Bridal Market in Japan: Key Research Findings 2013

◆ Research Outline

Yano Research Institute has conducted a study on the bridal market with the following conditions:
1. Research period: October to December, 2012
2. Research target: Enterprises and organizations in the business of wedding services and products.
3. Research methodologies: Face-to-face interviews by the specialized researchers, telephone/FAX/mail-in surveys, and literature research

<What is the Bridal Market?>
The bridal/wedding-related market in this research indicates the following six wedding categories: Wedding ceremonies/banquets/parties, Furniture for newlyweds, Honeymoon, Bridal jewelries, Betrothal gifts and ceremonies, Wedding-related information delivery services. In the category of “wedding ceremonies/banquets/parties,” the sales of overseas ceremonies planned and arranged in Japan are included.

◆ Key Findings

■ Expansion in Categories of Strong-Yen-influenced “Honeymoons” and “Information Services” were Limited, Unable to Stop Shrinking of Entire Bridal Market to Mark 98.3% of Previous Year at 2,617.0 Billion Yen

The wedding-related market has been declining since 2009. 2012 was no exception, which resulted in 2,617.0 billion yen, 98.3% of the previous year. This stems from doldrums in the category of “wedding ceremonies/banquets/parties” market, occupying more than 50% of the entire bridal market sales. Although sales from honeymoon, driven by appreciation of yen, coupled with wedding-related information delivery services were in good condition, they failed to boost the entire market.

■ Wedding Ceremonies/Banquets/Parties Market in 2012 Shrank to Mark 98.6% of Previous Year, due to Slower Increase in Number of Marriages, Growth of No-Ceremony Weddings, and Price Reduction per Couple

Size of the wedding ceremonies/banquets/parties market in 2012 is likely to end up at 1,430.0 billion yen, 98.6% of the previous year. The market is suffering from slower growth in number of marriages and from increasing number of newly-weds giving no wedding parties. Currently, there are excessive facilities to provide wedding ceremonies and services against demand, leading to price competition among wedding-service providers. In addition to the prevailing consumer trends of spending minimum as possible, the companies, especially those that have
newly entered the market, hammered out low-price wedding services that reduced wedding cost per couple.

**Report format:**
- Published report: “Wedding Industry 2013”
- Issued on: December 26, 2012
- Language: Japanese
- Format: 685 pages in A4 format
- Price: 105,000 yen (5,000 yen of consumption tax shall be charged for the sales in Japan.)

### Figure 1: Transition of Size of Bridal Market

![Graph showing the transition of size of bridal market](image)

**Notes:**
1. The figures are based on the sales volume from enterprises.
2. The bridal/wedding-related market in this research indicates the following six wedding categories: Wedding ceremonies/banquets/parties, Furniture for newlyweds, Honeymoon, Bridal jewelries, Betrothal gifts and ceremonies, Wedding-related information delivery services.
3. The figures from 2011 have been revised.
Notes:
4. The figures are based on the sales volume from enterprises.
5. In the category of “wedding ceremonies/banquets/parties,” the sales generated by overseas ceremonies planned and arranged in Japan are included.
6. “Wedding Ceremonies/Banquets/Parties” market is a part of the entire bridal market.
7. The figures from 2011 have been revised.