

Wedding Cost Q1-2 2010



WE tv Networks Wedding Report
Wedding Statistics and Market Research for the Wedding Industry



Wedding Cost Q1-2 2010

In the first half of 2010 the average cost of a wedding increased 21.9% from \$19,581 to \$23,867. 45 product and services saw gains in spending while 26 saw declines. Planner/Consultant A La Carte Services (up 84.2% at \$1,171), Gift/s for the Bride (up 53.1% at \$253), and Planner/Consultant For Getting Started (up 50.4% at \$920) saw the biggest gain in spending. Other Jewelry (down 61.7% at \$304), Reception Accessories (down 55.3% at \$200), and Ceremony Accessories (down 49.7% at \$207) saw the biggest decline in spending.

The biggest difference was the increase in demand for products and services. 53 products and services saw gains in demand, 4 saw no change, while 13 saw declines. Other Travel/Transportation (up 178.6%), Musician/s, Soloist, or Ensemble (up 66.7%), and Other Jewelry (up 65.2%) saw the biggest gain in demand. Facial (down 15.2%), Manicure & Pedicure (down 8.4%), and Teeth Whitening (down 8.1%) saw the biggest decline in demand.

Wedding Cost Table

Category	Item	2009	Q1-2 2010	% Chg
Market Totals	Average Wedding Cost	\$19,581	\$23,867	21.9%
Category	Item	2009	Q1-2 2010	% Chg
Attire & Accessories	Bride Accessories	\$152	\$146	-4.1%
	Groom Accessories	\$157	\$115	-26.8%
	Suit (purchased)	\$204	\$300	47.5%
	Suit (rented)	\$147	\$135	-8.2%
	Tuxedo (purchased)	\$509	\$515	1.2%
	Tuxedo (rented)	\$122	\$132	8.2%
	Veil	\$103	\$118	15.4%
	Wedding Dress	\$1,031	\$1,044	1.2%
	Wedding Dress Preservation	\$192	\$265	38.6%
Beauty, Health & Spa	Diet, Weight Loss, Gym	\$450	\$314	-30.3%
	Facial	\$68	\$62	-9.5%
	Hair Removal	\$158	\$153	-3.5%
	Hair Service	\$81	\$69	-14.4%
	Makeup Service	\$64	\$56	-11.9%
	Manicure & Pedicure	\$52	\$47	-9.3%
	Massage	\$76	\$73	-3.7%
	Teeth Whitening	\$214	\$183	-14.6%
Entertainment	Dance Lessons	\$383	\$483	26.0%
	DJ	\$745	\$741	-0.6%
	Live Band	\$1,711	\$1,619	-5.4%
	Musician/s, Soloist, or Ensemble	\$668	\$565	-15.4%
Flowers &	Boutonnieres, Corsages	\$105	\$136	29.6%

Decorations				
	Bridal Bouquet	\$131	\$140	7.2%
	Bridesmaid Bouquets	\$124	\$184	48.2%
	Ceremony Decorations	\$254	\$233	-8.3%
	Ceremony Flower Arrangements	\$247	\$295	19.3%
	Flower Girl Flowers	\$77	\$90	17.2%
	Flower Petals	\$82	\$92	12.4%
	Reception Decorations	\$306	\$287	-6.2%
	Reception Flower Arrangements	\$361	\$346	-4.3%
	Reception Table Centerpieces	\$325	\$362	11.2%
Gifts & Favors				
	Gift/s for Attendants	\$188	\$208	10.7%
	Gift/s for Parents	\$150	\$201	33.8%
	Gift/s for the Bride	\$165	\$253	53.1%
	Gift/s for the Groom	\$180	\$230	28.1%
	Wedding Favors	\$257	\$260	1.3%
Invitations				
	Ceremony Programs	\$92	\$109	18.2%
	Guest Book	\$57	\$59	3.4%
	Invitations & Reply Cards	\$234	\$248	5.7%
	Reception Menus	\$86	\$126	45.5%
	Save the Date Cards	\$105	\$124	18.1%
	Table or Place Cards	\$66	\$87	31.0%
	Thank You Cards	\$77	\$92	19.3%
Jewelry				
	Earrings	\$118	\$139	18.0%
	Engagement Ring	\$3,186	\$3,481	9.3%
	Necklace	\$141	\$146	3.6%
	Other Jewelry	\$794	\$304	-61.7%
	Wedding Band - Bride	\$1,073	\$1,127	5.0%
	Wedding Band - Groom	\$752	\$770	2.4%
Photography & Video				
	Wedding Photographer	\$1,740	\$1,686	-3.1%
	Wedding Videographer	\$1,269	\$1,122	-11.6%
Planner/Consultant				
	A La Carte Services	\$636	\$1,171	84.2%
	Day of Coordinator	\$695	\$787	13.3%
	For Getting Started	\$612	\$920	50.4%
	Full Service	\$2,024	\$2,264	11.9%
	Month of Direction	\$1,008	\$1,225	21.5%
Transportation				
	Limo Rental	\$514	\$504	-1.9%
	Other Travel	\$386	\$422	9.3%
	Travel for Guests	\$710	\$699	-1.6%
Venue & Catering				
	Ceremony Accessories	\$412	\$207	-49.7%
	Ceremony Location	\$914	\$911	-0.3%
	Ceremony Officiator	\$204	\$220	7.9%
	Hotel Room for After Reception	\$255	\$283	11.0%
	Reception Accessories	\$448	\$200	-55.3%

Reception Bar Service	\$2,055	\$2,122	3.2%
Reception Food Service	\$3,499	\$4,222	20.6%
Reception Location	\$2,483	\$2,797	12.7%
Reception Rentals	\$1,371	\$1,376	0.3%
Rehearsal Dinner	\$727	\$850	17.0%
Tips	\$369	\$351	-4.8%
Wedding Cake	\$352	\$384	9.1%

Wedding Demand Table

Category	Item	2009	Q1-2 2010	% Chg
Attire & Accessories	Bride Accessories	94%	93%	-1.1%
	Groom Accessories	83%	85%	2.4%
	Suit (purchased)	18%	17%	-5.6%
	Suit (rented)	10%	10%	0.0%
	Tuxedo (purchased)	7%	9%	28.6%
	Tuxedo (rented)	65%	62%	-4.6%
	Veil	80%	83%	3.7%
	Wedding Dress	97%	97%	0.0%
	Wedding Dress Preservation	56%	68%	21.4%
Beauty, Health & Spa	Diet, Weight Loss, Gym	28%	26%	-7.1%
	Facial	33%	28%	-15.2%
	Hair Removal	33%	32%	-3.0%
	Hair Service	87%	85%	-2.3%
	Makeup Service	64%	65%	1.6%
	Manicure & Pedicure	83%	76%	-8.4%
	Massage	30%	30%	0.0%
	Teeth Whitening	37%	34%	-8.1%
Entertainment	Dance Lessons	29%	31%	6.9%
	DJ	69%	76%	10.1%
	Live Band	23%	29%	26.1%
	Musician/s, Soloist, or Ensemble	27%	45%	66.7%
Flowers & Decorations	Boutonnieres, Corsages	87%	89%	2.7%
	Bridal Bouquet	96%	95%	-1.4%
	Bridesmaid Bouquets	89%	90%	0.6%
	Ceremony Decorations	84%	80%	-4.8%
	Ceremony Flower Arrangements	79%	82%	3.3%
	Flower Girl Flowers	66%	72%	9.3%
	Flower Petals	65%	67%	3.8%
	Reception Decorations	80%	80%	0.0%

	Reception Flower Arrangements	82%	79%	-3.7%
	Reception Table Centerpieces	83%	89%	7.2%
Gifts & Favors	Gift/s for Attendants	75%	78%	3.7%
	Gift/s for Parents	69%	73%	5.1%
	Gift/s for the Bride	50%	61%	21.7%
	Gift/s for the Groom	57%	66%	15.5%
	Wedding Favors	84%	89%	6.5%
Invitations	Ceremony Programs	72%	71%	-0.7%
	Guest Book	84%	89%	5.3%
	Invitations & Reply Cards	94%	96%	2.4%
	Reception Menus	41%	46%	12.2%
	Save the Date Cards	61%	69%	13.2%
	Table or Place Cards	63%	67%	6.3%
	Thank You Cards	91%	92%	1.6%
Jewelry	Earrings	62%	66%	6.7%
	Engagement Ring	78%	85%	9.0%
	Necklace	58%	63%	8.9%
	Other Jewelry	23%	38%	65.2%
	Wedding Band - Bride	86%	89%	3.5%
	Wedding Band - Groom	91%	94%	3.3%
Photography & Video	Wedding Photographer	76%	94%	23.7%
	Wedding Videographer	34%	52%	52.9%
Planner/Consultant	A La Carte Services	10%	16%	60.2%
	Day of Coordinator	17%	26%	54.4%
	For Getting Started	11%	15%	41.6%
	Full Service	17%	20%	14.5%
	Month of Direction	9%	14%	55.3%
Transportation	Limo Rental	46%	52%	13.0%
	Other Travel	14%	39%	178.6%
	Travel for Guests	34%	35%	2.9%
Venue & Catering	Ceremony Accessories	62%	84%	35.5%
	Ceremony Location	89%	91%	2.2%
	Hotel Room for After Reception	70%	77%	10.0%
	Reception Accessories	75%	88%	17.3%
	Reception Bar Service	59%	69%	17.1%
	Reception Food Service	68%	80%	18.4%
	Reception Location	70%	82%	17.9%
	Reception Rentals	58%	70%	20.5%
	Rehearsal Dinner	83%	84%	1.2%
	Tips	84%	85%	1.2%
	Wedding Cake	91%	93%	2.2%

Methodology

7/12/2010 – 3,429 survey samples were collected between January 1, 2010 and June 30, 2010. Samples were collected through the multi-channel industry group called “Wedding Industry Survey Network (WISN).” More information about the WISN can be obtained from weddingindustry.org.

Survey samples include brides, grooms (pre and post wedding) and wedding vendors. Samples from brides and grooms include multiple ethnicities, income levels, first, second, and third plus marriages, ages 18 to 90, across the entire US in large and small cities. Couples either married in 2010 or spent money for a product or service in 2010 for their 2010 and early 2011 wedding. Samples from vendors were collected as part of the State of the Industry study. Total wedding cost based on weighted average demand of items included in the wedding.

Collection of data for this study included the following WISN participants:

mywedding.com

[OneWed](#)

[Perfect Wedding Guide](#)

[Green Bride Guide](#)

[Cost of Wedding](#)

[WE tv Networks Wedding Report](#)

[Real Simple](#)

[eleGALA](#)