

# Flowers & Decorations 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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- Boutonnieres, Corsages
- Event Decorations
- Event Flowers & Arrangements
- Event Table Centerpieces

# 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.

# Flowers & Decorations - Bouquets

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Flowers & Decorations - Bouquets** in **Sample Report**. Total for all

**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.

229

2019 Weddings

\$313

2019 Avg Spend

\$203

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	263	\$288	\$75,744
2009	244	\$238	\$58,072
2010	252	\$297	\$74,844
2011	231	\$270	\$62,370
2012	223	\$271	\$60,433
2013	212	\$289	\$61,268
2014	227	\$299	\$67,873
2015	239	\$301	\$71,939
2016	243	\$313	\$76,059
2017	233	\$310	\$72,230
2018	231	\$312	\$72,072
2019	229	\$313	\$71,677
2020	237	\$327	\$77,499
2021	241	\$334	\$80,494
2022	246	\$340	\$83,640
2023	250	\$344	\$86,000

## 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 Flowers & Decorations - Bouquets 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.

229

2019 Weddings

\$313

2019 Avg Spend

\$203

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	24.3%	56	\$ 2,782
\$100 - \$250	37.1%	85	\$ 14,868
\$251 - \$500	18.5%	42	\$ 15,887
\$501 - \$750	9.9%	23	\$ 14,169
\$750+	10.2%	23	\$ 26,278

## Average Spending by Number of Guests Range

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

Table

Range	Average Spending
Less than 25	\$234
25-50	\$284
51-100	\$306
101-150	\$339
151-200	\$401
201-300	\$431
More than 300	\$704

# Flowers & Decorations - Boutonnieres, Corsages

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Flowers & Decorations - Boutonnieres, Corsages** in **Sample Report**. Includes all purchased

**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.

204

2019 Weddings

\$141

2019 Avg Spend

\$93

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	239	\$113	\$27,007
2009	222	\$98	\$21,756
2010	236	\$125	\$29,500
2011	209	\$113	\$23,617
2012	204	\$113	\$23,052
2013	194	\$124	\$24,056
2014	211	\$132	\$27,852
2015	223	\$132	\$29,436
2016	224	\$135	\$30,240
2017	214	\$135	\$28,890
2018	205	\$138	\$28,290
2019	204	\$141	\$28,764
2020	209	\$145	\$30,305
2021	213	\$148	\$31,524
2022	218	\$151	\$32,918
2023	220	\$153	\$33,660

## 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 Flowers & Decorations - Boutonnieres, Corsages 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.

204

2019 Weddings

\$141

2019 Avg Spend

\$93

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	53.2%	109	\$ 5,426
\$100 - \$250	31.8%	65	\$ 11,353
\$251 - \$500	9.9%	20	\$ 7,574
\$501 - \$750	3.5%	7	\$ 4,463
\$750+	1.6%	3	\$ 3,672

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Boutonnieres, Corsages in Sample Report.

Table

Range	Average Spending
Less than 25	\$76
25-50	\$91
51-100	\$104
101-150	\$113
151-200	\$138
201-300	\$158
More than 300	\$243

# Flowers & Decorations - Event Decorations

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Flowers & Decorations - Event Decorations** in **Sample Report**. Not table centerpieces, flowers, or accessories

**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.

**214**

2019 Weddings

**\$411**

2019 Avg Spend

**\$231**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	221	\$394	\$87,074
2009	209	\$428	\$89,452
2010	212	\$390	\$82,680
2011	196	\$399	\$78,204
2012	192	\$399	\$76,608
2013	185	\$400	\$74,000
2014	202	\$415	\$83,830
2015	213	\$410	\$87,330
2016	217	\$410	\$88,970
2017	208	\$407	\$84,656
2018	215	\$410	\$88,150
2019	214	\$411	\$87,954
2020	222	\$415	\$92,130
2021	222	\$428	\$95,016
2022	227	\$422	\$95,794
2023	232	\$426	\$98,832

## 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 Flowers & Decorations - Event Decorations 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.

214

2019 Weddings

\$411

2019 Avg Spend

\$231

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	21.7%	46	\$ 2,322
\$100 - \$250	32.5%	70	\$ 12,171
\$251 - \$500	22.3%	48	\$ 17,896
\$501 - \$750	9.9%	21	\$ 13,241
\$750+	13.7%	29	\$ 32,983

## Average Spending by Number of Guests Range

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

Table

Range	Average Spending
Less than 25	\$175
25-50	\$274
51-100	\$296
101-150	\$340
151-200	\$402
201-300	\$453
More than 300	\$690

# Flowers & Decorations - Event Flowers & Arrangements

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Flowers & Decorations - Event Flowers & Arrangements** in **Sample Report**. Not table centerpieces

**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

**\$555**

2019 Avg Spend

**\$224**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	228	\$684	\$155,952
2009	209	\$608	\$127,072
2010	216	\$646	\$139,536
2011	196	\$581	\$113,876
2012	192	\$582	\$111,744
2013	185	\$592	\$109,520
2014	198	\$583	\$115,434
2015	210	\$569	\$119,490
2016	211	\$569	\$120,059
2017	202	\$561	\$113,322
2018	196	\$557	\$109,172
2019	195	\$555	\$108,225
2020	203	\$556	\$112,868
2021	204	\$555	\$113,220
2022	209	\$553	\$115,577
2023	214	\$554	\$118,556

## 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 Flowers & Decorations - Event Flowers & Arrangements 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

\$555

2019 Avg Spend

\$224

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	24.8%	48	\$ 2,418
\$100 - \$250	30.8%	60	\$ 10,511
\$251 - \$500	21.9%	43	\$ 16,014
\$501 - \$750	8.6%	17	\$ 10,481
\$750+	14.0%	27	\$ 30,713

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Flowers & Arrangements in Sample Report.

Table

Range	Average Spending
Less than 25	\$242
25-50	\$311
51-100	\$380
101-150	\$469
151-200	\$572
201-300	\$597
More than 300	\$853

# Flowers & Decorations - Event Table Centerpieces

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Flowers & Decorations - Event Table Centerpieces** 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.

207

2019 Weddings

\$302

2019 Avg Spend

\$176

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	246	\$296	\$72,816
2009	212	\$304	\$64,448
2010	236	\$341	\$80,476
2011	199	\$298	\$59,302
2012	195	\$297	\$57,915
2013	185	\$302	\$55,870
2014	205	\$300	\$61,500
2015	213	\$299	\$63,687
2016	217	\$300	\$65,100
2017	208	\$298	\$61,984
2018	209	\$301	\$62,909
2019	207	\$302	\$62,514
2020	215	\$302	\$64,930
2021	219	\$303	\$66,357
2022	221	\$304	\$67,184
2023	226	\$305	\$68,930

## 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 Flowers & Decorations - Event Table Centerpieces 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.

207

2019 Weddings

\$302

2019 Avg Spend

\$176

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	33.4%	69	\$ 3,457
\$100 - \$250	32.8%	68	\$ 11,882
\$251 - \$500	16.2%	34	\$ 12,575
\$501 - \$750	7.6%	16	\$ 9,833
\$750+	9.9%	20	\$ 23,055

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Table Centerpieces in Sample Report.

Table

Range	Average Spending
Less than 25	\$113
25-50	\$164
51-100	\$196
101-150	\$252
151-200	\$325
201-300	\$357
More than 300	\$486

# 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/)