

Bridal/Wedding Market in Japan: Key Research Findings 2018

◆ Research Outline

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

1. Research period: December 2017 to February 2018
2. Research objects: 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 2017 Likely to Decline Slightly to 2,499.0 Billion Yen, 98.9% on Y-o-Y Basis, With All Categories Scaled Down, Including Wedding Ceremonies/Banquets/Parties

The entire bridal/wedding market size (total all six categories) in 2017 is projected to be 2,499.0 billion yen, 98.9% of the size of the previous year. Because 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, there is no factor for the market to turn for the better to be found.

■ Wedding Ceremonies/Banquets/Parties Market in 2017 Projected to Shrink to 99.1% on Y-o-Y Basis, Rate of Holding Ceremonies and Unit Price Per Couple Cannot Stop Falling

The wedding ceremonies/banquets/parties market in 2017 is expected to shrink slightly for four years in a row to be 1,396.0 billion yen, 99.1 % of the size of the preceding year. With lower rate of holding wedding ceremonies stemming from diversified sense of values, the pragmatic strategy for the market players is to detect and explore the population with potential demand and to concentrate on acquiring such population as customers.

◆ Report Format:

Published Report: “Wedding Industry 2018”

Issued on: February 28, 2018

Language: Japanese

Format: 670 pages in A4 format

Price: 120,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

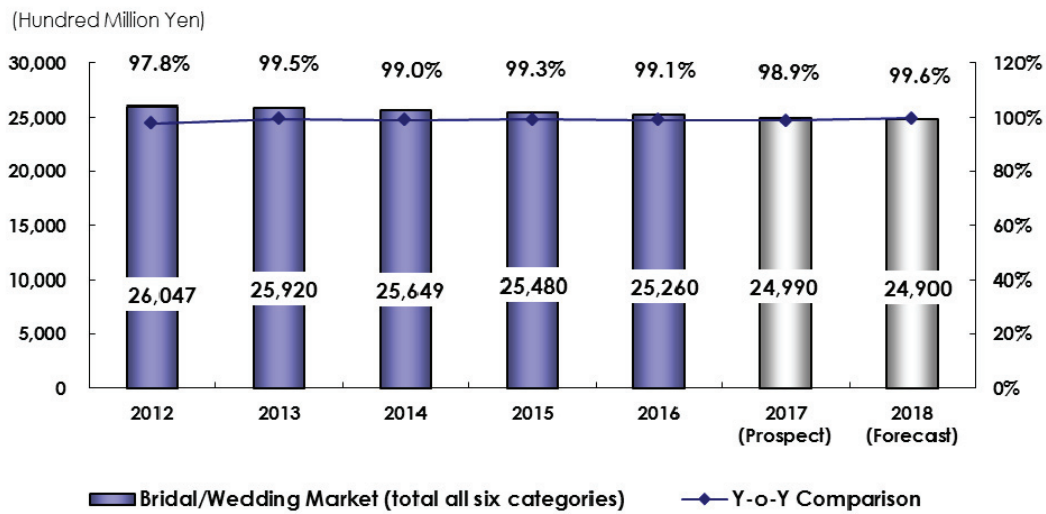
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■ **Figure 1: Transition of Size of Bridal/Wedding Market (Six Categories)**

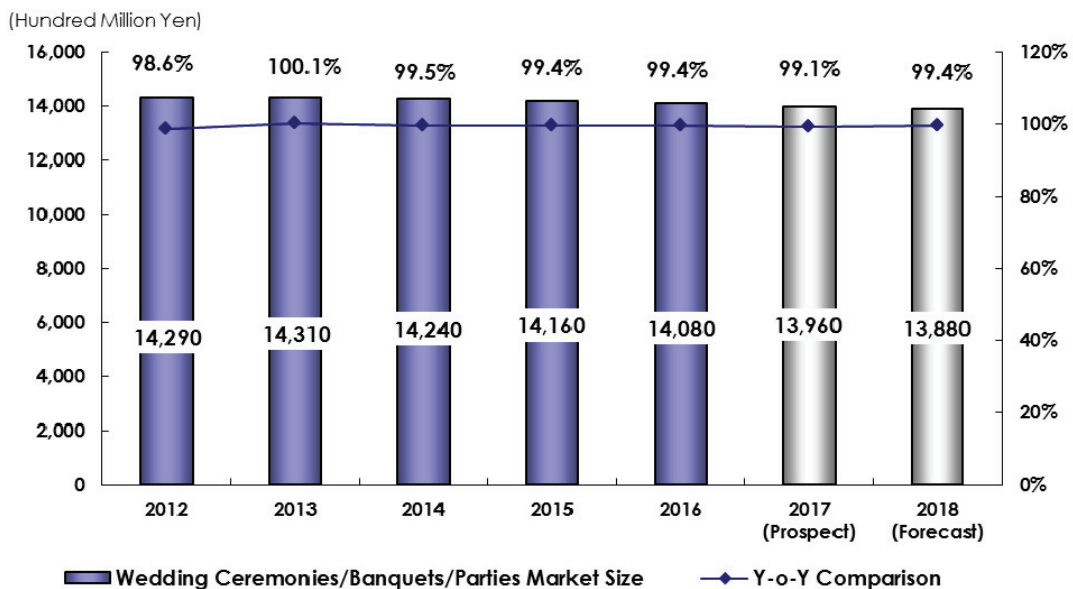


Survey by Yano Research Institute

Notes:

1. The market size is based on the sales at 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**



Survey by Yano Research Institute

Notes:

3. The market size is based on the sales at 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 shown in Figure 1.