



2026 OCCASIONS REPORT

Weddings

In this year's Occasions Survey, 28% of consumers said it was very or somewhat likely that a wedding would occur among their family and friends in the next 12 months – essentially flat year over year.

However, 22% of respondents expect to have a wedding in their own lives, a six-point increase from 2025. Gen Z led all generations by a wide margin, with 38% reporting they were very or somewhat likely to have their own wedding under consideration, up from just 20% last year.

Although overall expectations for friends-and-family weddings remained stable, Gen Z moved ahead. Last year, 29% of Gen Z respondents expected to attend a wedding, but that figure jumped to 40% for 2026.

More than half of respondents said they would consider a home and housewares gift for a wedding, with 28% very likely and 25% somewhat likely. These results sit ahead of last year's tally, when only 12% were very likely and 15% somewhat likely to choose a home-focused gift. This trend aligns with broader research showing that consumers are placing greater emphasis on household spaces in their spending.

Kitchen items remain the top wedding gift category, selected by 51% of respondents. Organization and home décor followed at 34% and bedroom items at 33%, consistent with last year's top three. Gift cards also remain popular: 37% of consumers would consider giving one for a wedding, while 51% said they would opt for a specific gift. Both categories rose from last year as indecision declined.

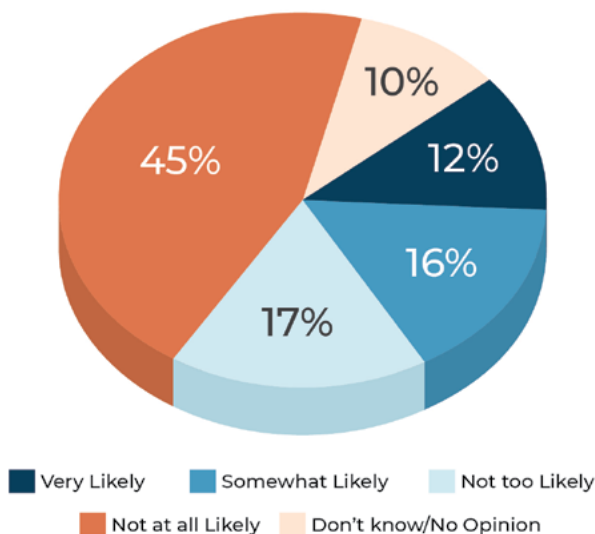
Gen Z not only led in likelihood of having their own wedding at 38%;

the group also overtook Millennials – last year's leaders – by a nine-point margin

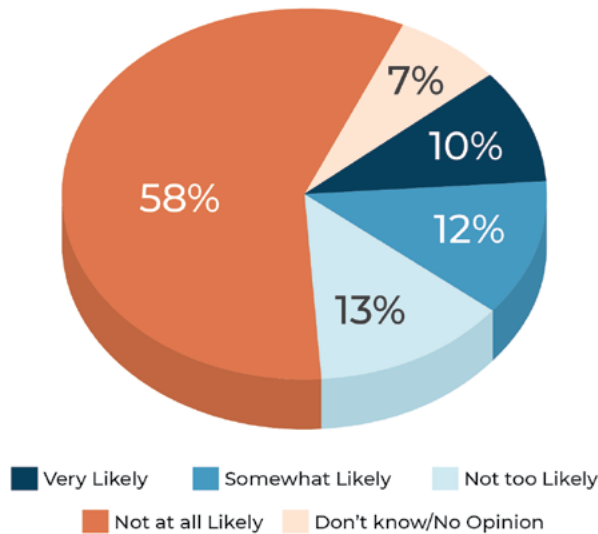
Post-graduate respondents were the most likely to attend a friends-and-family wedding this year, rising seven points from 2025.



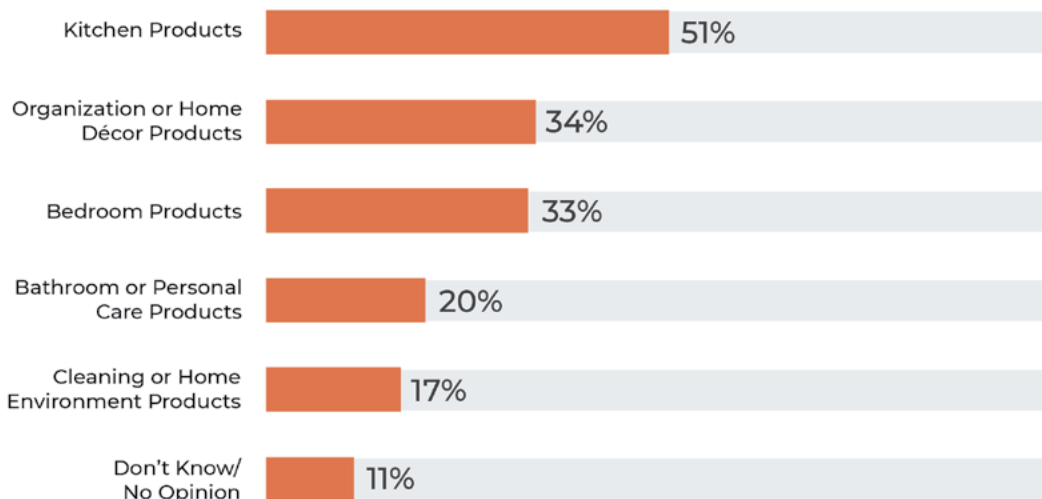
Likelihood of a Wedding Occurring Among Friends or Family in the Next 12 Months



Likelihood of a Wedding Occurring for Oneself in the Next 12 Months



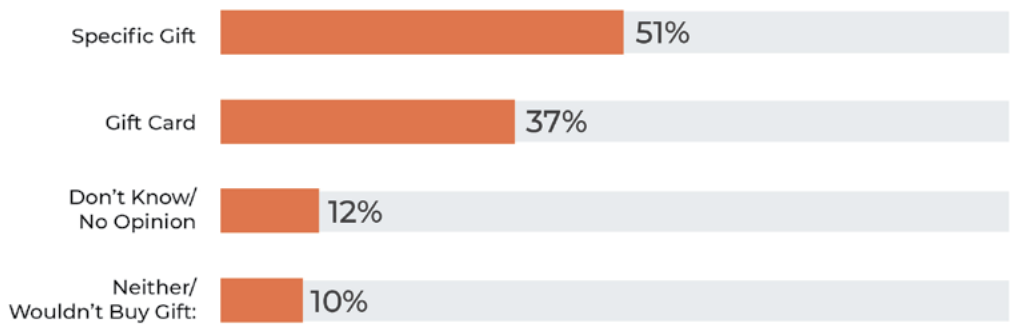
Home + Housewares Categories Likely To Be Purchased for a Wedding



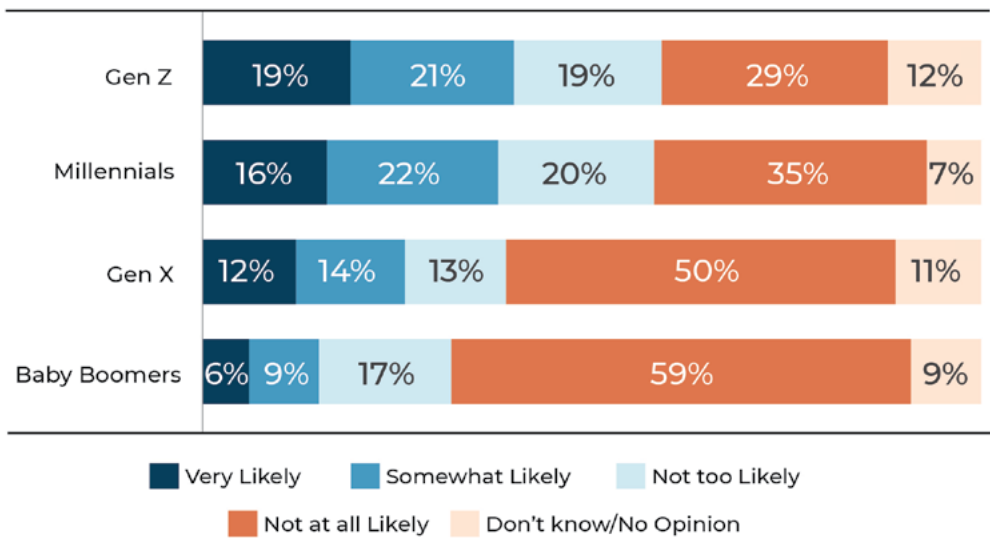
Urban consumers, at 29%, were significantly more likely to be considering their own weddings than suburban consumers (10 points lower) and rural consumers (13 points lower).



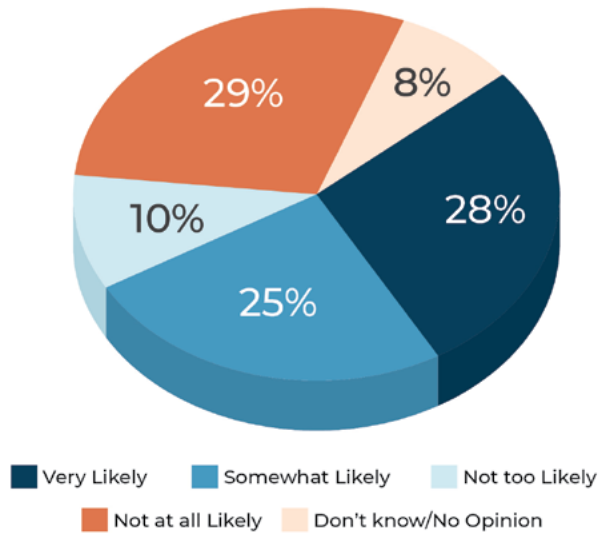
Preferred Types of Wedding Gifts



Likelihood of Attending a Wedding by Generation



Likelihood of Purchasing a Home + Housewares Gift for a Wedding



Gen X respondents, at 26%, were seven points more likely to attend a friends-and-family wedding than last year. Baby Boomers, however, declined eight points, with only 15% expecting to attend.



FINAL THOUGHTS

The sharp rise in home and housewares gifting for wedding occasions might reflect a broader shift among consumers mindful of economic pressures. Historically, events such as the Great Recession and the COVID-19 pandemic shifted to more practical, home-centered gifting as households prioritized comfort, utility and stability. Recent Adobe Analytics data suggests a similar trend today, with October shoppers placing increased focus on home-enhancing purchases as the holiday season began.

At the same time, Gen Z is emerging as a dominant force in the wedding scene. With the oldest members only around 28, many Gen Z couples are establishing households for the first time – and may require more home essentials than older cohorts did at the time of their weddings.

According to The Knot's 2025 Real Weddings Study, Gen Z couples tend to favor more traditional wedding elements compared to Millennials, potentially influenced by family preferences and established norms.

A notable development is the incorporation of AI into wedding planning. The Knot found that one in 10 couples used AI tools during the planning process, often for writing and communication tasks such as thank-you notes, wedding-website copy, etiquette guidance and honeymoon or bachelor(ette)-party itineraries.

Together, these dynamics are reshaping how consumers plan, celebrate and gift around weddings, opening new opportunities for home and housewares retailers.

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