

Wedding Industry in Japan: Key Research Findings 2011

Research Outline

Yano Research Institute has conducted a study on the wedding industry in Japan with following conditions.

1. Research period: October to December 2010
2. Research targets: Service providers and goods sales companies in the wedding industry and related organizations
3. Research methodologies: Face-to-face interviews, telephone and fax surveys and post mail surveys

DEFINITION of Wedding Industry

The wedding industry in this research consists of the major six categories of wedding ceremony and party, furniture for newly weds, honeymoon travel, bridal jewelry, engagement ceremony and articles, marriage information service. The market size of wedding ceremony and party includes the sales of overseas wedding arranged by entities in Japan.

Key Findings

- ◆ **The 2010 market size of the wedding industry is estimated at JPY 2,748 billion, down 0.4% year-on-year. Indication of changes is seen in the market that is strong against recession.**

The market size of the wedding industry in 2010 is estimated at 2,748.0 billion yen, down 0.4 percent from the previous year. The industry decreased slightly due to the slowing down of growth rate of the wedding ceremony and party market which represents the largest part of the wedding industry and the restrained spending on honeymoon tours and consumer goods. The wedding industry has been said to be strong against recession, however, there is an indication of changes influenced by the prolonged recovery of recession, the employment anxiety of young people and the changes in view of marriage.

- ◆ **The 2010 market size of the wedding ceremony and party is estimated at JPY 1,516 billion, up 0.5% year-on-year. Cease of increase in unit price has become notable.**

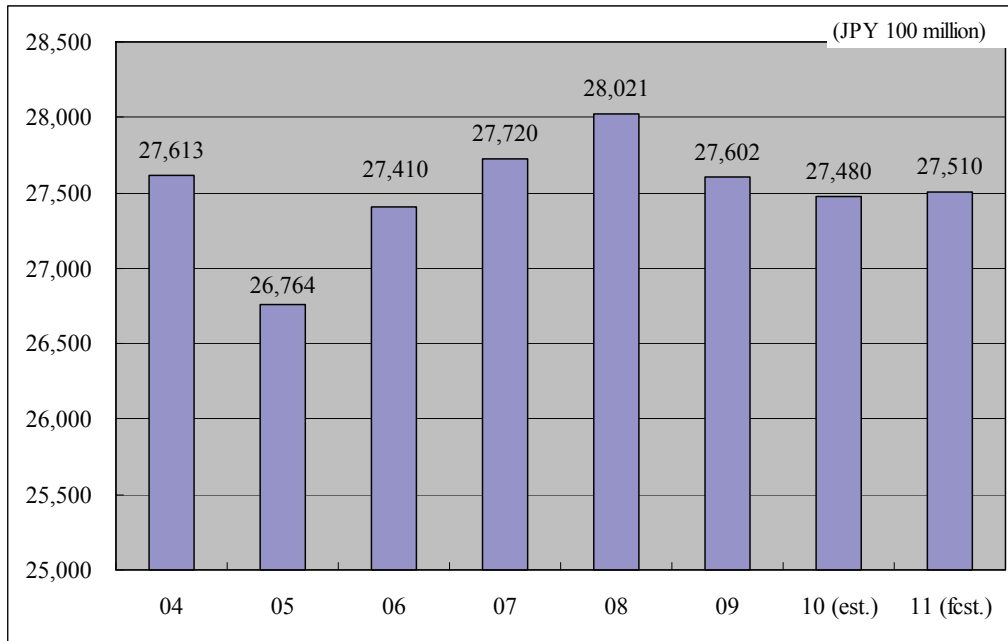
The market size of the wedding ceremony and party in 2010 is estimated at 1,516.0 billion yen, up 0.5 percent from the previous year. The unit price has risen for these several years driven by the popularity of guest house wedding. However, the consumer needs are increasing for small and inexpensive wedding party influenced by the economic deflation, and the cease of increase in unit price has become notable. The number of transactions by the companies that handle wedding ceremony only is increasing, while hotels and wedding ceremony venues dealing with the volume zone middle price range at around 3 million yen are struggling. Some of large wedding management companies handling high-end range wedding and foreign luxury hotels began managing second-line venues handling small parties and offering low unit price.

Report format:

Published report: "Wedding Industry 2011" Issued in: December 2010
Language: Japanese Format: 691 pages in A4 format
Price: 100,000 yen (5,000 yen of consumption tax will be additionally charged for sales in Japan.)

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[Market Size of Wedding Industry]

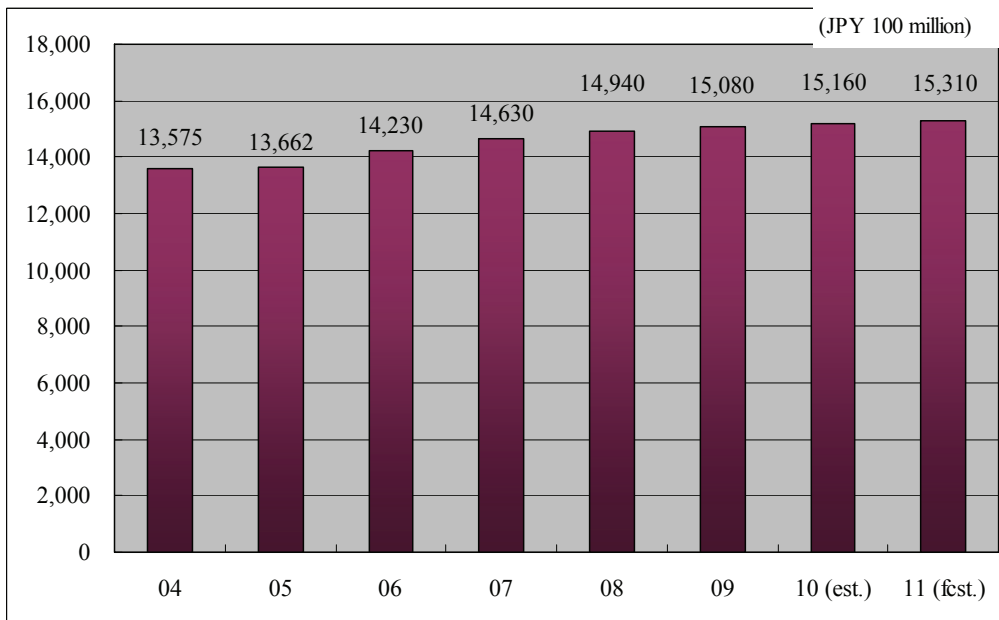


Estimated by Yano Research Institute Ltd.

Note:

1. Based on business entity sales value.
2. The wedding industry in this research consists of the major six categories of wedding ceremony and party, furniture for newly weds, honeymoon travel, bridal jewelry, engagement ceremony and articles, marriage information service.

[Market Size of Wedding Ceremony and Party]



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Note:

1. Based on business entity sales value.
2. The market size of wedding ceremony and party includes the sales of overseas wedding arranged by entities in Japan.