**Bridal Market in Japan: Key Research Findings 2012**

**◆ Research Outline**

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

1. Research period: October to December, 2011
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 surveys, and literature research

**<What is the bridal market in this research?>**

The bridal market in this research indicates major six wedding categories that are: 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**

- **Wedding-related market in 2011 is estimated to scale down to 2,715.4 billion yen, 98.7% of the previous year, with decreasing number of marriages and smaller wedding parties**

  The bridal market in 2011 is estimated to be 2,715.4 billion yen, 98.7% of the previous year, which marks the third consecutive decline since 2009. Although the Great East Japan Earthquake in March 2011 has been reported to trigger many couples to marry, the actual number of marriages dramatically dropped since 2010, according to the monthly updated data of the vital statistics of Japan, as of September 2011 published by the Ministry of Health, Labour and Welfare. The wedding ceremonies/banquets/parties category, the biggest to occupy the entire bridal market, has scaled down from the previous year.

- **Market of wedding ceremonies/banquets/parties in 2011 is estimated to be 1,480.0 billion yen, 97.6% of the previous year, due to the fall of unit price**

  The size of wedding ceremonies/banquets/parties market in 2011 is likely to be 1,480.0 billion yen, 97.6% of the previous year. The market was said to have no influence from economic recession and had actually been in a rising trend since 2003 backed by rise of unit price. However, it is now suffering from slower growth of unit price since 2010 due to belated effects from economic downturn. In addition, the market was influenced by the Great East Japan Earthquake that hit in March, which closed down some venues of wedding ceremonies and banquets, triggered cancellation and postponement of ceremonies and parties, decreased the number of guests per party due to reluctance of having flamboyant parties. The market is also facing predicament from the recent wedding trends to spend less. Couples get married in more casual ways inviting smaller groups of people. Decline of unit price is estimated especially in the mid-level priced (about the size of 3 million yen) ceremonies because of emerging of inexpensive marriage agencies and information through word-of-mouth-website.
Figure 1: Transition of Size of Bridal Market

Notes:
1. The figures are based on the sales from the companies.
2. The bridal market in this research indicates major six wedding categories that are: wedding ceremonies/banquets/parties, furniture for newlyweds, honeymoon, bridal jewelries, betrothal gifts and ceremonies, wedding-related information delivery services.
3. The figures from 2010 have been revised.
Figure 2: Transition of Size of Wedding Ceremonies/Banquets/Parties

Notes:
4. The figures are based on the sales from the companies.
5. In the category of “wedding ceremonies/banquets/parties,” the sales generated by overseas ceremonies planned and arranged in Japan are included.
6. The figures from 2010 have been revised.