



2025 AT-HOME ENTERTAINING REPORT

Wedding Shower

The wedding shower is another occasion when retailers and vendors can connect with young consumers, whether those looking forward to their own party time or a celebration for family and friends.

For families and friends, wedding showers are in the sights of 21% of respondents to the Occasions Survey, down three points year over year. For their part, 14% of respondents were getting ready for a wedding shower in their own lives, flat to last year.

When celebrating a wedding shower, 23% of respondents said they were likely or somewhat likely to purchase a home and housewares gift consistent with 2023.

Bedroom products are the most popular home merchandise category selected by wedding shower gift givers at 34%, followed by kitchen products at 30% and bathroom or personal care products at 25%. Then, 30% of consumers would give gift cards.

When it comes to gender, 32% of women would give kitchen products versus 29% of men, but 29% of men would give bathroom products vs. 22% of women. Women edge out men when giving bedroom products at 34% to 33%, while 23% of men versus 11% of women would give cleaning or home environment products and 26% of men would give organization or home decor products versus 19% of women. Of the 30% of consumers who would choose a gift card for a wedding shower, 32% were men and 28% were women.

Regarding education, 23% of respondents with post-graduate and bachelor's degrees anticipated participating in a friends and family wedding shower, as opposed to 19% of respondents who didn't attend college. Then, 15% of respondents with less than a college degree expected their own wedding shower compared to 13% of both graduates and post-graduates.

The April to June timeframe is when most consumers expect to purchase a wedding shower gift, at 31%, with July to September following at 22%.

Consumers 35-44

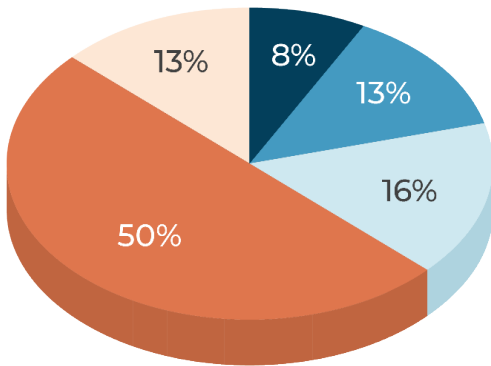
are most likely to attend a family and friends wedding shower, at **29%**, over the next 12 months, followed by those **18-34 at 25%**, which represents a substantial year-over-year flip, with the younger of the two groups posting a **36%** and the older a **29%** response in the **2023 survey**.

Consumers 18-34 and 35-44

both expressed the same likelihood of having their own wedding shower, at **20%**, a level well above other age groups.

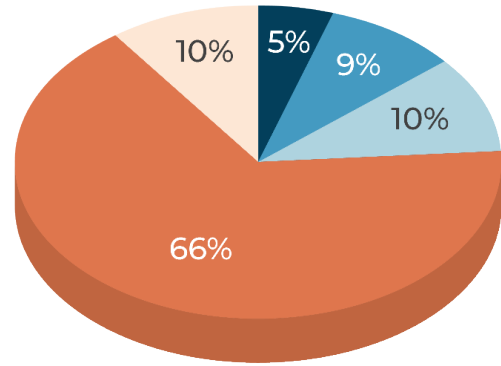
Respondents earning more than \$100,000 were most likely to attend a family and friends wedding shower in the upcoming year at **30%**, with middle-income consumers making **\$50,000 to \$100,000** following at **22%** and those **earning less than \$50,000** at **17%**. **Rural respondents** led their demographic group at **21%**, with both **urban and suburban consumers** coming in at **20%**.

For your friends and family, how likely is it, if at all, that a **wedding shower will take place** at least once in the next 12 months?



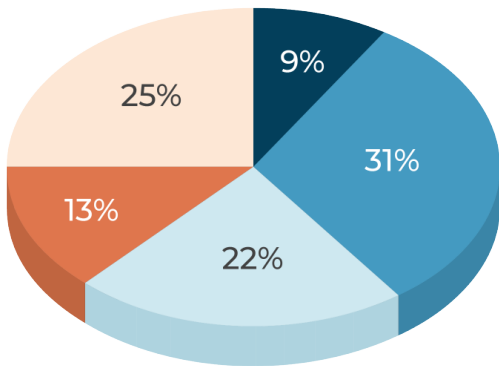
Very Likely Somewhat Likely Not too Likely
Not at all Likely Don't know/No Opinion

For yourself, how likely is it, if at all, that a **wedding shower will take place** at least once in the next 12 months?



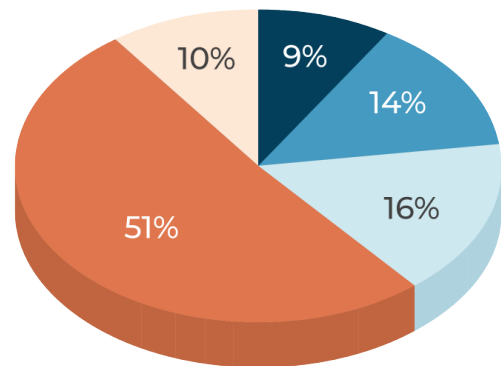
Very Likely Somewhat Likely Not too Likely
Not at all Likely Don't know/No Opinion

In general, **what time of the year** would you say you are most likely to **purchase home and housewares gifts** for a **wedding shower**?



January - March April - June July - September
October - December Don't know/No Opinion

In the **next 12 months**, how likely is it, if at all, that you will **purchase a home and housewares gift** for a **wedding shower**?

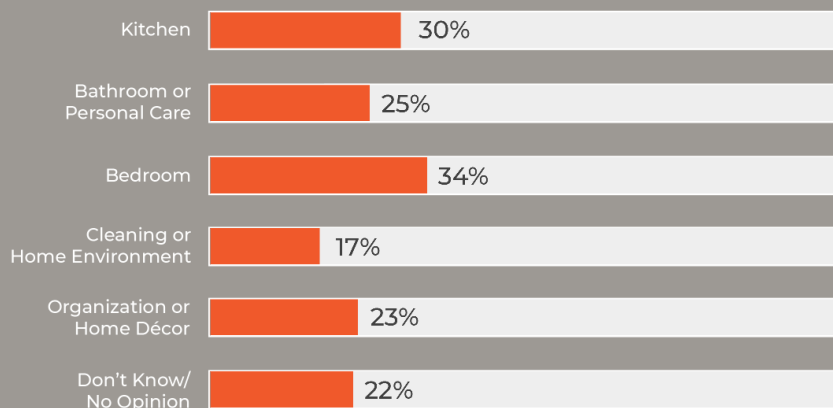


Very Likely Somewhat Likely Not too Likely
Not at all Likely Don't know/No Opinion



The most affluent survey respondents were the most likely to be **planning their own wedding showers at 20%**, while those in the **middle-income group were at 14%** and those in the **lowest-income group were at 13%**.

What general product categories of home and housewares gifts would you be likely to purchase for a wedding shower? Select all that apply.



FINAL THOUGHTS

According to Brides.com, gift costs vary across the wedding shower spectrum, with acquaintances expected to spend at least \$25, bridesmaids \$50 to \$75 and the maid of honor more than that. The gift is likely to reflect how elaborate the event is and how much the event costs, which could be as little as \$10-15 a person in a family home, up to \$50 in a modest restaurant and up to \$150 if the venue is elaborate.

Of course, regional wedding expenditures have an effect as those geographies where spending on weddings tends to be above average are likely to see high spending on wedding shower gifts. The average wedding in the United States costs about \$30,000, but the median cost is about \$18,500, according to market researcher The Wedding Report.

Given what people expect to spend and how different that can be depending on who is involved and their circumstances, retailers and their wedding registries may want to offer gifts across a wide range of easily navigated price points so that all wedding shower gift-givers can find something appropriate and affordable.



By geography, **urban consumers** were most likely to have their own **wedding shower at 16%**, followed by **suburbanites at 14%** and **rural respondents at 13%**.

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