

Wedding Services Market Size, Share & Trends Analysis Report By Type (Local, Destination), By Booking Type (Offline, Online), By Service Type (Catering Services, Decoration Services, Transport Services, Videography & Photography Services), By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global wedding services market size was valued at USD 1,012.81 billion in 2025 and is projected to reach USD 2,655.78 billion by 2033, growing at a CAGR of 12.8% from 2026 to 2033. The rising expenditure on extravagant, personalized weddings has significantly contributed to the expansion of the wedding services industry.

Couples are increasingly seeking unique experiences and themes for their special day, which boosts demand for various services, including event planning, catering, photography, and décor. Increasing disposable income and rising demand for destination weddings are also major growth drivers. Destination weddings accounted for approximately 26% of total weddings in India in 2024, reflecting a significant increase from 18% in previous years. Destination weddings require comprehensive service coordination, including venue sourcing, travel management, hospitality coordination, and event production, thereby increasing revenue opportunities for wedding service providers.

The wedding services market has been strongly driven by rising wedding expenditures and increasing financial allocation toward premium and experiential services. In India, the average wedding budget reached approximately USD 44,000 in 2024, increasing by about 7% compared to 2023 due to rising hospitality, venue, catering, and décor costs. Destination weddings are significantly higher, averaging approximately USD 61,500 per

event, reflecting growing demand for luxury venues, travel coordination, décor management, and professional planning services. Furthermore, the Indian wedding industry contributes approximately USD 120 billion to USD 145 billion annually, supporting nearly 10 million jobs across hospitality, event management, logistics, and fashion sectors, demonstrating strong structural demand for wedding service providers.

Globally, rising wedding volume and per-event spending are also driving service demand. In the United States, approximately 2 million weddings were conducted in 2025, contributing to a wedding industry valued at approximately USD 100 billion annually. The average wedding cost reached approximately USD 34,000 per wedding, with continued increases in spending on photography, entertainment, décor, and venue services. Additionally, approximately 77% of couples increased their wedding budgets in 2025, demonstrating a strong willingness to invest in premium wedding services despite inflationary pressures.

Digital transformation has also accelerated market expansion. Approximately 72% of couples used digital wedding planning tools in 2025, 52% hired professional planners, and 68% relied on digital platforms to find vendors, reflecting an increasing reliance on integrated digital wedding planning ecosystems. These platforms enable vendor matching, guest management, and budget planning, improving operational efficiency and driving growth in digital wedding services.

For instance, in February 2025, Apple launched the Invites app, a new application for iPhones that enables users to create and share personalized e-invitations with friends and family. Leveraging generative AI-based Apple Intelligence features, the app allows users to select images from their photo library or app templates. It is designed to simplify the invitation process, replacing traditional in-person invitations, especially in the post-COVID era. Additionally, the app includes an RSVP feature for guests to respond promptly.

Global Wedding Services Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For the purpose of this study, Grand View Research has segmented the global wedding services market based on type, booking type, service type, and region:

Type (Revenue, USD Billion, 2021 - 2033)

Destination

Local

Booking Type (Revenue, USD Billion, 2021 - 2033)

Online

Offline

Service Type (Revenue, USD Billion, 2021 - 2033)

Catering Services

Decoration Services

Transport Services

Videography & Photography Services

Wedding Planning Services

Other Services

Regional Outlook (Revenue, USD Billion, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

China

India

Japan

South Korea

Australia & New Zealand

Latin America

Brazil

Argentina

Middle East and Africa (MEA)

South Africa

UAE

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