

# Gifts & Favors 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.

- Gift/s for Attendants
- Gift/s for Parents
- Tips (for all services)
- Wedding Favors

# 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.

# Gifts & Favors - Gift/s for Attendants

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Gifts & Favors - Gift/s for Attendants** 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.

129

2019 Weddings

\$97

2019 Avg Spend

\$39

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	149	\$280	\$41,720
2009	159	\$180	\$28,620
2010	169	\$188	\$31,772
2011	155	\$95	\$14,725
2012	151	\$95	\$14,345
2013	144	\$93	\$13,392
2014	157	\$100	\$15,700
2015	164	\$98	\$16,072
2016	165	\$98	\$16,170
2017	158	\$97	\$15,326
2018	130	\$97	\$12,610
2019	129	\$97	\$12,513
2020	134	\$97	\$12,998
2021	136	\$97	\$13,192
2022	138	\$98	\$13,524
2023	140	\$98	\$13,720

## 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 Gifts & Favors - Gift/s for Attendants 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.

129

2019 Weddings

\$97

2019 Avg Spend

\$39

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	64.3%	83	\$ 2,074
\$50 - \$100	23.6%	30	\$ 2,283
\$101 - \$250	6.7%	9	\$ 1,513
\$251 - \$500	2.9%	4	\$ 1,403
\$500+	2.5%	3	\$ 2,419

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Gift/s for Attendants in Sample Report.

Table

Range	Average Spending
Less than 25	\$61
25-50	\$48
51-100	\$65
101-150	\$90
151-200	\$88
201-300	\$98
More than 300	\$187

# Gifts & Favors - Gift/s for Parents

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Gifts & Favors - Gift/s for Parents** in **Sample Report**. Per parent

**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.

122

2019 Weddings

\$116

2019 Avg Spend

\$61

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	149	\$258	\$38,442
2009	146	\$144	\$21,024
2010	153	\$142	\$21,726
2011	136	\$98	\$13,328
2012	132	\$98	\$12,936
2013	126	\$104	\$13,104
2014	138	\$112	\$15,456
2015	144	\$113	\$16,272
2016	145	\$115	\$16,675
2017	139	\$115	\$15,985
2018	123	\$116	\$14,268
2019	122	\$116	\$14,152
2020	125	\$115	\$14,375
2021	127	\$115	\$14,605
2022	129	\$115	\$14,835
2023	131	\$115	\$15,065

## 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 Gifts & Favors - Gift/s for Parents 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.

122

2019 Weddings

\$116

2019 Avg Spend

\$61

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	42.4%	52	\$ 1,293
\$50 - \$100	34.1%	42	\$ 3,120
\$101 - \$250	14.3%	17	\$ 3,053
\$251 - \$500	5.4%	7	\$ 2,471
\$500+	3.8%	5	\$ 3,477

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Gift/s for Parents in Sample Report.

Table

Range	Average Spending
Less than 25	\$76
25-50	\$73
51-100	\$87
101-150	\$96
151-200	\$102
201-300	\$121
More than 300	\$215

# Gifts & Favors - Tips (for all services)

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Gifts & Favors - Tips (for all services)** in **Sample Report**. Total tips for all services

**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.

201

2019 Weddings

\$366

2019 Avg Spend

\$216

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	235	\$354	\$83,190
2009	216	\$354	\$76,464
2010	226	\$358	\$80,908
2011	209	\$343	\$71,687
2012	204	\$342	\$69,768
2013	194	\$346	\$67,124
2014	211	\$361	\$76,171
2015	223	\$364	\$81,172
2016	224	\$363	\$81,312
2017	214	\$361	\$77,254
2018	202	\$365	\$73,730
2019	201	\$366	\$73,566
2020	206	\$376	\$77,456
2021	210	\$380	\$79,800
2022	215	\$384	\$82,560
2023	217	\$385	\$83,545

## 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 Gifts & Favors - Tips (for all services) 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.

201

2019 Weddings

\$366

2019 Avg Spend

\$216

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	16.9%	34	\$ 849
\$50 - \$100	19.1%	38	\$ 2,879
\$101 - \$250	18.5%	37	\$ 6,507
\$251 - \$500	24.2%	49	\$ 18,241
\$500+	21.3%	43	\$ 32,110

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Tips (for all services) in Sample Report.

Table

Range	Average Spending
Less than 25	\$169
25-50	\$224
51-100	\$286
101-150	\$338
151-200	\$355
201-300	\$384
More than 300	\$468

# Gifts & Favors - Wedding Favors

## Item Summary

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

**154**

2019 Weddings

**\$230**

2019 Avg Spend

**\$134**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	190	\$312	\$59,280
2009	178	\$247	\$43,966
2010	193	\$251	\$48,443
2011	171	\$195	\$33,345
2012	163	\$195	\$31,785
2013	155	\$204	\$31,620
2014	166	\$218	\$36,188
2015	174	\$222	\$38,628
2016	174	\$226	\$39,324
2017	167	\$225	\$37,575
2018	155	\$227	\$35,185
2019	154	\$230	\$35,420
2020	156	\$221	\$34,476
2021	161	\$217	\$34,937
2022	163	\$214	\$34,882
2023	165	\$216	\$35,640

## 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 Gifts & Favors - Wedding Favors 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.

154

2019 Weddings

\$230

2019 Avg Spend

\$134

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	17.2%	26	\$ 662
\$50 - \$100	26.1%	40	\$ 3,015
\$101 - \$250	29.9%	46	\$ 8,058
\$251 - \$500	16.2%	25	\$ 9,356
\$500+	10.5%	16	\$ 12,127

## Average Spending by Number of Guests Range

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

Table

Range	Average Spending
Less than 25	\$96
25-50	\$129
51-100	\$159
101-150	\$196
151-200	\$227
201-300	\$274
More than 300	\$384

# 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/)