

## Attitudes towards Weddings - UK - December 2016

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“Nearly half of all adults have attended at least one part of a wedding/civil partnership celebration in the last three years, presenting opportunities for retailers to tap into the need for gifts and new clothes amongst future guests.

– **Jack Duckett, Senior Consumer Lifestyles Analyst**

This report looks at the following areas:

- Tying the knot between weddings and charitable giving
- Putting the fun in weddings

Although the number of marriages in the UK has declined over the last 40 years, the trend for bigger and more extravagant weddings has given rise to expanding guest lists. Indeed, nearly half of all adults have attended at least one part of a wedding/civil partnership celebration in the last three years, indicating that the retail sector could benefit from tapping into the need for new outfits and wedding gifts amongst future guests.

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