

Bridal Market Uncovered

Who Buys

Source

Profiling those adults 18+ who are currently engaged, along with those whose last trip was a honeymoon (to either a domestic or foreign location):

Mediamark Research Inc., 2006

	Currently Engaged	Honey-moon		Currently Engaged	Honey-moon
Sex:			Income:		
Male	47.20%	39.30%	\$75,000+	22.10%	46.50%
Female	52.80%	60.70%	\$50-74,999	22.30%	27.20%
Age:			\$40-49,999	11.60%	9.80%
18-24	30.90%	14.00%	\$30-39,999	11.50%	7.50%
25-34	35.30%	43.60%	\$20-29,999	12.30%	6.20%
35-44	20.90%	19.90%	Under \$20K	20.30%	2.70%
45-54	8.50%	15.40%	Region:		
55-64	3.10%	3.00%	Northeast	18.20%	23.50%
65+	1.30%	4.20%	Midwest	24.00%	23.70%
Race:			South	37.20%	35.70%
White	69.30%	80.30%	West	20.50%	17.10%
Black	17.10%	11.70%	Marital:		
Other	13.60%	8.00%	Single	70.90%	19.80%
Hispanic origin	17.50%	11.60%	Married	0.00%	72.00%
			Sep/Wid/Div	29.10%	8.30%

Of those adults 18+ who are presently engaged, 52.8% are women and 47.2% are men.

Mediamark Research Inc., 2006

Adults 18+ who are currently engaged, by age group: 18-24, 30.9%; 25-34, 35.3%; 35-44, 20.9%; 45-54, 8.5%; 55-64, 3.1%; 65+, 1.3%.

Mediamark Research Inc., 2006

Adults 18+ who are presently engaged, by income level: \$75,000+, 22.1%; \$50-74,999, 22.3%; \$40-49,999, 11.6%; \$30-39,999, 11.5%; \$20-29,999, 12.3%; under \$20,000, 20.3%.

Mediamark Research Inc., 2006

Adults 18+ who are currently engaged, by region: Northeast, 18.2%; Midwest, 24.0%; South, 37.2%; West, 20.5%.

Mediamark Research Inc., 2006

Adults 18+ who are presently engaged, by race: White, 69.3%; Black, 17.1%; Other, 13.6%; Hispanic origin, 17.5%.

Mediamark Research Inc., 2006

Adults 18+ who are currently engaged, by marital status: Single, 70.9%; married, 0.0%; separated/widowed/divorced, 29.1%.

Mediamark Research Inc., 2006

Of those adults 18+ whose last trip was a honeymoon (either domestic or foreign destination), 60.7% were women and 39.3% were men.

Mediamark Research Inc., 2006

Adults 18+ whose last trip was a honeymoon (either domestic or foreign location), by age group: 18-24, 14.0%; 25-34, 43.6%; 35-44, 19.9%; 45-54, 15.4%; 55-64, 3.0%; 65+, 4.2%.

Mediamark Research Inc., 2006

Adults 18+ whose last trip was a honeymoon (either domestic or foreign destination), by income level: \$75,000+, 46.5%; \$50-74,999, 27.2%; \$40-49,999, 9.8%; \$30-39,999, 7.5%;

Mediamark Research Inc., 2006

Adults 18+ whose last trip was a honeymoon (either a domestic or foreign location), by race: White, 80.3%; Black, 11.7%; Other, 8.0%; Hispanic origin, 11.6%.

Mediamark Research Inc., 2006

Adults 18+ whose last trip was a honeymoon (either domestic or foreign destination), by region: Northeast, 23.5%; Midwest, 23.7%; South, 35.7%; West, 17.1%.

Mediamark Research Inc., 2006

Adults 18+ whose last trip was a honeymoon (either domestic or foreign location), by marital status: Single, 19.8%; married, 72.0%; separated/widowed/divorced, 8.3%.

Mediamark Research Inc., 2006

Research by the Conde Nast Bridal Group found that in 2006, only 30% of all brides' parents will pay for the entire wedding as was once customary, a drop of 8% since 1999.

Conde Nast Bridal Infobank, 2006

The average age of engaged women in 2006 was 27, while their fiancés averaged 29 years of age. They had a combined estimated household income of \$74,000. Conde Nast Bridal Infobank, 2006

The median age for remarriage is 34 for brides and 37 for grooms. Conde Nast Bridal Infobank, 2006

According to a 2006 survey of bridal consumers, conducted by National Jeweler magazine, how couples select their engagement rings: Fiancée made the choice by himself, 31%; women offered their fiancée indirect hints regarding the type of ring they wanted, 13%; women gave specific guidelines as to what type of ring they wanted, 11%; women picked out the engagement ring on their own, 17%; couples chose their engagement rings National Jeweler, 2006

Based on a 2006 survey conducted by American Express and TheKnot.com, percentage of brides and grooms who planned to contribute their own money to help defray the costs of the following wedding categories: Bridal gown, 87%; flowers, 75%; cake, 73%; PR Newswire, 2006

Eighty-eight percent of Americans marry at least once in their lifetime. Conde Nast Bridal Infobank, 2006

According to a 2005 survey by The NPD Group, 80% of brides indicated their grooms were "very" or "somewhat" involved in the general planning of their weddings. Sixty-one percent of brides said their grooms were "very" or "somewhat" involved in making bridal registry The NPD Group, 2005

When They Buy	Source
Share of U.S. marriages by month (2-year average, 2004-2005): January, 5.8%; February, 6.3%; March, 7.0%; April, 7.5%; May, 9.1%; June, 10.4%; July, 10.5%; August, 10.2%;	National Center for Health Statistics, 2007
Based on research by The Knot, 40% of all engagements occur between the winter holidays and Valentine's Day, translating into almost one million couples who begin planning their weddings at that time.	The Knot, 2007
According to the Bridal Association of America, the average engagement lasts 17 months.	Bridal Association of America, 2007
An average honeymoon vacation is one week.	Top Wedding Links, 2006

Why They Buy	Source
Based on a study by The Knot, features deemed most important by engaged couples when choosing a registry: Ability to modify registry online, 77.5%; ability for guests to purchase online, 75.6%; nationwide store locations, 67.9%; wide selection of products, 59.5%; ability to start their registry online, 53.9%.	Home Furnishings News, 2006
According to research conducted by The Knot, the top reasons why couples register where they do: Previously purchased gifts from the registry, 39.5%; bride always knew where she was going to register, 39.2%; chose a store close to home, 22.7%; chose the store because a friend suggested it, 22.4%; knew it was the only place to find a certain product, 16.5%.	Home Furnishings News, 2006
Based on a 2006 survey of engaged couples, conducted by National Jeweler magazine,	National Jeweler, 2006

How They Buy	Source
According to a study by The Wedding Report, average costs for the following wedding categories: Invitations & reply cards, \$659; wedding dress, \$1,505; headpiece/veil, \$274; groom tux/suit, \$197; rehearsal dinner, \$1,269; ceremony location, \$435; officiate/pastor or priest, \$263; attendant gifts, \$582; parent gifts, \$139; wedding favors, \$402; flower decorations/centerpieces, \$1,272; bride bouquet, \$169; boutonnieres/corsages, \$202; his & her rings, \$2,067; photographer, \$2,283; videographer, \$1,408; reception venue/rentals, \$1,244; reception food service, \$9,421; reception beverages/bartender, \$2,826; wedding cake & cutting fee, \$543; reception band/musicians/DJ, \$953; limo/car rental, \$410;	The Wedding Report, 2007
A 2007 study by Discover Card determined that groomsmen spend an average of \$1,009 on wedding expenses, while bridesmaids spend an average of \$963. These expenses can include bachelor/bachelorette parties, bridal showers, wedding apparel and gifts.	Discover Card, 2007
According to a 2007 survey by Discover Card, bridesmaids spend an average of \$197 for	Discover Card, 2007

According to the Conde Nast Bridal Group, wedding-related categories that increased the most in cost between 1999 and 2006: Photography/video, +178%; attendants' gifts, +106%; Research by the Diamond Information Center determined that customers spent an average A 2006 survey by American Express found that over 75% of couples don't stick to their original wedding budgets, often spending more than they anticipated. Fifty-eight percent of the newlyweds felt that dealing with costs associated with their wedding was the most daunting aspect of the planning process. The respondents found it most challenging to find the right vendor for the right price (39%), while figuring out how much to spend and who A 2006 survey conducted by American Express and TheKnot.com found that of the 86% of newlyweds who went on a honeymoon, 55% of this group said they paid significantly more than double the cost of a typical vacation.

The average amount spent on a wedding gift is in the \$70-\$100 range.

Conde Nast Bridal Infobank, 2006
National Jeweler, 2006
American Express Retail Index, 2006
PR Newswire, 2006
Bridal Guide, 2006

What They Buy	Source
Based on a 2007 survey by Discover Card, the top three gifts that wedding guests prefer to give are money (39%), gift cards (23%) and home goods such as bedding, towels and kitchen accessories (15%). Likewise, the top three gifts that newlyweds would like to receive are the same: Money (50%), gift cards (23%) and home goods (11%).	Discover Card, 2007
According to a Bridal Guide survey, 63.4% of engaged women said they planned to start a	Bridal Guide, 2007
A study by the Conde Nast Bridal Group determined that over a 17-month period following their wedding, brides and grooms will spend their money on: Automotive products, \$31 billion; insurance, \$15 billion; financial services, \$12 billion; furniture, \$4 billion; housewares, \$3 billion; tabletop, \$413 million.	Home Furnishings News, 2006
According to a survey done by The Knot, gifts that couples register for most frequently (multiple answers): Kitchen electrics (mixer, blender, toaster, etc.), 84%; cookware, 82%; bath (towels, robes, rugs), 79%; bakeware, 78%; bedding, 76%; flatware, 69%; table accents (bowls, candlesticks, linens), 69%; cutlery, 66%; casual china, 57%; stemware, 56%; home decor (rugs, frames, lighting, etc.), 50%; home appliances (iron, vacuum, etc.), 48%; barware, 48%; formal china, 37%; luggage/travel gear, 26%; other home electronics	Home Furnishings News, 2006
Most popular activities that honeymooners enjoy (multiple answers): Visiting a new place for sightseeing, restaurants, entertainment and nightlife, 75%; going to beaches and lakes,	Top Wedding Links, 2006
According to a Bridal Guide survey, items that wedding couples typically acquire for honeymoon travel (multiple answers): Wardrobe, 70.1%; swimsuit, 69.9%; sunglasses, 69.9%; sunscreen, 57.8%; luggage, 49.7%; video camera, 36.6%; camera, 31.0%; sports	Bridal Guide, 2006
Eighty-three percent of the brides in the U.S. say they want a diamond engagement ring.	The New York Times, 2005
Based on a survey by TheKnot.com, 32% of newlyweds who did not already own their own homes planned to buy one within five years of their marriage.	The Knot, 2005
Based on a study by the Conde Nast Bridal Infobank, brides try on an average of 12 dresses before selecting their favorite.	Conde Nast Bridal Infobank, 2005

Where They Buy	Source
With more than 270 stores in 45 states and Puerto Rico, David's Bridal is the largest retail chain specializing in bridal gowns. All of its gowns are available off the rack, and sell for less than \$1,050. According to some industry observers, David's Bridal accounts for as many as 20% of all bridal gown sales in the U.S. Formerly a division of Federated Department Stores, the chain was sold in early 2007 to an affiliate of Leonard Green & Partners.	Hoover's, 2007
States with the greatest estimated number of marriages in 2006: California, 215,618; Texas, 191,072; Nevada, 172,424; Florida, 162,780; New York, 128,518; Tennessee, 80,211; Illinois, 79,362; Ohio, 74,520; North Carolina, 73,656; Pennsylvania, 68,243; Michigan, 60,794; Virginia, 60,475; Georgia, 58,523; New Jersey, 51,293; Alabama, 45,929.	The Wedding Report, 2007
Thirty-seven percent of honeymoon trips are to domestic destinations, while 63% are international.	Conde Nast Bridal Infobank, 2006

According to The Wedding Report, states with the highest average wedding costs are New Jersey, Connecticut and Massachusetts -- all averaging more than \$35,000 in 2006. The A 2006 study by The Knot found that between 30% and 40% of couples do not buy their wedding rings at the same place they bought their engagement rings.	The Wedding Report, 2006 Jewelers' Circular Keystone, 2006 Top Wedding Links, 2006
The top destinations for out-of-town weddings: 1. Las Vegas; 2. Hawaii; 3. U.S. Virgin Islands; 4. Jamaica; 5. Bahamas.	
Research by The Wedding Report concluded that 43% of engaged couples will utilize the Internet to research wedding/honeymoon products in 2006, while 13% will eventually purchase some category of products or services online. Items bought most frequently online will be wedding favors, attendant gifts and invitations/reply cards.	The Wedding Report, 2006
According to a survey by Weddingchannel.com, engaged couples average 2-3 gift registries -- one department store and 1-2 specialty retailers.	Home Furnishings News, 2005
According to a 2005 survey of approximately 8,000 brides, newlyweds and wedding guests, one-third of brides reported registering at specialty retailers and one-third registered at mass market retailers, with department stores and national chain stores splitting the	The NPD Group, 2005

Business Trends	Source
According to The Wedding Report, total spending on weddings in the U.S. is projected to increase from \$62.974 million in 2006 to \$66.083 million in 2007 and \$71.795 million by 2009.	The Wedding Report, 2007
According to the The Wedding Report, the average wedding cost \$27,710 in 2006, a figure that is expected to climb to \$28,850 in 2007 and \$30,860 by 2009.	The Wedding Report, 2007
According to research by The Wedding Report, the number of weddings in the U.S. decreased slightly in 2006 to 2,272,624, down from 2,272,935 in 2005. However, the	The Wedding Report, 2007
Based on study by The Wedding Report, 92% of 2006 brides and 89% of grooms were getting married for the first time.	The Wedding Report, 2007
Research by the Conde Nast Bridal Group predicted there would be 44,230 weddings every weekend during 2006, which would include 23 million bridesmaids and groomsmen, along with almost 380 million wedding guests.	PR Newswire, 2006
According to a survey conducted by The Wedding Report, types of weddings planned in 2006: Traditional, 55%; unique, 21%; casual, 20%; extravagant, 4%.	The Wedding Report, 2006
Findings of the Conde Nast Bridal Group concluded that overall consumer spending on weddings increased 83% between 1996 and 2006.	Conde Nast Bridal Infobank, 2006
According to Conde Nast's Bridal Group Infobank, some 16% of all couples had destination weddings in 2006, a 400% increase in the last 10 years. Couples who plan destination weddings spend an average of \$25,806, with 63 guests attending, and have an average	PR Newswire, 2006
More than 91% of couples register for wedding gifts.	Bridal Guide, 2006
Roughly one-third of engaged couples retain the services of a wedding consultant.	Top Wedding Links, 2006

Misc	Source
According to a 2007 survey by Discover Card, wedding guests say it is reasonable to spend	Discover Card, 2007
According to the Bridal Association of America, the average number of wedding invitees is 169.	Bridal Association of America, 2007
According to a 2006 survey by American Express, in conjunction with TheKnot.com, 56% of newlyweds said they had a difficult time finding deals and discounts on wedding costs, with 35% indicating they found discounts that would have been useful too late in the wedding planning process to make use of them.	PR Newswire, 2006
According to a 2006 survey commissioned by Blue Nile, Americans would choose to propose at a spot that has personal significance to the couple (83%), compared to a nice restaurant (12%), a public sporting event (1%), or even a romantic destination such as the	PR Newswire, 2006