

Wedding Industry Trends - Insights from The Wedding Survey 2018

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WED2B have published findings from their annual Wedding Survey for the UK. Now in its third year, the 2018 survey saw 5,044 brides-to-be taking part – a 32% increase on 2017.

The survey is carried out each year by WED2B, the data often used as a useful resource for couples who need a little bit of inspiration when planning their wedding.

Key Insights from the 2018 Survey

There's no sign of the wedding industry slowing down. Overall, the amount couples plan to spend on their dream wedding has risen year on year, with 41% now spending over £10,000 on their dream wedding.

Weddings are no longer perceived by couples as an event that should follow a traditional format. Results from the survey suggest brides are more creative in their planning, which ensures their wedding day is tailored to their taste.

More brides-to-be are opting for unique cakes, such as those made from donuts or cheese. In some cases, couples are even choosing to spend more on a wedding theme, from Disney to Winter Wonderlands.

- 81% of brides prefer longer engagements
- Brides spend 2-3 times more on spring & summer weddings
- 26-45 year olds are more likely to have their wedding abroad
- 35% of brides prefer an A-line gown

How much couples budget for their wedding:

Less than £5,000 15%
£5,000 to £10,000 44%
£10,000 to £20,000 35%
More than £20,000 6%

Todd Cassidy, Managing Director of WED2B, had this to say about the survey: "It's great to see even more brides taking part in this year's survey. It's our mission at WED2B to provide survey results each year that are both useful for brides-to-be and informative for the wider wedding industry."

Results from the survey have been published in The Wedding Survey 2018 Report with data visualised as an infographic – both available on the WED2B website.

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