

## Bridal/Wedding Market in Japan: Key Research Findings 2016

### ◆ Research Outline

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

1. Research period: December 2015 to February 2016
2. Research target: Enterprises and organizations in the business of wedding services and product sales.
3. Research methodologies: Face-to-face interviews by the specialized researchers, telephone/FAX/mail-in surveys, and literature research

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

The bridal/wedding market in this research indicates the following six categories: wedding ceremonies/banquets/parties, furniture for the newlyweds, honeymoon, bridal jewelries, Betrothal gifts and ceremonies, and marriage information 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 2015 Projected to Decline Slightly to 2,548.0 Billion Yen, 99.3% of Size of Previous Year**

2015 is likely to be another year of decline for the bridal/wedding market (six categories) to mark 2,548.0 billion yen, 99.3% of the size of the previous year. It is largely because of the reduction in the categories of wedding ceremonies/banquets/parties, which occupies majority of the entire bridal/wedding market, and of honeymoon and bridal jewelries.

■ **Wedding Ceremonies/Banquets/Parties Market in 2015 Projected to Shrink to 99.4% on Y-o-Y Basis, Ceremonies without Parties or Smaller Number of Guests Preferred**

The wedding ceremonies/banquets/parties market in 2015 is likely to scale down slightly to 1,416.0 billion yen, 99.4 % of the size of the preceding year. Increasing number of wedding service providers that mainly operate expensive ceremonies have succeeded in acquiring the to-be newlywed by being available to give ceremonies with small number of guests. On the other hand, the unit price per couple has been on the decline.

### ◆ Report format:

Published report: “Wedding Industry 2015”

Issued on: March 31, 2015

Language: Japanese

Format: 611 pages in A4 format

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

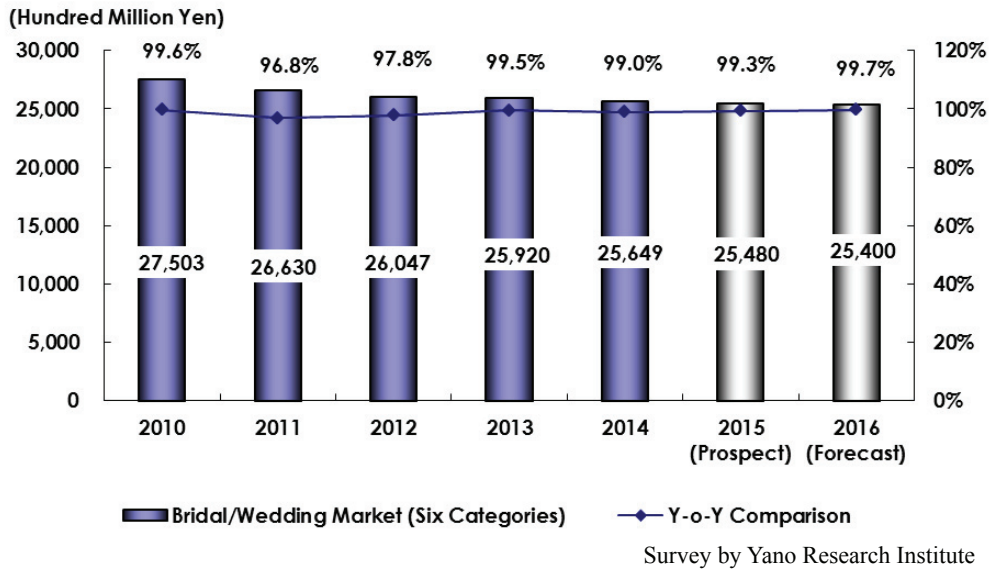
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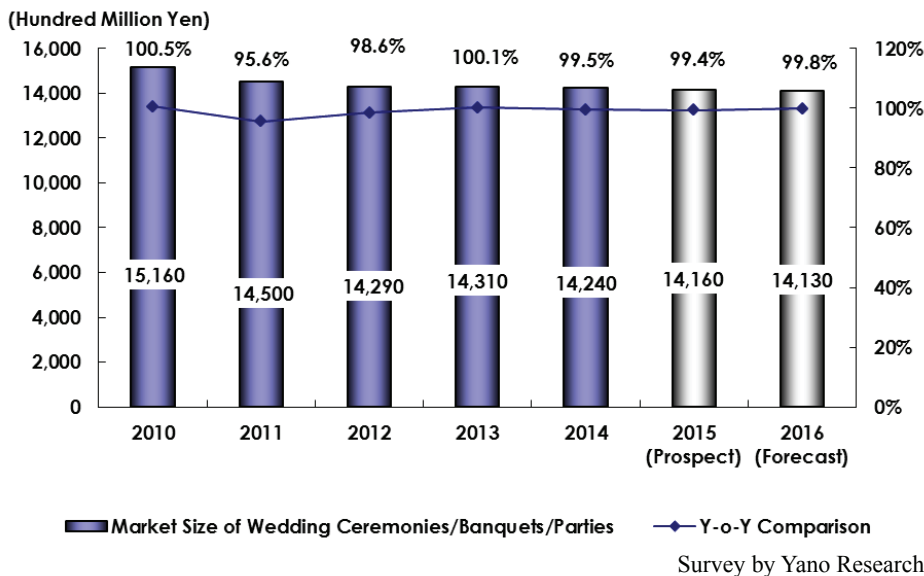
■ **Figure 1: Transition of Size of Bridal/Wedding Market (Six Categories)**



Notes:

1. The market size is based on the sales volume of enterprises.
2. The bridal/wedding market in this research indicates the following six categories: Wedding ceremonies/banquets/parties, Furniture for newlyweds, Honeymoon, Bridal jewelries, Betrothal gifts and ceremonies, and Information delivery services relevant to wedding. In the category of “wedding ceremonies/banquets/parties,” the sales of overseas ceremonies planned and arranged in Japan are included.

■ **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 generated by overseas ceremonies planned and arranged in Japan are included.
5. The “wedding ceremonies/banquets/parties” market is a part of the bridal/wedding market.