

# Market Minute 05/07/2025: Tariffs, Median Cost, and Contact Forms

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“I'm convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance.” - Steve Jobs

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If you want the audio version, check it out here:  
<https://content.wedding.report/mm/2025/05072025.mp3>

## Insight of the Week

**The wedding industry is facing major disruption due to rapidly shifting tariffs.**

Since early 2025, heavy tariffs, up to 150% on Chinese imports like dresses and décor, plus a new 10% tariff on global goods are driving up costs across the board.

Importers of finished products are hit hardest, but even businesses using imported materials are grappling with higher expenses and sourcing issues. Service providers aren't immune either; rising equipment and supply costs are tough to absorb in a price-sensitive market.

To cope, companies are reworking supply chains, raising prices, renegotiating contracts, and managing client expectations. But with constant changes and uncertainty, only the most adaptable, often larger firms, are keeping up. Consumers, meanwhile, are leaning toward domestic and budget-friendly options.

**The road ahead? Rough and unpredictable. Perseverance is key.**

## Summary of impact by segment from minimal to severe ratings:

Business Type	Primary Tariff Exposure	Key Impacts	Overall Severity
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Attire & Accessories	Direct (Finished Goods/Materials - Textiles)	Drastic cost increases (esp. China >145%), significant consumer price hikes, major supply chain disruption/re-sourcing, budget pressure.	Severe
Jewelry	Direct (Finished Goods/Components)	Increased costs (China high, others 10%), consumer price increases, potential sourcing shifts.	Moderate to High
Gifts & Favors	Direct (Finished Goods - Various)	Increased costs (esp. China, de minimis loss), likely price pass-through, potential shift to domestic/DIY/non-tangible options.	Moderate to High
Event Rentals	Direct (Inventory - Furniture, Linens, Decor)	Higher acquisition costs (esp. China, others 10%), increased rental fees, potential inventory delays/limitations, sourcing challenges.	Moderate to High
Flowers & Decorations	Direct (Materials - Flowers, Supplies)	Higher costs for imported flowers (10%+) & supplies (origin-based), price increases, supply chain/logistics risks (perishability).	Moderate to High
Invitations & Stationery	Direct (Materials - Specialty Paper/Embellish.)	Increased costs for imported specialty materials, potential price increases for high-end designs, possible shift to digital.	Low to Moderate

Photography & Video	Indirect (Equipment - Electronics)	Significantly higher gear costs, pressure on package pricing, potential tech upgrade delays.	Moderate Indirect
Entertainment (DJ, Band, etc.)	Indirect (Equipment - Electronics)	Higher equipment costs, potential slow pass-through in fees, potential tech upgrade delays.	Low to Moderate Indirect
Event Food Service, Catering, Bar Service	Indirect (Equipment, Minor Ingredients)	Higher equipment costs (metals/machinery tariffs), minimal impact from imported food tariffs vs. general inflation/labor.	Low Indirect
Bakery (Wedding Cake/dessert)	Indirect (Equipment, Minor Supplies)	Higher equipment costs, minor impact from imported decorating supplies vs. general inflation/labor.	Low Indirect
Beauty, Health & Spa	Indirect (Supplies, Tools, Minor Equipment)	Increased costs for imported cosmetics, tools, supplies (incl. PPE), potential minor fee adjustments.	Low to Moderate Indirect
Planner/Coordinator	Indirect (Client Budgets/Economic Conditions)	Reduced client spending power, budget cuts affecting service demand, increased vendor management complexity due to volatility.	Moderate Indirect
Transportation	Indirect (Vehicles/Parts, Fuel)	Higher vehicle acquisition/maintenance costs due to auto tariffs, potential fee increases.	Low to Moderate Indirect

Event Location/Venue	Indirect (Maintenance/Furnishings, Econ. Cond.)	Minor increases in operational costs, primary risk from potential booking slowdown due to economic pressure on clients.	Low Indirect
Honeymoon, Travel, Destination Services	Indirect (Client Budgets/Global Econ.)	Minimal direct impact; sensitive to client disposable income reduction affecting travel spending.	Low Indirect
Officiant	Minimal / None	Negligible impact from import tariffs.	Minimal

## Navigating Tariff Impacts on Your Business

Here are some things you can do right now to help navigate this mess.

### Audit Your Supply Chain

Identify all imported materials, even indirect ones like packaging, that could be impacted by tariffs. Look beyond just your main vendors.

### Talk to Your Vendors

Ask suppliers how tariffs are affecting them. The sooner you understand their challenges, the better you can prepare for price or timeline shifts.

### Diversify Sourcing

Explore alternative or local suppliers to reduce dependency on high-tariff countries. Domestic options may offer more stability, if available.

### Adjust Pricing and Contracts

Review your pricing model and consider adding tariff-related fees. Update contracts to cover cost changes and delays, transparency builds trust.

### Communicate With Clients

Set clear expectations early. Explain price increases and showcase your value through expertise, flexibility, and local sourcing.

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## Market Stats

Wedding Median Spend Snapshot: The median wedding cost in the US for 2024 was \$19,112

Where It's Priciest (and Cheapest) to Say "I Do" based on the median cost.

### Top 3 Most Expensive Metros

- San Francisco-Oakland-Hayward, CA: \$28,849
- San Jose-Sunnyvale-Santa Clara, CA: \$28,139
- Urban Honolulu, HI: \$28,026

### Bottom 3 Least Expensive Metros

- Rio Grande City, TX: \$8,488
- Middlesborough, KY: \$8,706
- Gallup, NM: \$8,786

**Why it matters:** That's a \$20K+ spread in median wedding spend. Clear proof that where couples say "I do" or where they are from dramatically impacts what they're willing (or able) to spend.



## Lead Boost

Maybe it's time to ditch the contact form? If your website's main CTA is just "Contact Us," you're losing leads. Swap it for a button like "**Check My Date**" or "**See Availability**" - It's specific, low commitment, and gets more clicks. Even better if it leads to an easy scheduling tool.

**Think about:** from initial contact to booking, what is the shortest path for a customer to get to the end goal? Implement that.