

## Bridal/Wedding Market in Japan: Key Research Findings 2017

### ◆ Research Outline

**Yano Research Institute has conducted a study on the bridal/wedding market with the following conditions:**

1. Research period: December 2016 to February 2017
2. Research target: Enterprises and organizations in the business of wedding services and product sales.
3. Research methodologies: Face-to-face interviews by the expert researchers, interviews via telephone/FAX, mail-in surveys, and literature research

**<What is the Bridal/Wedding Market?>**

The bridal/wedding market in this research indicates the market of the following six categories: wedding ceremonies/banquets/parties, furniture for the newlyweds, honeymoons, bridal jewelries, betrothal gifts and ceremonies, and marriage matchmaking services. In the category of “wedding ceremonies/banquets/parties,” the sales of overseas ceremonies planned and arranged in Japan are included.

### ◆ Key Findings

■ **Entire Bridal/Wedding Market in 2016 Likely to Decline Slightly to 2,529.0 Billion Yen, 99.3% on Y-o-Y Basis, With All Categories Scaled Down, including Ceremonies/Banquets/Parties**

2016 can be another year for the bridal/wedding market to decline, with the entire market size (total all six categories) projected to be 2,529.0 billion yen, 99.3% of the size of the previous year. All the market categories, including jewelries, honeymoons, and even the category of wedding ceremonies/banquets/parties that occupies the majority of the entire bridal/wedding market, are likely to scale down.

■ **Wedding Ceremonies/Banquets/Parties Market in 2016 Projected to Shrink to 99.5% on Y-o-Y Basis, Ceremonies with Smaller Number of Guests Preferred and Smaller Sum Paid per Couple**

The wedding ceremonies/banquets/parties market in 2016 is expected to shrink slightly for three years in a row to be 1,409.0 billion yen, 99.5 % of the size of the preceding year. The wedding ceremonies, banquets and parties are continued being preferred to have small number of guests, leading to stronger tendency for smaller sum paid per couple, in spite of the brisk business.

### ◆ Report format:

Published report: “Wedding Industry 2017”

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Format: 627 pages in A4 format

Price: 110,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

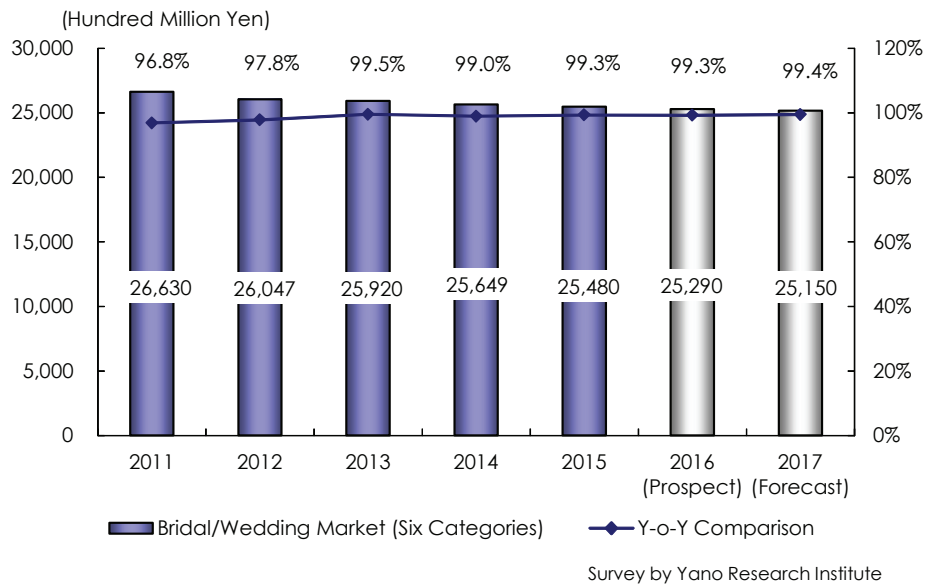
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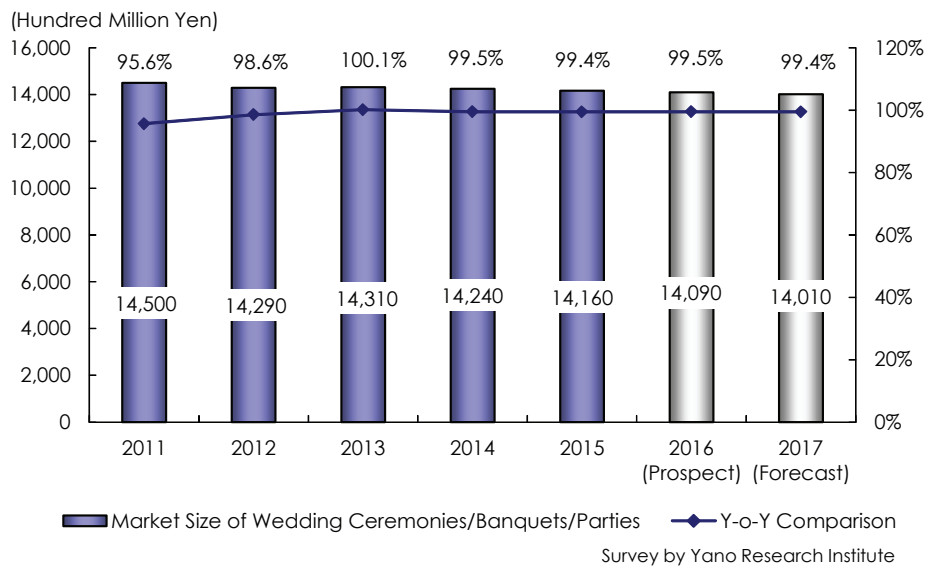
■ **Figure 1: Transition of Size of Bridal/Wedding Market (Six Categories)**



Notes:

1. The market size is based on the sales volume of enterprises.
2. The bridal/wedding market in this research indicates the market of the following six categories: wedding ceremonies/banquets/parties, furniture for the newlyweds, honeymoons, bridal jewelries, betrothal gifts and ceremonies, and marriage matchmaking services.

■ **Figure 2: Transition of Size of Wedding Ceremonies/Banquets/Parties**



Notes:

3. The market size is based on the sales volume of enterprises.
4. In the category of “wedding ceremonies/banquets/parties,” the sales of overseas ceremonies planned and arranged in Japan are included.
5. The “wedding ceremonies/banquets/parties” market is a part of the bridal/wedding market.