

Invitations 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.

Invitations - Ceremony Programs

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Ceremony Programs** 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

\$117

2019 Avg Spend

\$59

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	156	\$113	\$17,628
2009	152	\$84	\$12,768
2010	156	\$101	\$15,756
2011	145	\$90	\$13,050
2012	141	\$90	\$12,690
2013	135	\$94	\$12,690
2014	147	\$105	\$15,435
2015	154	\$109	\$16,786
2016	155	\$115	\$17,825
2017	145	\$115	\$16,675
2018	120	\$116	\$13,920
2019	119	\$117	\$13,923
2020	125	\$122	\$15,250
2021	127	\$125	\$15,875
2022	129	\$127	\$16,383
2023	131	\$127	\$16,637

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 Invitations - Ceremony Programs 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

\$117

2019 Avg Spend

\$59

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	46.0%	55	\$ 1,369
\$50 - \$100	25.4%	30	\$ 2,267
\$101 - \$250	16.5%	20	\$ 3,436
\$251 - \$500	6.7%	8	\$ 2,990
\$500+	5.4%	6	\$ 4,820

Average Spending by Number of Guests Range

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

Table

Range	Average Spending
Less than 25	\$50
25-50	\$99
51-100	\$78
101-150	\$84
151-200	\$105
201-300	\$131
More than 300	\$266

Invitations - Engagement Announcements

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Engagement Announcements** 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.

79

2019 Weddings

\$101

2019 Avg Spend

\$60

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	83	\$142	\$11,786
2009	79	\$128	\$10,112
2010	80	\$137	\$10,960
2011	88	\$87	\$7,656
2012	85	\$87	\$7,395
2013	84	\$87	\$7,308
2014	96	\$94	\$9,024
2015	98	\$95	\$9,310
2016	102	\$97	\$9,894
2017	98	\$98	\$9,604
2018	79	\$100	\$7,900
2019	79	\$101	\$7,979
2020	81	\$95	\$7,695
2021	83	\$93	\$7,719
2022	86	\$93	\$7,998
2023	85	\$94	\$7,990

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 Invitations - Engagement Announcements 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.

79

2019 Weddings

\$101

2019 Avg Spend

\$60

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	45.0%	36	\$ 889
\$50 - \$100	24.3%	19	\$ 1,440
\$101 - \$250	17.3%	14	\$ 2,392
\$251 - \$500	8.9%	7	\$ 2,637
\$500+	4.5%	4	\$ 2,666

Average Spending by Number of Guests Range

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

Table

Range	Average Spending
Less than 25	\$48
25-50	\$64
51-100	\$65
101-150	\$73
151-200	\$89
201-300	\$110
More than 300	\$296

Invitations - Guest Book

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Guest Book** 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.

160

2019 Weddings

\$56

2019 Avg Spend

\$36

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	197	\$51	\$10,047
2009	178	\$52	\$9,256
2010	193	\$54	\$10,422
2011	171	\$50	\$8,550
2012	163	\$50	\$8,150
2013	155	\$49	\$7,595
2014	170	\$53	\$9,010
2015	177	\$53	\$9,381
2016	178	\$55	\$9,790
2017	170	\$55	\$9,350
2018	161	\$55	\$8,855
2019	160	\$56	\$8,960
2020	165	\$57	\$9,405
2021	167	\$58	\$9,686
2022	172	\$58	\$9,976
2023	174	\$60	\$10,440

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 Invitations - Guest Book 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

\$56

2019 Avg Spend

\$36

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	68.8%	110	\$ 2,752
\$50 - \$100	21.0%	34	\$ 2,520
\$101 - \$250	6.7%	11	\$ 1,876
\$251 - \$500	1.6%	3	\$ 960
\$500+	1.9%	3	\$ 2,280

Average Spending by Number of Guests Range

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

Table

Range	Average Spending
Less than 25	\$30
25-50	\$33
51-100	\$40
101-150	\$46
151-200	\$45
201-300	\$59
More than 300	\$158

Invitations - Invitations & Reply Cards

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Invitations & Reply Cards** 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.

188

2019 Weddings

\$202

2019 Avg Spend

\$87

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	215	\$257	\$55,255
2009	197	\$215	\$42,355
2010	206	\$233	\$47,998
2011	193	\$209	\$40,337
2012	185	\$208	\$38,480
2013	176	\$204	\$35,904
2014	186	\$209	\$38,874
2015	197	\$206	\$40,582
2016	201	\$204	\$41,004
2017	192	\$202	\$38,784
2018	190	\$202	\$38,380
2019	188	\$202	\$37,976
2020	193	\$196	\$37,828
2021	195	\$194	\$37,830
2022	200	\$190	\$38,000
2023	201	\$193	\$38,793

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 Invitations - Invitations & Reply Cards 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.

188

2019 Weddings

\$202

2019 Avg Spend

\$87

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	28.0%	53	\$ 1,316
\$50 - \$100	29.6%	56	\$ 4,174
\$101 - \$250	23.6%	44	\$ 7,764
\$251 - \$500	12.4%	23	\$ 8,742
\$500+	6.4%	12	\$ 9,024

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Invitations & Reply Cards in Sample Report.

Table

Range	Average Spending
Less than 25	\$72
25-50	\$79
51-100	\$124
101-150	\$171
151-200	\$208
201-300	\$271
More than 300	\$408

Invitations - Postage

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Postage** 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.

179

2019 Weddings

\$96

2019 Avg Spend

\$49

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	215	\$78	\$16,770
2009	197	\$73	\$14,381
2010	206	\$78	\$16,068
2011	190	\$91	\$17,290
2012	185	\$91	\$16,835
2013	176	\$91	\$16,016
2014	186	\$97	\$18,042
2015	197	\$96	\$18,912
2016	201	\$95	\$19,095
2017	192	\$94	\$18,048
2018	180	\$95	\$17,100
2019	179	\$96	\$17,184
2020	184	\$97	\$17,848
2021	188	\$97	\$18,236
2022	190	\$97	\$18,430
2023	195	\$99	\$19,305

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 Invitations - Postage 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.

179

2019 Weddings

\$96

2019 Avg Spend

\$49

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	50.2%	90	\$ 2,246
\$50 - \$100	29.7%	53	\$ 3,987
\$101 - \$250	16.0%	29	\$ 5,012
\$251 - \$500	2.9%	5	\$ 1,947
\$500+	1.3%	2	\$ 1,745

Average Spending by Number of Guests Range

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

Table

Range	Average Spending
Less than 25	\$38
25-50	\$39
51-100	\$54
101-150	\$73
151-200	\$98
201-300	\$137
More than 300	\$278

Invitations - Reception Menus

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Reception Menus** 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.

75

2019 Weddings

\$115

2019 Avg Spend

\$45

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	93	\$124	\$11,532
2009	86	\$79	\$6,794
2010	103	\$109	\$11,227
2011	98	\$94	\$9,212
2012	97	\$93	\$9,021
2013	93	\$91	\$8,463
2014	106	\$106	\$11,236
2015	108	\$112	\$12,096
2016	109	\$113	\$12,317
2017	104	\$112	\$11,648
2018	79	\$113	\$8,927
2019	75	\$115	\$8,625
2020	81	\$117	\$9,477
2021	80	\$119	\$9,520
2022	83	\$121	\$10,043
2023	82	\$122	\$10,004

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 Invitations - Reception Menus 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.

75

2019 Weddings

\$115

2019 Avg Spend

\$45

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	55.4%	42	\$ 1,039
\$50 - \$100	23.9%	18	\$ 1,344
\$101 - \$250	9.9%	7	\$ 1,299
\$251 - \$500	5.4%	4	\$ 1,519
\$500+	5.4%	4	\$ 3,038

Average Spending by Number of Guests Range

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

Table

Range	Average Spending
Less than 25	\$44
25-50	\$99
51-100	\$74
101-150	\$82
151-200	\$96
201-300	\$141
More than 300	\$341

Invitations - Save the Date Cards

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Save the Date Cards** 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.

129

2019 Weddings

\$102

2019 Avg Spend

\$59

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	121	\$103	\$12,463
2009	130	\$96	\$12,480
2010	153	\$114	\$17,442
2011	136	\$95	\$12,920
2012	132	\$95	\$12,540
2013	126	\$97	\$12,222
2014	141	\$101	\$14,241
2015	148	\$101	\$14,948
2016	148	\$101	\$14,948
2017	142	\$101	\$14,342
2018	130	\$101	\$13,130
2019	129	\$102	\$13,158
2020	134	\$104	\$13,936
2021	136	\$104	\$14,144
2022	138	\$105	\$14,490
2023	140	\$106	\$14,840

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 Invitations - Save the Date Cards 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

\$102

2019 Avg Spend

\$59

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	44.7%	58	\$ 1,442
\$50 - \$100	30.0%	39	\$ 2,902
\$101 - \$250	17.6%	23	\$ 3,973
\$251 - \$500	5.4%	7	\$ 2,612
\$500+	2.2%	3	\$ 2,128

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Save the Date Cards in Sample Report.

Table

Range	Average Spending
Less than 25	\$45
25-50	\$50
51-100	\$59
101-150	\$78
151-200	\$102
201-300	\$124
More than 300	\$254

Invitations - Table Name and Escort/place Cards

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Table Name and Escort/place Cards 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

\$77

2019 Avg Spend

\$39

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	156	\$87	\$13,572
2009	133	\$61	\$8,113
2010	149	\$77	\$11,473
2011	126	\$64	\$8,064
2012	122	\$63	\$7,686
2013	120	\$70	\$8,400
2014	131	\$75	\$9,825
2015	138	\$75	\$10,350
2016	138	\$77	\$10,626
2017	132	\$76	\$10,032
2018	114	\$77	\$8,778
2019	113	\$77	\$8,701
2020	115	\$79	\$9,085
2021	117	\$79	\$9,243
2022	120	\$81	\$9,720
2023	122	\$81	\$9,882

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 Invitations - Table Name and Escort/place Cards 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

\$77

2019 Avg Spend

\$39

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	62.9%	71	\$ 1,777
\$50 - \$100	23.3%	26	\$ 1,975
\$101 - \$250	8.3%	9	\$ 1,641
\$251 - \$500	3.2%	4	\$ 1,356
\$500+	2.2%	2	\$ 1,864

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Table Name and Escort/place Cards in Sample Report.

Table

Range	Average Spending
Less than 25	\$38
25-50	\$44
51-100	\$49
101-150	\$58
151-200	\$68
201-300	\$96
More than 300	\$230

Invitations - Thank You Cards

Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Thank You Cards** 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.

170

2019 Weddings

\$82

2019 Avg Spend

\$44

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	187	\$70	\$13,090
2009	190	\$71	\$13,490
2010	199	\$86	\$17,114
2011	180	\$76	\$13,680
2012	173	\$76	\$13,148
2013	164	\$76	\$12,464
2014	176	\$80	\$14,080
2015	187	\$80	\$14,960
2016	191	\$81	\$15,471
2017	183	\$81	\$14,823
2018	171	\$81	\$13,851
2019	170	\$82	\$13,940
2020	175	\$86	\$15,050
2021	176	\$88	\$15,488
2022	181	\$89	\$16,109
2023	183	\$90	\$16,470

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 Invitations - Thank You Cards 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.

170

2019 Weddings

\$82

2019 Avg Spend

\$44

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	56.7%	96	\$ 2,410
\$50 - \$100	25.2%	43	\$ 3,213
\$101 - \$250	13.4%	23	\$ 3,987
\$251 - \$500	3.5%	6	\$ 2,231
\$500+	1.3%	2	\$ 1,658

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Thank You Cards in Sample Report.

Table

Range	Average Spending
Less than 25	\$39
25-50	\$40
51-100	\$52
101-150	\$64
151-200	\$79
201-300	\$99
More than 300	\$236

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/