

This year's wedding boom presents a unique opportunity for retailers

Article



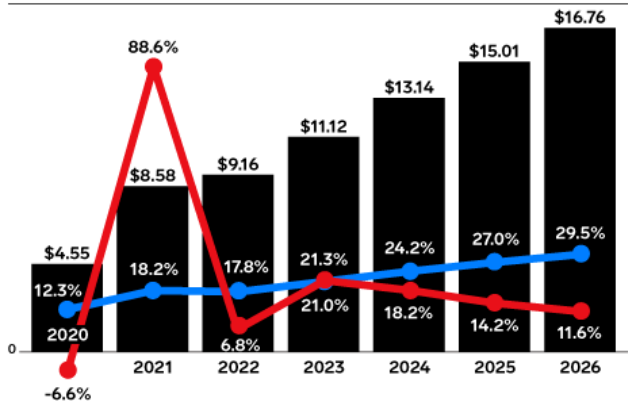
The trend: 2022 is likely to be a record-breaking year for weddings, as couples who postponed their nuptials due to the pandemic are ready to tie the knot.

More on this: As many as 2.6 million weddings are expected to take place this year, up 18.2% from 2.2 million in 2019, prior to the pandemic, [per](#) The Knot.

- Total sales in 2022 of wedding-related products and services such as attire and catering are expected to rise **31%** to **\$68.66 billion** from 2021, which is well above pre-pandemic levels, per The Wedding Report estimates reported in CNN.

US Jewelry Retail Ecommerce Sales, 2020-2026

billions, % change, and % of category retail sales



■ Jewelry retail ecommerce sales ■ % change ■ % of category retail sales

Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales
Source: eMarketer, Feb 2022

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eMarketer | InsiderIntelligence.com

Eying an opportunity: The wedding boom should provide a strong tailwind for retailers that are attuned to consumers’ desire for shopping experiences in line with their unique needs.

- In addition to marketing engagement rings and wedding bands, **Signet** is testing Rocksbox Bridal Subscription, a **jewelry subscription service** that aims to “make it easy and affordable for every member of a bridal party to shine at showers, engagement dinners, and at the magical ‘I do’ moment,” said CEO **Gina Drosos**, during the retailer’s earnings call.
- Walmart**-owned plus-size retailer **Eloquii** launched a bridal line in sizes 14-28 in response to “white dresses” being one of the site’s top searches last year, per Sourcing Journal.
- Azazie**, an online seller of bridal and wedding dresses and accessories that offers new customers free fabric swatches and the ability to try on items for free at home, has already seen a **200% increase in sales this year**, **Ranu Coleman**, chief marketing officer, told CNN.

The big takeaway: After two years in which a large share of weddings were canceled, pushed back, or scaled down, wedding-related retailers are eager for the return of pre-pandemic-style celebrations.

- While ongoing supply chain issues along with consumers' growing concerns about inflation could limit retailers' gains, **many couples are willing to splurge** for their big day. **69%** of couples are spending more than they initially budgeted, either because costs are higher than they anticipated and/or they're willing to spend more to get what they want, per a survey by wedding planning company Zola.
- Retailers that offer a unique and personalized experience will be well positioned to capitalize on the year's wedding boom.