

Beauty & Spa 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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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.

Beauty & Spa - Hair Service

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Beauty & Spa - Hair Service** in **Sample Report**. Per person

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.

195

2019 Weddings

\$65

2019 Avg Spend

\$61

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	249	\$79	\$19,671
2009	222	\$79	\$17,538
2010	222	\$69	\$15,318
2011	209	\$63	\$13,167
2012	201	\$63	\$12,663
2013	191	\$62	\$11,842
2014	208	\$63	\$13,104
2015	216	\$63	\$13,608
2016	217	\$64	\$13,888
2017	208	\$64	\$13,312
2018	196	\$65	\$12,740
2019	195	\$65	\$12,675
2020	200	\$67	\$13,400
2021	204	\$67	\$13,668
2022	206	\$68	\$14,008
2023	210	\$67	\$14,070

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 Beauty & Spa - Hair Service 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.

195

2019 Weddings

\$65

2019 Avg Spend

\$61

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$25	14.3%	28	\$ 349
\$25 - \$50	26.1%	51	\$ 1,909
\$51 - \$75	22.9%	45	\$ 2,791
\$76 - \$100	19.1%	37	\$ 3,259
\$100+	17.5%	34	\$ 5,119

Average Spending by Number of Guests Range

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

Table

Range	Average Spending
Less than 25	\$54
25-50	\$50
51-100	\$56
101-150	\$58
151-200	\$60
201-300	\$57
More than 300	\$69

Beauty & Spa - Makeup Service

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Beauty & Spa - Makeup Service** in **Sample Report**. Per person

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.

160

2019 Weddings

\$54

2019 Avg Spend

\$48

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	183	\$63	\$11,529
2009	165	\$62	\$10,230
2010	169	\$58	\$9,802
2011	164	\$50	\$8,200
2012	160	\$50	\$8,000
2013	155	\$51	\$7,905
2014	166	\$51	\$8,466
2015	177	\$51	\$9,027
2016	181	\$52	\$9,412
2017	173	\$51	\$8,823
2018	161	\$53	\$8,533
2019	160	\$54	\$8,640
2020	162	\$53	\$8,586
2021	167	\$53	\$8,851
2022	169	\$52	\$8,788
2023	171	\$51	\$8,721

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 Beauty & Spa - Makeup Service 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.

160

2019 Weddings

\$54

2019 Avg Spend

\$48

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$25	23.9%	38	\$ 478
\$25 - \$50	29.0%	46	\$ 1,740
\$51 - \$75	23.6%	38	\$ 2,360
\$76 - \$100	13.4%	21	\$ 1,876
\$100+	10.2%	16	\$ 2,448

Average Spending by Number of Guests Range

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

Table

Range	Average Spending
Less than 25	\$42
25-50	\$41
51-100	\$45
101-150	\$48
151-200	\$48
201-300	\$49
More than 300	\$72

Beauty & Spa - Manicure & Pedicure

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Beauty & Spa - Manicure & Pedicure** in **Sample Report**. Per person

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

\$43

2019 Avg Spend

\$40

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	235	\$51	\$11,985
2009	212	\$50	\$10,600
2010	199	\$45	\$8,955
2011	186	\$41	\$7,626
2012	185	\$41	\$7,585
2013	176	\$41	\$7,216
2014	189	\$42	\$7,938
2015	200	\$42	\$8,400
2016	204	\$43	\$8,772
2017	195	\$43	\$8,385
2018	183	\$43	\$7,869
2019	182	\$43	\$7,826
2020	187	\$45	\$8,415
2021	188	\$45	\$8,460
2022	193	\$44	\$8,492
2023	195	\$43	\$8,385

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 Beauty & Spa - Manicure & Pedicure 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

\$43

2019 Avg Spend

\$40

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$25	22.0%	40	\$ 501
\$25 - \$50	45.5%	83	\$ 3,105
\$51 - \$75	19.7%	36	\$ 2,241
\$76 - \$100	8.9%	16	\$ 1,417
\$100+	3.8%	7	\$ 1,037

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Manicure & Pedicure in Sample Report.

Table

Range	Average Spending
Less than 25	\$35
25-50	\$33
51-100	\$36
101-150	\$37
151-200	\$39
201-300	\$39
More than 300	\$57

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/