

Weddings and Honeymoons Abroad - UK - October 2010

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What is this report about?

The number of overseas weddings continued to increase throughout the recession. For 2010 they are estimated to account for almost 18% of all marriages, and this growth has occurred even as weddings in the UK have declined. And while average expenditure on weddings abroad has risen, this is still only approximately one-third the cost of the average UK equivalent.

This report examines the market for weddings and honeymoons abroad, looking at trends and consumer attitudes, strengths and weaknesses, the domestic context, the broader market environment, innovations of interest and the future of the market.

What have we found out?

- The popularity of weddings abroad continues to increase. Mintel estimates that, since 2005, the number of such ceremonies has risen by approximately 27%. Almost 18% of all weddings are now estimated to take place abroad.
- This rise has come as the number of weddings conducted in the UK has continued to fall – 270,000 took place in 2008 (the latest year for which official data is available), marking an 11.5% drop over the 10 years since 1998. Indeed, in England and Wales, 2008 saw the number of people getting married fall to its lowest point since 1895.
- Mintel's exclusive consumer research reveals that three in ten people believe they may marry, remarry or renew their vows in future. One in five people expects to get married at some point. The likelihood of holding these opinions varies regionally - four in ten people living in Yorkshire/the North East /the North West believe they may marry/remarry/renew vows in future, with those from the South/Midlands/Wales at the national average of three in ten. And one in four people from Yorkshire/the North East expects to get married in future, as do three in ten from the North West – versus a national average of one in five.
- The percentage of consumers 'in the market' (those who may marry, remarry or renew their vows in future) that would like to honeymoon abroad has increased significantly in the last two years, reaching seven in ten – up from fewer than six in ten in 2008. Preferring a UK honeymoon is now even less likely.
- Across the ten-year period 1998-2008, 25-29-year-olds have remained the most likely to get married. However the average age at first wedding has increased for both men and women – for example, the age band second-most likely to contain brides in 1998 was 20-24-year-olds. In 2003 it was 30-34-year-olds and in 2008 it had become 35-44-year-olds.
- In the last two years, the percentage of consumers agreeing that "The cost and time required in attending a wedding abroad puts relatives and friends in an awkward position" has fallen from approximately one in five to nearer one in seven.

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