\$ 559
\$50 - \$100	21.9%	39	\$ 2,891
\$101 - \$250	39.4%	69	\$ 12,135
\$251 - \$500	18.1%	32	\$ 11,946
\$500+	7.9%	14	\$ 10,428

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Tuxedo/suit/other Rent/purchase in Sample Report.

Table

Range	Average Spending
Less than 25	\$166
25-50	\$142
51-100	\$170
101-150	\$163
151-200	\$186
201-300	\$180
More than 300	\$277

Attire & Accessories - Wedding Dress/es

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Attire & Accessories - Wedding Dress/es** 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.

192

2019 Weddings

\$1,135

2019 Avg Spend

\$755

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	215	\$859	\$184,685
2009	200	\$969	\$193,800
2010	206	\$987	\$203,322
2011	193	\$1,081	\$208,633
2012	185	\$1,101	\$203,685
2013	176	\$1,123	\$197,648
2014	186	\$1,125	\$209,250
2015	197	\$1,134	\$223,398
2016	201	\$1,129	\$226,929
2017	192	\$1,122	\$215,424
2018	193	\$1,129	\$217,897
2019	192	\$1,135	\$217,920
2020	197	\$1,128	\$222,216
2021	201	\$1,143	\$229,743
2022	203	\$1,159	\$235,277
2023	207	\$1,160	\$240,120

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 Attire & Accessories - Wedding Dress/es 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.

192

2019 Weddings

\$1,135

2019 Avg Spend

\$755

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	21.3%	41	\$ 5,112
\$250 - \$500	16.2%	31	\$ 11,664
\$501 - \$1000	24.2%	46	\$ 34,848
\$1001 - \$2500	24.2%	46	\$ 81,312
\$2500+	14.0%	27	\$100,800

Average Spending by Number of Guests Range

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

Table

Range	Average Spending
Less than 25	\$565
25-50	\$676
51-100	\$797
101-150	\$948
151-200	\$1,190
201-300	\$1,301
More than 300	\$1,987

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/