

2024
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Report

Bridal Showers

Just about a quarter of consumers participating in the 2024 Occasions Survey expected to be involved in a bridal shower involving family and friends over the year ahead, tied with the response in 2023. Then, 14% of survey respondents said they expected to be involved in a bridal shower themselves, up six points year over year.

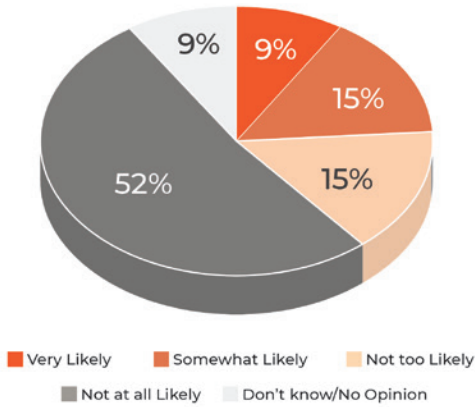
As for shopping, 23% of study participants expected to purchase a home and housewares gift for a bridal shower in the coming months, a couple of points higher than the 2023 survey figure. At 30%, most consumers expect to purchase those gifts in the April to June period, followed by July to September. Consumers looking at housewares gifts are most likely to purchase kitchen, bathroom or personal care, and organization or home décor products for the occasion, at 6% each, followed by bedroom at 5% and cleaning or home environment at 4%.



By a narrow margin, middle-income consumers with household incomes between \$50,000 and \$100,000 are most likely to be involved in a family and friend bridal shower themselves at 29%.



For your friends and family, how likely is it, if at all, that a bridal shower will take place?



For a bridal shower, are you more likely to buy a gift card or a specific gift?

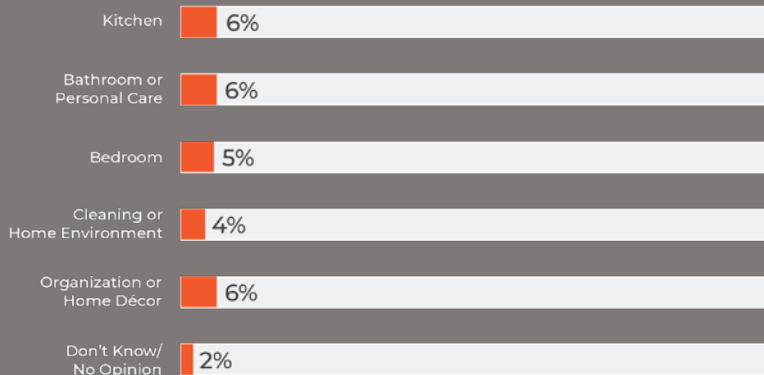


By the same six-point margin, 18- to 34-year-olds, at 34%, top 35- to 44-year-olds in considering a home and housewares gift for a bridal shower.



As might be expected, consumers 18 to 34 are those most likely to anticipate being involved in a bridal shower themselves, at 25%, or, at 36%, a family or friend's bridal shower. Still, in both cases, the proportion is seven points higher than that of the next highest demographic, those 35 to 44.

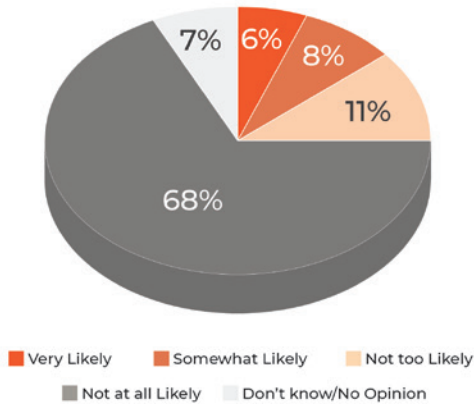
What general product categories of home and housewares gifts would you be likely to purchase for a bridal shower? (Select all that apply)



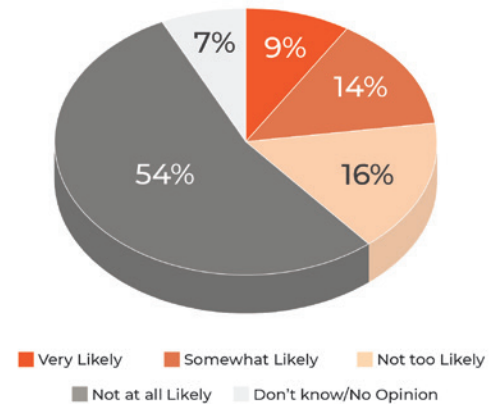
At 42%, men, by 11 points, are more likely to purchase bridal shower gift cards than women, while consumers 45 and over lead age cohorts in their purchasing at 40%.

When it comes to bridal showers, 59% of consumers are more likely to purchase a specific gift versus 36% who would prefer to purchase a gift card.

For yourself, how likely is it, if at all, that a bridal shower will take place at least once in the next 12 months?



In the next 12 months, how likely is it, if at all, that you will purchase a home and housewares gift for a bridal shower?



By five points, women are more likely to purchase a housewares gift for a bridal shower, at 26%, versus men.



Final Thoughts

Bridal showers represent engaged couples' last big pre-wedding event and an important point in the nuptials journey. It's also a point where gift-giving becomes a more considered activity as it focuses on finding presents that will support and enhance a couple's lifestyle. It also could be a bride's first experience creating a registry, so it's a particular opportunity for retailers and vendors to impress a couple with a long future of gifting in front of them.

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