



2025 AT-HOME ENTERTAINING REPORT

Weddings

More than a quarter of consumers in the United States are at least somewhat likely to attend a family member or friend's wedding over the next year or so. Then, 16% are at least somewhat likely and 7% very likely, to get married themselves. With a United States population of 335 million, that equates to a lot of weddings, and with nuptials becoming more elaborate, that is also a lot of opportunity.

Compared to the 2024 Occasions Report, the chances of attending a family member or friend's wedding were down slightly, but the chance of a trip down the aisle in their own lives was the same for respondents to the Occasions survey year over year.

In all, 27% of adults plan to purchase a home or housewares gift for a wedding occasion, essentially flat from last year. Kitchen products are the top home and housewares gifts respondents might select as wedding gifts at 46%, followed by organization or home décor products at 36% and bedroom products at 28%.

Gift cards are a popular choice for a wedding, with 30% of respondents saying they would likely buy one, a lesser likelihood than kitchen products and organization/home decor but still significant. However, that figure is down significantly from last year's 38% of consumers.

Consumers 35-44 most foresee purchasing a housewares present for a wedding over the next year at 39%. The difference between men's and women's intentions is identical at 27%. Urban consumers are most likely to purchase a home and housewares gift, at 37%, closely followed by suburban. Post-grads are top purchasers by education. Over half of consumers expect to buy wedding presents between April and September.

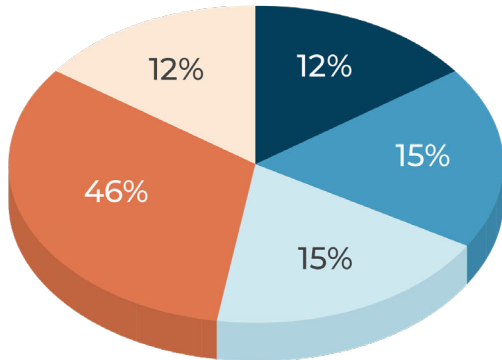
At 23%
the \$100,000 plus
demographic is most likely to foresee being wed in the 12 months ahead, **up six points year over year.** Suburban consumers are the only geographic group saying they are more likely to get married in the year ahead.

In terms of family and friends, it's **18-34-year-olds** whose potential nuptial attendance **is down the most, slipping nine points** from last year when combining very and somewhat likely responses.



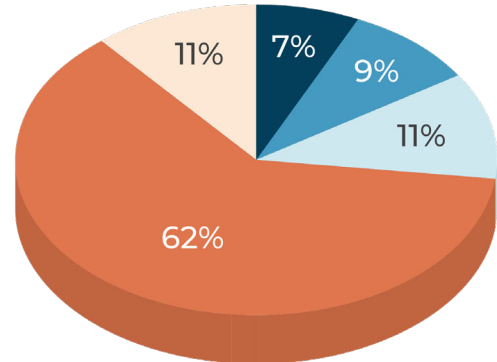
Although their popularity is down in just about every demographic category, the **likelihood of consumers purchasing gift cards dropped more** in some categories than others, with consumers in households **earning \$50,000 to \$100,000 down 10 points, women down 11 points, rural consumers down 15 points, and consumers 65 and older down 22 points.**

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



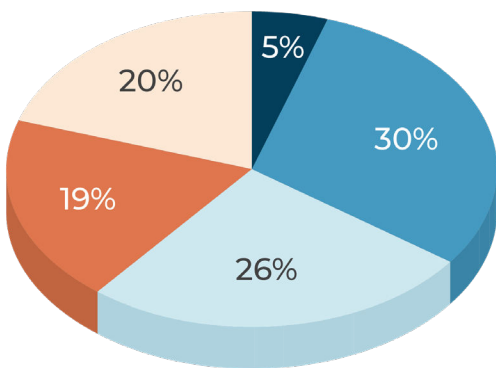
Very Likely Somewhat Likely Not too Likely
Not at all Likely Don't know/No Opinion

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



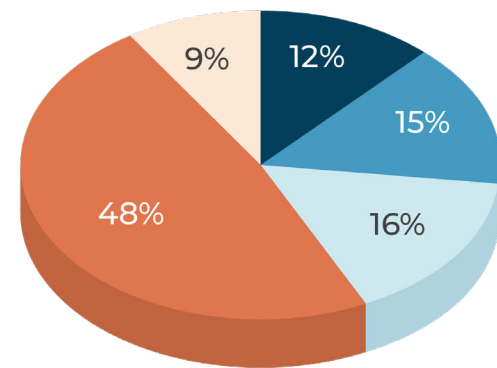
Very Likely Somewhat Likely Not too Likely
Not at all Likely Don't know/No Opinion

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



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**?

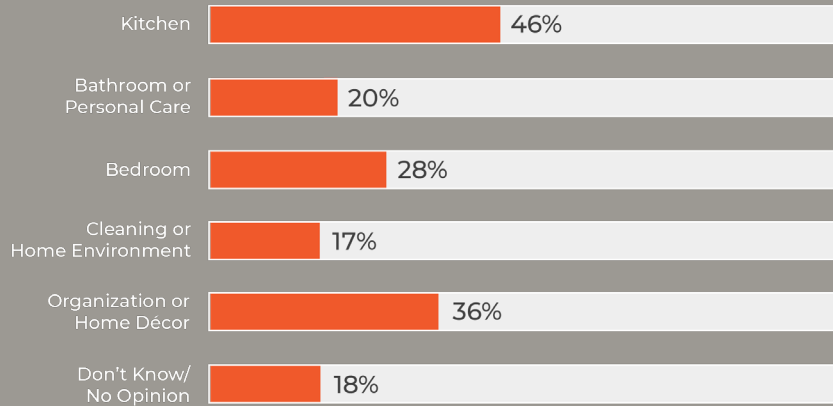


Very Likely Somewhat Likely Not too Likely
Not at all Likely Don't know/No Opinion

Among income groups, only **consumers earning more than \$100,000** anticipate **more family and friend weddings, up five points year over year.** Urban consumers are six points less likely, with little change amongst suburban and rural dwellers.



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



FINAL THOUGHTS

With fewer consumers prepared to give gift cards as wedding gifts in the year ahead, the beneficiaries may be those retailers who have vibrant, easy-to-use wedding registries. More retailers have them and have made efforts to promote them, but pushing registries harder may make sense, given the numbers.

Consumers are getting married later, with the average age of marriage for couples at 32 in 2023, according to a research report from The Knot. Therefore, couples may be looking for specific items to fill out households already set up while living together. Overall, the slight decline in the proportion of consumers planning weddings for the year ahead isn't surprising after the post-COVID surge in weddings and vow renewals for those who got married simply in the pandemic and again more elaborately with friends and family.



As for their own weddings, **the same proportion plan nuptials in the year ahead**, with intentions among the youngest and oldest down a bit and those for 35-44 and 45-64 segments up slightly year over year.

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