

WEDDING SPENDING

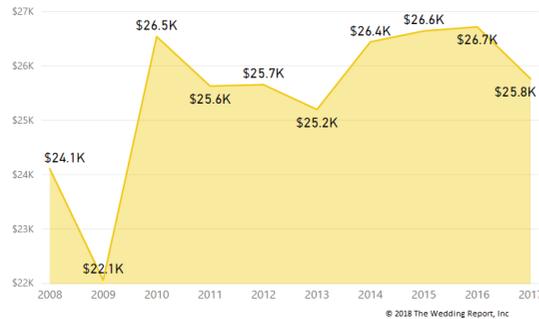
IN 2017, THE AVERAGE COST OF WEDDINGS IN THE U.S. FELL 3.6 PERCENT, TO \$25,764.

According to **The Wedding Report** (*theweddingreport.com*), the average amount U.S. couples spent on their weddings in 2017 fell 3.6 percent, to \$25,764, from \$26,720 in 2016. The average number of guests was 125, unchanged from 2016.

But the economy is doing better, so why aren't couples spending more? In a nutshell, the wedding market is a lagging indicator of the economy, and couples typically rely on cash on hand (disposable income) and savings to pay for wedding costs.

On this page, you'll find more data on U.S. wedding expenditures, all from The Wedding Report.

U.S. Average Wedding Cost 2008-2017



The economy is pretty good right now, but as a whole, couples are spending less on their weddings. Some parts of the upper end of the market are seeing spending growth, but that upper end is shrinking. While some vendors who cater to that market will flourish for a while, they will eventually need to reach down into the other parts of the wedding business to maintain growth. The best example of expanded market reach in the wedding industry is the Vera Wang company.

7.26%

Percent of total wedding expenditures that went for flowers and floral decorations, on average.

\$1,220

Average amount brides spent on their wedding dresses in 2017, which was virtually unchanged from 2016, when the average spent was \$1,221.

Flower Spending

While overall spending on weddings declined in 2017, expenditures on flowers and floral decorations held steady.

Item	Average Spent in 2017	Average Spent in 2016	Change
Bouquets	\$339	\$340	-0.3%
Boutonnieres, Consages	\$148	\$147	+0.7%
Event Decorations	\$445	\$446	-0.2%
Event Flowers & Arrangements	\$613	\$619	-1.0%
Event Table Centerpieces	\$326	\$326	0.0%
Total	\$1,871	\$1,878	0.0%

The Power of Buyers

There are so many options for today's wedding customers to choose from. This makes them super price sensitive.

In a recent The Wedding Report survey, 70 percent of couples said these are their highest priorities:

- They like to shop around before making a purchase.

- No. 1 goal is to save as much money as possible.
- Before purchasing online, they typically read reviews submitted by others.
- Price is more important than brand.
- They like to compare prices across different sites before purchasing something online.

Who's Paying?

- 53% of today's bridal couples pay 100% of their wedding expenses themselves.
- 20% of couples pay for less than 25% of their wedding expenses themselves.

On average, today's bridal couples pay for 72% of their total wedding expenses themselves.

How Are Bridal Couples Paying for Their Weddings?

- 73% use savings.
- 65% use existing cash on hand.
- 36% use credit cards.