

# Wedding Dress Industry Research Report 2024

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## Abstracts

As a part of wedding industry, wedding dress is an important part in the celebration. Because of the advertising by the wedding companies, wedding dress suppliers, and cultural traditions and fashion industry, wedding dresses are widely consumed. There is a wide range to classify the category of wedding dress. It is apparel product at the first position; meanwhile it is also a souvenir of marriage, accordingly it can also be regarded as art craft. Moreover, like the apparel industry, the high end of its product is a kind of luxury. According to many cultures, the bride might change cloth on the wedding day for multiple times, and the veil, gloves, and other accessories can be included in wedding dress. This report will only focus on the dress that the bride wears in wedding ceremony. Moreover, different cultures often have diverse styles of wedding dress, such as Western, East Asian, etc. Since the contemporary western styled wedding dress is the most popular style for wedding ceremonies worldwide, it will be concentrated in this report.

According to APO Research, the global Wedding Dress market was valued at US\$ million in 2023 and is anticipated to reach US\$ million by 2030, witnessing a CAGR of xx% during the forecast period 2024-2030.

Asia-Pacific is the largest Wedding Dress market with about 46% market share. Europe is follower, accounting for about 26% market share.

The key players are Pronovias, Vera Wang, Rosa Clara, Atelier Eme, Yumi Katsura, Cymbeline, Badgley Mischka, De La Cierva Y Nicolas, Carolina Herrera, Lee Seung Jin, Marchesa, Maison Signore, Enzoani, FAMORY, Franc Sarabia, Yolancris, Oscar De La Renta, Ming Shang Sha, Jinchao, Mon Cheri, Tsai Mei Yue, Impression Bridal, Monique Lhuillier, Linli Wedding Collection etc. Top 3 companies occupied about 7% market share.

## Report Scope

This report aims to provide a comprehensive presentation of the global market for Wedding Dress, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding Wedding Dress.

The report will help the Wedding Dress manufacturers, new entrants, and industry chain related companies in this market with information on the revenues, sales volume, and average price for the overall market and the sub-segments across the different segments, by company, by Type, by Application, and by regions.

The Wedding Dress market size, estimations, and forecasts are provided in terms of sales volume (K Units) and revenue (\$ millions), considering 2023 as the base year, with history and forecast data for the period from 2019 to 2030. This report segments the global Wedding Dress market comprehensively. Regional market sizes, concerning products by Type, by Application, and by players, are also provided. For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

## Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and developments, intensification of product portfolio, mergers and acquisitions, collaborations, new product innovation, and geographical expansion, undertaken by these participants to maintain their presence. Apart from business strategies, the study includes current developments and key financials. The readers will also get access to the data related to global revenue, price, and sales by manufacturers for the period 2019-2024. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

Pronovias

Vera Wang

Rosa Clara

Atelier Eme

Yumi Katsura

Cymbeline

Badgley Mischka

De La Cierva Y Nicolas

Carolina Herrera

Lee Seung Jin

Marchesa

Maison Signore

Enzoani

FAMORY

Franc Sarabia

Yolancris

Oscar De La Renta

Ming Shang Sha

Jinchao

Mon Cheri

Tsai Mei Yue

Impression Bridal

Monique Lhuillier

Linli Wedding Collection

### Wedding Dress segment by Type

General Purchase

Customized Purchase

### Wedding Dress segment by Application

Wedding Dress Renting Service

Photographic Studio

Personal Purchase

Others

### Wedding Dress Segment by Region

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Middle East & Africa

Turkey

Saudi Arabia

## UAE

### Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

### Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Wedding Dress market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.
2. This report will help stakeholders to understand the global industry status and trends of Wedding Dress and provides them with information on key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.
4. This report stays updated with novel technology integration, features, and the latest developments in the market
5. This report helps stakeholders to gain insights into which regions to target globally
6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Wedding Dress.
7. This report helps stakeholders to identify some of the key players in the market and

understand their valuable contribution.

## Chapter Outline

Chapter 1: Research objectives, research methods, data sources, data cross-validation;

Chapter 2: Introduces the report scope of the report, executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 3: Detailed analysis of Wedding Dress manufacturers competitive landscape, price, production and value market share, latest development plan, merger, and acquisition information, etc.

Chapter 4: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product production/output, value, price, gross margin, product introduction, recent development, etc.

Chapter 5: Production/output, value of Wedding Dress by region/country. It provides a quantitative analysis of the market size and development potential of each region in the next six years.

Chapter 6: Consumption of Wedding Dress in regional level and country level. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and production of each country in the world.

Chapter 7: Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 8: Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 9: Analysis of industrial chain, including the upstream and downstream of the industry.

Chapter 10: Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 11: The main points and conclusions of the report.

Chapter 11: The main points and conclusions of the report.



## Contents

### 1 PREFACE

- 1.1 Scope of Report
- 1.2 Reasons for Doing This Study
- 1.3 Research Methodology
- 1.4 Research Process
- 1.5 Data Source
  - 1.5.1 Secondary Sources
  - 1.5.2 Primary Sources

### 2 MARKET OVERVIEW

- 2.1 Product Definition
- 2.2 Global Market Growth Prospects
  - 2.2.1 Global Wedding Dress Market Size (2019-2030) & (US\$ Million)
  - 2.2.2 Global Wedding Dress Sales (2019-2030)
  - 2.2.3 Global Wedding Dress Market Average Price (2019-2030)
- 2.3 Wedding Dress by Type
  - 2.3.1 Market Value Comparison by Type (2019 VS 2023 VS 2030) & (US\$ Million)
  - 2.3.2 General Purchase
  - 2.3.3 Customized Purchase
- 2.4 Wedding Dress by Application
  - 2.4.1 Market Value Comparison by Application (2019 VS 2023 VS 2030) & (US\$ Million)
  - 2.4.2 Wedding Dress Renting Service
  - 2.4.3 Photographic Studio
  - 2.4.4 Personal Purchase
  - 2.4.5 Others

### 3 MARKET COMPETITIVE LANDSCAPE BY MANUFACTURERS

- 3.1 Global Wedding Dress Market Competitive Situation by Manufacturers (2019 Versus 2023)
- 3.2 Global Wedding Dress Sales (K Units) of Manufacturers (2019-2024)
- 3.3 Global Wedding Dress Revenue of Manufacturers (2019-2024)
- 3.4 Global Wedding Dress Average Price by Manufacturers (2019-2024)
- 3.5 Global Wedding Dress Industry Ranking, 2022 VS 2023 VS 2024

- 3.6 Global Manufacturers of Wedding Dress, Manufacturing Sites & Headquarters
- 3.7 Global Manufacturers of Wedding Dress, Product Type & Application
- 3.8 Global Manufacturers of Wedding Dress, Date of Enter into This Industry
- 3.9 Global Wedding Dress Market CR5 and HHI
- 3.10 Global Manufacturers Mergers & Acquisition

## **4 MANUFACTURERS PROFILED**

### **4.1 Pronovias**

- 4.1.1 Pronovias Company Information
- 4.1.2 Pronovias Business Overview
- 4.1.3 Pronovias Wedding Dress Sales, Revenue and Gross Margin (2019-2024)
- 4.1.4 Pronovias Wedding Dress Product Portfolio
- 4.1.5 Pronovias Recent Developments

### **4.2 Vera Wang**

- 4.2.1 Vera Wang Company Information
- 4.2.2 Vera Wang Business Overview
- 4.2.3 Vera Wang Wedding Dress Sales, Revenue and Gross Margin (2019-2024)
- 4.2.4 Vera Wang Wedding Dress Product Portfolio
- 4.2.5 Vera Wang Recent Developments

### **4.3 Rosa Clara**

- 4.3.1 Rosa Clara Company Information
- 4.3.2 Rosa Clara Business Overview
- 4.3.3 Rosa Clara Wedding Dress Sales, Revenue and Gross Margin (2019-2024)
- 4.3.4 Rosa Clara Wedding Dress Product Portfolio
- 4.3.5 Rosa Clara Recent Developments

### **4.4 Atelier Eme**

- 4.4.1 Atelier Eme Company Information
- 4.4.2 Atelier Eme Business Overview
- 4.4.3 Atelier Eme Wedding Dress Sales, Revenue and Gross Margin (2019-2024)
- 4.4.4 Atelier Eme Wedding Dress Product Portfolio
- 4.4.5 Atelier Eme Recent Developments

### **4.5 Yumi Katsura**

- 4.5.1 Yumi Katsura Company Information
- 4.5.2 Yumi Katsura Business Overview
- 4.5.3 Yumi Katsura Wedding Dress Sales, Revenue and Gross Margin (2019-2024)
- 4.5.4 Yumi Katsura Wedding Dress Product Portfolio
- 4.5.5 Yumi Katsura Recent Developments

### **4.6 Cymbeline**

- 4.6.1 Cymbeline Company Information
- 4.6.2 Cymbeline Business Overview
- 4.6.3 Cymbeline Wedding Dress Sales, Revenue and Gross Margin (2019-2024)
- 4.6.4 Cymbeline Wedding Dress Product Portfolio
- 4.6.5 Cymbeline Recent Developments
- 4.7 Badgley Mischka
  - 4.7.1 Badgley Mischka Company Information
  - 4.7.2 Badgley Mischka Business Overview
  - 4.7.3 Badgley Mischka Wedding Dress Sales, Revenue and Gross Margin (2019-2024)
  - 4.7.4 Badgley Mischka Wedding Dress Product Portfolio
  - 4.7.5 Badgley Mischka Recent Developments
- 4.8 De La Cierva Y Nicolas
  - 4.8.1 De La Cierva Y Nicolas Company Information
  - 4.8.2 De La Cierva Y Nicolas Business Overview
  - 4.8.3 De La Cierva Y Nicolas Wedding Dress Sales, Revenue and Gross Margin (2019-2024)
  - 4.8.4 De La Cierva Y Nicolas Wedding Dress Product Portfolio
  - 4.8.5 De La Cierva Y Nicolas Recent Developments
- 4.9 Carolina Herrera
  - 4.9.1 Carolina Herrera Company Information
  - 4.9.2 Carolina Herrera Business Overview
  - 4.9.3 Carolina Herrera Wedding Dress Sales, Revenue and Gross Margin (2019-2024)
  - 4.9.4 Carolina Herrera Wedding Dress Product Portfolio
  - 4.9.5 Carolina Herrera Recent Developments
- 4.10 Lee Seung Jin
  - 4.10.1 Lee Seung Jin Company Information
  - 4.10.2 Lee Seung Jin Business Overview
  - 4.10.3 Lee Seung Jin Wedding Dress Sales, Revenue and Gross Margin (2019-2024)
  - 4.10.4 Lee Seung Jin Wedding Dress Product Portfolio
  - 4.10.5 Lee Seung Jin Recent Developments
- 4.11 Marchesa
  - 4.11.1 Marchesa Company Information
  - 4.11.2 Marchesa Business Overview
  - 4.11.3 Marchesa Wedding Dress Sales, Revenue and Gross Margin (2019-2024)
  - 4.11.4 Marchesa Wedding Dress Product Portfolio
  - 4.11.5 Marchesa Recent Developments
- 4.12 Maison Signore
  - 4.12.1 Maison Signore Company Information

- 4.12.2 Maison Signore Business Overview
- 4.12.3 Maison Signore Wedding Dress Sales, Revenue and Gross Margin (2019-2024)
- 4.12.4 Maison Signore Wedding Dress Product Portfolio
- 4.12.5 Maison Signore Recent Developments
- 4.13 Enzoani
  - 4.13.1 Enzoani Company Information
  - 4.13.2 Enzoani Business Overview
  - 4.13.3 Enzoani Wedding Dress Sales, Revenue and Gross Margin (2019-2024)
  - 4.13.4 Enzoani Wedding Dress Product Portfolio
  - 4.13.5 Enzoani Recent Developments
- 4.14 FAMORY
  - 4.14.1 FAMORY Company Information
  - 4.14.2 FAMORY Business Overview
  - 4.14.3 FAMORY Wedding Dress Sales, Revenue and Gross Margin (2019-2024)
  - 4.14.4 FAMORY Wedding Dress Product Portfolio
  - 4.14.5 FAMORY Recent Developments
- 4.15 Franc Sarabia
  - 4.15.1 Franc Sarabia Company Information
  - 4.15.2 Franc Sarabia Business Overview
  - 4.15.3 Franc Sarabia Wedding Dress Sales, Revenue and Gross Margin (2019-2024)
  - 4.15.4 Franc Sarabia Wedding Dress Product Portfolio
  - 4.15.5 Franc Sarabia Recent Developments
- 4.16 Yolancris
  - 4.16.1 Yolancris Company Information
  - 4.16.2 Yolancris Business Overview
  - 4.16.3 Yolancris Wedding Dress Sales, Revenue and Gross Margin (2019-2024)
  - 4.16.4 Yolancris Wedding Dress Product Portfolio
  - 4.16.5 Yolancris Recent Developments
- 4.17 Oscar De La Renta
  - 4.17.1 Oscar De La Renta Company Information
  - 4.17.2 Oscar De La Renta Business Overview
  - 4.17.3 Oscar De La Renta Wedding Dress Sales, Revenue and Gross Margin (2019-2024)
  - 4.17.4 Oscar De La Renta Wedding Dress Product Portfolio
  - 4.17.5 Oscar De La Renta Recent Developments
- 4.18 Ming Shang Sha
  - 4.18.1 Ming Shang Sha Company Information
  - 4.18.2 Ming Shang Sha Business Overview
  - 4.18.3 Ming Shang Sha Wedding Dress Sales, Revenue and Gross Margin

(2019-2024)

4.18.4 Ming Shang Sha Wedding Dress Product Portfolio

4.18.5 Ming Shang Sha Recent Developments

4.19 Jinchao

4.19.1 Jinchao Company Information

4.19.2 Jinchao Business Overview

4.19.3 Jinchao Wedding Dress Sales, Revenue and Gross Margin (2019-2024)

4.19.4 Jinchao Wedding Dress Product Portfolio

4.19.5 Jinchao Recent Developments

4.20 Mon Cheri

4.20.1 Mon Cheri Company Information

4.20.2 Mon Cheri Business Overview

4.20.3 Mon Cheri Wedding Dress Sales, Revenue and Gross Margin (2019-2024)

4.20.4 Mon Cheri Wedding Dress Product Portfolio

4.20.5 Mon Cheri Recent Developments

4.21 Tsai Mei Yue

4.21.1 Tsai Mei Yue Company Information

4.21.2 Tsai Mei Yue Business Overview

4.21.3 Tsai Mei Yue Wedding Dress Sales, Revenue and Gross Margin (2019-2024)

4.21.4 Tsai Mei Yue Wedding Dress Product Portfolio

4.21.5 Tsai Mei Yue Recent Developments

4.22 Impression Bridal

4.22.1 Impression Bridal Company Information

4.22.2 Impression Bridal Business Overview

4.22.3 Impression Bridal Wedding Dress Sales, Revenue and Gross Margin

(2019-2024)

4.22.4 Impression Bridal Wedding Dress Product Portfolio

4.22.5 Impression Bridal Recent Developments

4.23 Monique Lhuillier

4.23.1 Monique Lhuillier Company Information

4.23.2 Monique Lhuillier Business Overview

4.23.3 Monique Lhuillier Wedding Dress Sales, Revenue and Gross Margin

(2019-2024)

4.23.4 Monique Lhuillier Wedding Dress Product Portfolio

4.23.5 Monique Lhuillier Recent Developments

4.24 Linli Wedding Collection

4.24.1 Linli Wedding Collection Company Information

4.24.2 Linli Wedding Collection Business Overview

4.24.3 Linli Wedding Collection Wedding Dress Sales, Revenue and Gross Margin

(2019-2024)

4.24.4 Linli Wedding Collection Wedding Dress Product Portfolio

4.24.5 Linli Wedding Collection Recent Developments

## **5 GLOBAL WEDDING DRESS MARKET SCENARIO BY REGION**

5.1 Global Wedding Dress Market Size by Region: 2019 VS 2023 VS 2030

5.2 Global Wedding Dress Sales by Region: 2019-2030

5.2.1 Global Wedding Dress Sales by Region: 2019-2024

5.2.2 Global Wedding Dress Sales by Region: 2025-2030

5.3 Global Wedding Dress Revenue by Region: 2019-2030

5.3.1 Global Wedding Dress Revenue by Region: 2019-2024

5.3.2 Global Wedding Dress Revenue by Region: 2025-2030

5.4 North America Wedding Dress Market Facts & Figures by Country

5.4.1 North America Wedding Dress Market Size by Country: 2019 VS 2023 VS 2030

5.4.2 North America Wedding Dress Sales by Country (2019-2030)

5.4.3 North America Wedding Dress Revenue by Country (2019-2030)

5.4.4 U.S.

5.4.5 Canada

5.5 Europe Wedding Dress Market Facts & Figures by Country

5.5.1 Europe Wedding Dress Market Size by Country: 2019 VS 2023 VS 2030

5.5.2 Europe Wedding Dress Sales by Country (2019-2030)

5.5.3 Europe Wedding Dress Revenue by Country (2019-2030)

5.5.4 Germany

5.5.5 France

5.5.6 U.K.

5.5.7 Italy

5.5.8 Russia

5.6 Asia Pacific Wedding Dress Market Facts & Figures by Country

5.6.1 Asia Pacific Wedding Dress Market Size by Country: 2019 VS 2023 VS 2030

5.6.2 Asia Pacific Wedding Dress Sales by Country (2019-2030)

5.6.3 Asia Pacific Wedding Dress Revenue by Country (2019-2030)

5.6.4 China

5.6.5 Japan

5.6.6 South Korea

5.6.7 India

5.6.8 Australia

5.6.9 China Taiwan

5.6.10 Indonesia

5.6.11 Thailand

5.6.12 Malaysia

5.7 Latin America Wedding Dress Market Facts & Figures by Country

5.7.1 Latin America Wedding Dress Market Size by Country: 2019 VS 2023 VS 2030

5.7.2 Latin America Wedding Dress Sales by Country (2019-2030)

5.7.3 Latin America Wedding Dress Revenue by Country (2019-2030)

5.7.4 Mexico

5.7.5 Brazil

5.7.6 Argentina

5.8 Middle East and Africa Wedding Dress Market Facts & Figures by Country

5.8.1 Middle East and Africa Wedding Dress Market Size by Country: 2019 VS 2023 VS 2030

5.8.2 Middle East and Africa Wedding Dress Sales by Country (2019-2030)

5.8.3 Middle East and Africa Wedding Dress Revenue by Country (2019-2030)

5.8.4 Turkey

5.8.5 Saudi Arabia

5.8.6 UAE

## **6 SEGMENT BY TYPE**

6.1 Global Wedding Dress Sales by Type (2019-2030)

6.1.1 Global Wedding Dress Sales by Type (2019-2030) & (K Units)

6.1.2 Global Wedding Dress Sales Market Share by Type (2019-2030)

6.2 Global Wedding Dress Revenue by Type (2019-2030)

6.2.1 Global Wedding Dress Sales by Type (2019-2030) & (US\$ Million)

6.2.2 Global Wedding Dress Revenue Market Share by Type (2019-2030)

6.3 Global Wedding Dress Price by Type (2019-2030)

## **7 SEGMENT BY APPLICATION**

7.1 Global Wedding Dress Sales by Application (2019-2030)

7.1.1 Global Wedding Dress Sales by Application (2019-2030) & (K Units)

7.1.2 Global Wedding Dress Sales Market Share by Application (2019-2030)

7.2 Global Wedding Dress Revenue by Application (2019-2030)

7.2.1 Global Wedding Dress Sales by Application (2019-2030) & (US\$ Million)

7.2.2 Global Wedding Dress Revenue Market Share by Application (2019-2030)

7.3 Global Wedding Dress Price by Application (2019-2030)

## **8 VALUE CHAIN AND SALES CHANNELS ANALYSIS OF THE MARKET**

- 8.1 Wedding Dress Value Chain Analysis
  - 8.1.1 Wedding Dress Key Raw Materials
  - 8.1.2 Raw Materials Key Suppliers
  - 8.1.3 Wedding Dress Production Mode & Process
- 8.2 Wedding Dress Sales Channels Analysis
  - 8.2.1 Direct Comparison with Distribution Share
  - 8.2.2 Wedding Dress Distributors
  - 8.2.3 Wedding Dress Customers

## **9 GLOBAL WEDDING DRESS ANALYZING MARKET DYNAMICS**

- 9.1 Wedding Dress Industry Trends
- 9.2 Wedding Dress Industry Drivers
- 9.3 Wedding Dress Industry Opportunities and Challenges
- 9.4 Wedding Dress Industry Restraints

## **10 REPORT CONCLUSION**

## **11 DISCLAIMER**



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