

Wedding Industry in Japan: Key Research Findings 2010

➔ **Research Outline**

Yano Research Institute has conducted a study on the bridal industry and the wedding ceremony and party market in Japan with following conditions.

1. Research period: November 2009 to January 2010
2. Research targets: Wedding industry players that provide the services and/or sell products
3. Research methodologies: Face-to-face interviews, telephone interviews, post-mail survey

➔ **Key Findings**

- ◆ **The 2009 market size of the wedding industry decreased to 2,760.7 billion yen, down 1.5 percent from the previous year.**

The market size declined for the first time since 2005. This is due to the slow growth of wedding ceremony and party sector, which has been the driving force in the market for these several years, and the large fall of bridal jewelry sector. The boom of marriage hunting did not very much contribute to the market expansion of marriage and wedding information services.

- ◆ **The growth of the market size of the wedding ceremony and party sector slowed down in 2009. The size increased to 1,515.0 billion yen, up 1.4 percent from the previous year.**

The wedding ceremony and party sector increased only slightly due to the decrease in the number of marriage, the slump of medium range pricing companies and the decrease in the number of wedding attendees.

- ◆ **2010 Forecast: Same trends as 2009. Evocation of demands for wedding party is a key.**

The wedding ceremony and party sector is a large one in the industry. Per customer transaction is expected to decrease as the number of wedding attendees declines. How to evoke demands for wedding party is an important element to the growth of the industry.

➔ **Report format:**

Published report: "Wedding Industry 2010"

Issued in: January 2010

Language: Japanese

Format: 445 pages in A4 format

Price: 100,000 yen (5,000 yen of consumption tax will be additionally charged for sales in Japan.)

Contacts:

Public Relations

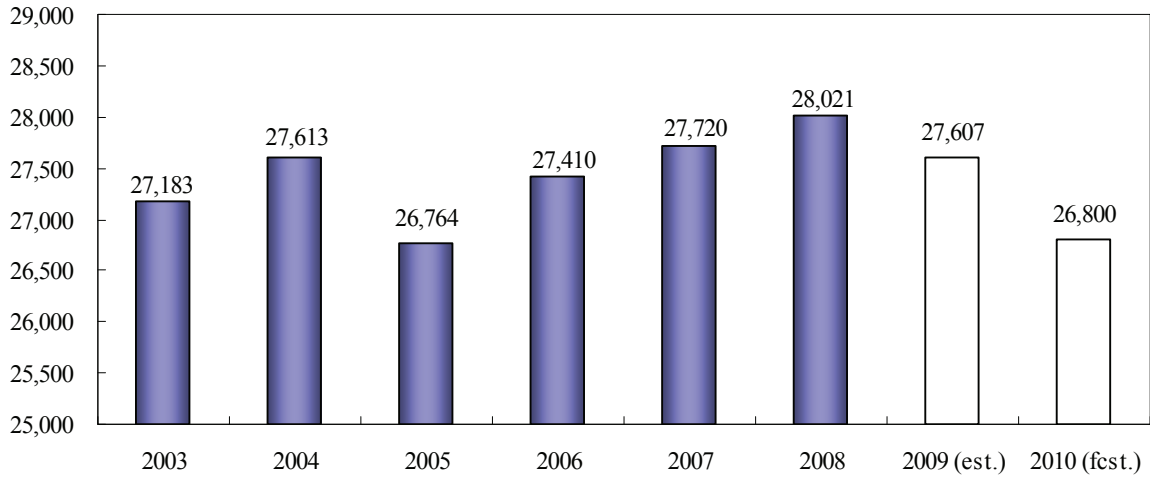
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[Changes in Wedding Industry Size]

(100 mil. yen)

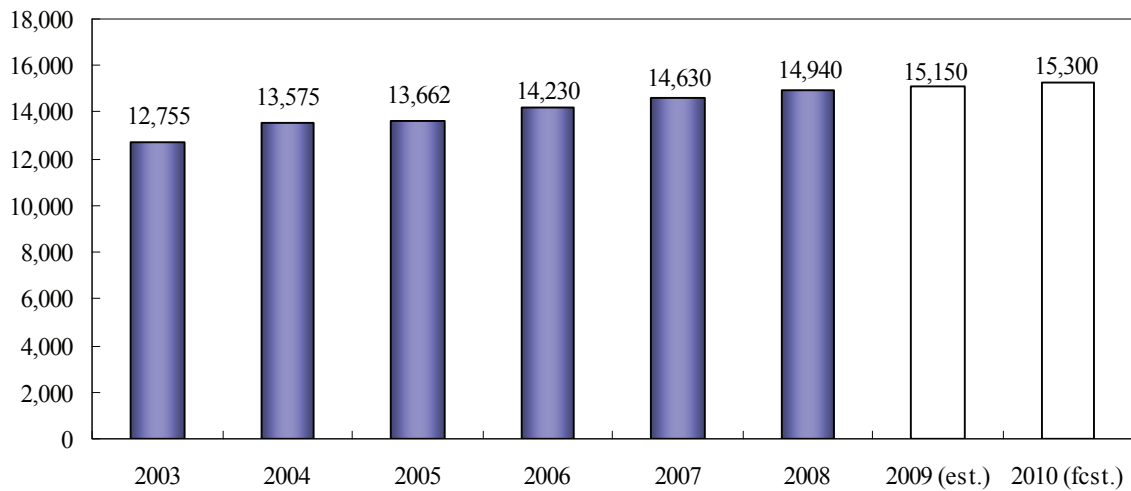


Note: Based on sales of business entities.

Estimated by Yano Research Institute Ltd.

[Changes in Wedding Ceremony and Party Market Size]

(100 mil. yen)



Note: Based on sales of business entities.

Estimated by Yano Research Institute Ltd.