

2024
Occasions
Report

Engagements
Bridal Showers
Weddings

Home Ownership
Pet Ownership
Baby Showers

College Bound
Retirement

2024 At-Home
Entertaining
Report

Weddings

Almost a third of consumers are looking at a wedding among family and friends in the next year, while 16% are planning matrimony themselves, and 7% of respondents say it's very likely.

In both cases, for the individual and those in their lives, expectations of a wedding are several points higher than was the case in 2023.

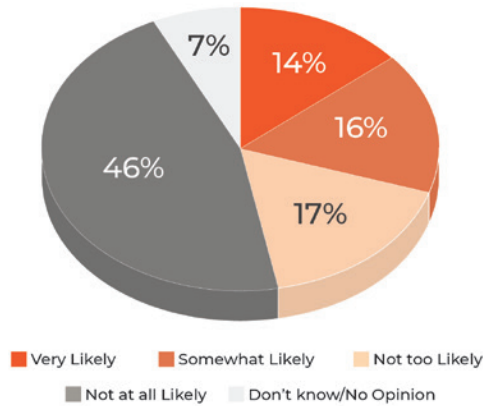
In demographic terms, the youngest consumers are most enthusiastic about purchasing home and housewares gifts for the wedding occasion, with 18- to 34-year-olds at 39% and 35- to 44-year-olds at 34%. The wealthiest, with household incomes over \$100,000 tied with middle-income households, earning between \$50,000 and \$100,000 at a 33%, preference for presents with a domestic orientation. In regional terms, consumers in the Northeast are most inclined to give home and housewares gifts for the wedding occasion, at 31% followed by those from the South, at 29%.



Younger consumers, those under age 45 and especially those ages 18-35, dominate people anticipating nuptials. They are more likely to purchase a housewares item as a wedding gift than their older counterparts.



For your friends and family, how likely is it, if at all, that weddings will take place at least once in the next 12 months?



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

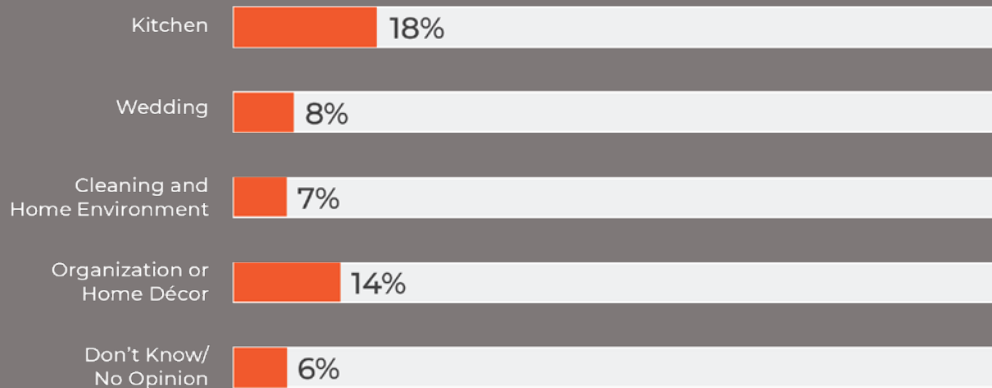


Gift cards are preferred by 38% of consumers for wedding-related giving.



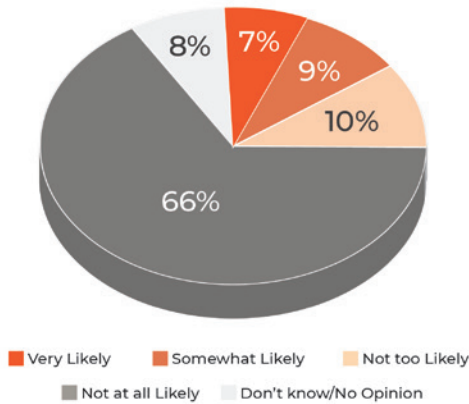
Women and younger consumers particularly favor kitchen products when choosing a housewares gift.

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

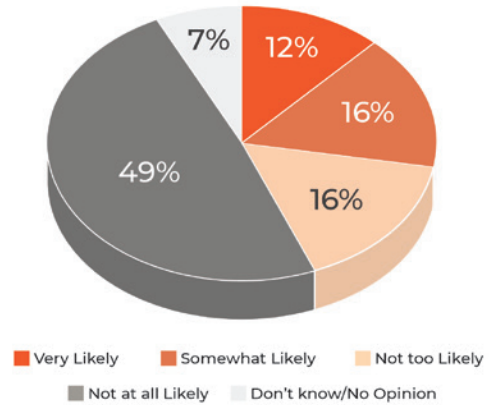


At 27%, consumers think they will most likely purchase a wedding present in the April to June period.

For yourself, how likely is it, if at all, that a wedding 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 wedding?



Final Thoughts



In terms of life occasions, weddings are a central event prompting others and worthy of special attention. According to The Knot's 2023 Global Wedding report, more than three-quarters of couples who get married in North America and Europe live together before their nuptials. And they are older as well. In market research from Statista, the median age for men to marry in the United States is over 30 and, for women, over 28. As such, they've already developed their own personal household tastes, and gift givers will take those into consideration. So, couples themselves are likely to drive gift purchasing for weddings and associated events, which may warrant new thinking about consumer outreach when it comes to gifting.

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