

2026 OCCASIONS REPORT

Engagements

Engagement events in the United States are becoming more frequent and increasingly elaborate.

In 2026, more consumers say they are very or somewhat likely to attend a friends-and-family engagement celebration, with 27% of 2026 Occasions Survey respondents entertaining the possibility, up from 23% in 2025. In addition, 22% now anticipate having their own engagement celebration, up from 16% a year ago.

As home and housewares gifts gain traction as appropriate for key life moments, 42% of consumers said they would consider giving such goods as engagement presents, up from 21% in 2025. Kitchen products ranked highest at 33% followed by bedroom goods at 31% and organization or home décor at 30%. In 2025, kitchen and bedroom products tied at 29%, with organization or home décor close behind at 28%.

However, engagement gifting remains an area of uncertainty for many consumers. Gift cards continue to serve as a fallback – and nearly as many consumers selected them (35%) as chose specific physical gifts (38%). Both rose slightly year over year. The steady split suggests hesitation about what constitutes an appropriate engagement gift, offering retailers an opportunity to leverage shopper insights and provide curated suggestions. According to survey findings, likely gifters skew younger, particularly Gen Z and Millennials.

Younger consumers show a greater likelihood of attending a friends-and-family engagement event in the coming year:

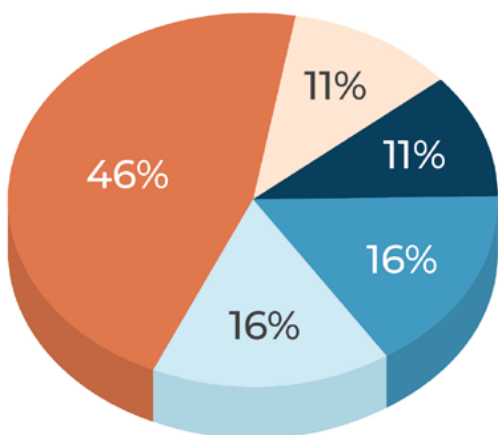
- 40% of Gen Z expect to celebrate one** (up from 30% in 2025), **38% of Millennials** (up from 33%) **and 23% of Gen X** (up from 16%).

Gen Z is significantly more likely to be contemplating their own engagement

occasion in 2026, **rising to 35% from 21%**. Millennials also saw a smaller but notable increase, from 26% to 31%.

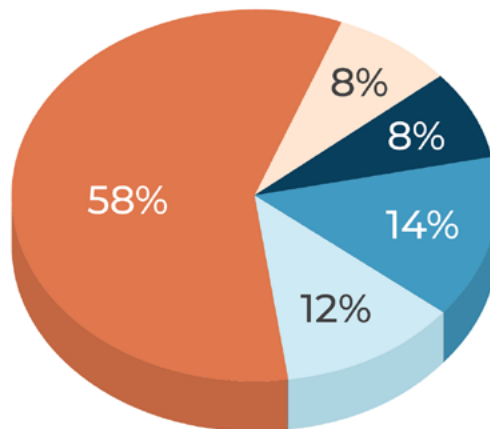


Likelihood of an Engagement Occurring Among Friends or Family in the Next 12 Months



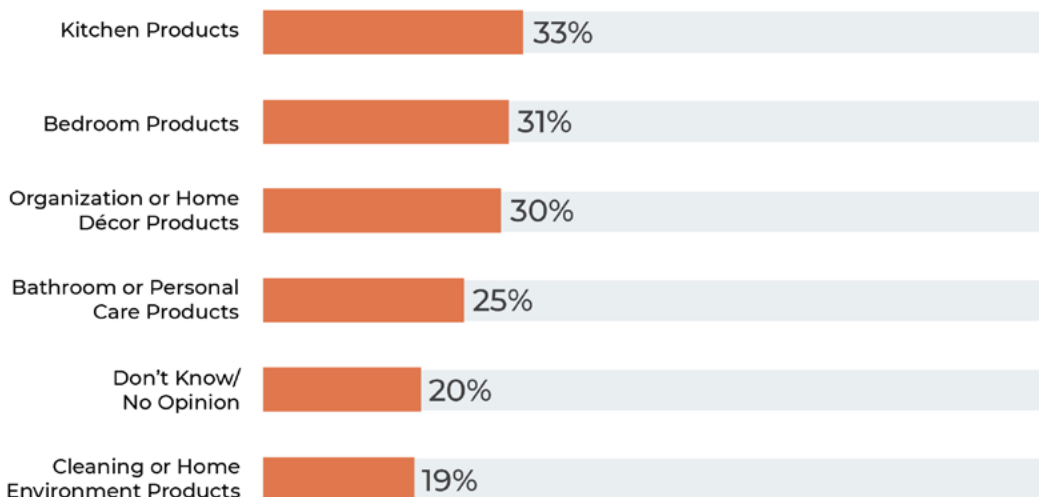
Very Likely Somewhat Likely Not too Likely
Not at all Likely Don't know/No Opinion

Likelihood of an Engagement Occurring for Oneself in the Next 12 Months



Very Likely Somewhat Likely Not too Likely
Not at all Likely Don't know/No Opinion

Home + Housewares Categories Likely To Be Purchased for an Engagement

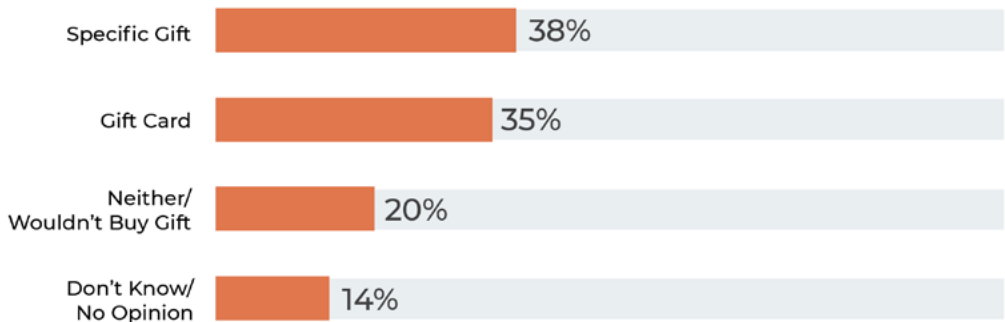


Post-graduate-educated consumers are especially likely to attend a friends-and-family engagement in 2026, at 36% versus 27% in 2025.

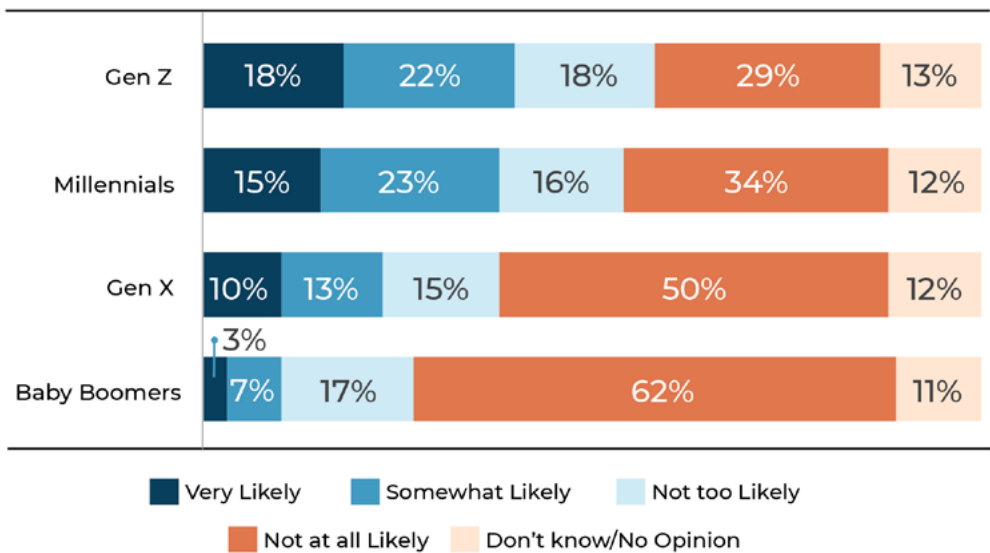
Those without a college education also showed a four-point gain year over year.



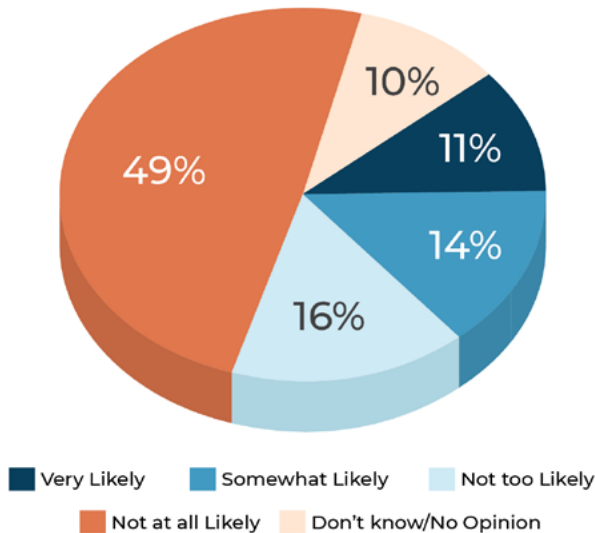
Preferred Types of Engagement Gifts



Likelihood of Attending an Engagement Event by Generation



Likelihood of Purchasing a Home + Housewares Gift for an Engagement



Urban consumers lead in expected attendance at friends-and-family engagement events, with **35% indicating they may participate**, up from 25% a year prior.



FINAL THOUGHTS

Engagement events, like many pre-wedding celebrations, have grown more elaborate – and that shift signals opportunity. According to WeddingPro, a company that connects wedding vendors and couples, proposals themselves are becoming more personalized. Couples increasingly seek moments that reflect their unique stories, whether through heirloom rings, themed celebrations or carefully orchestrated settings. More than half of proposers reported feeling pressure to make their proposal “special,” reinforcing the importance of personalization.

Couples are also investing more financially. Proposers now spend an average of more than \$2,500 on the engagement moment – excluding the ring – WeddingPro reported. The emphasis of memorable, shareable experiences means social media plays a dual role: broadcasting the news (with about three-quarters of couples posting within two days) and inspiring the proposal itself.

For retailers, this underscores the value of a strong social media strategy aimed at the engagement occasion. By positioning curated assortments, inspirational content and gifting guidance where couples and their communities are already looking, retailers stand to capture a growing, experience-driven moment in the celebrations market.

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