

Wedding Wear Market Size, Share & Trends Analysis Report By Product (Gowns, Suit/Tuxedo, Traditional Wear), By Gender (Female, Male), By Region (North America, Europe, Asia Pacific), And Segment Forecasts, 2025 - 2030

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Abstracts

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Wedding Wear Market Growth & Trends

The global wedding wear market size is anticipated to reach USD 109.93 billion by 2030, according to a new report by Grand View Research, Inc., expanding at a CAGR of 13.5% from 2025 to 2030. Product innovation in terms of design and fabric, coupled with increased spending on weddings, is expected to be a major factor driving the market.

Wedding gowns dominated the market in 2018 and accounted for 50.0% share of the overall revenue. Different types of fabric designs such as lace, georgette, and silk that improve the aesthetic value of the overall dress is a major factor increasing product demand. However, suits and tuxedos are expected to witness the fastest growth during the forecast period owing to a substantial rise in fashion awareness among the male population. Moreover, different styles of jackets, embellishments, buttons, and handwoven designs are expected to increase product demand, thereby propelling overall market growth.

The female segment occupied the largest market share in 2018. Continuous design launches are contributing to the growth for women. In November 2018, Stella McCartney launched her first ever bridal collection to increase her product portfolio. The male segment is anticipated to grow significantly during the forecast period owing to the advent of

social media marketing and celebrity influencers.

Europe occupied the largest market share in 2018 owing to premium pricing strategy adopted by major players. The market in this region is comparatively mature, which is pushing manufacturers to design dresses that have costly decorations and detailing. This is expected to boost the wedding wear market growth in this region.

Asia Pacific is the fastest growing regional market owing to a large youth population present in countries like China and India. The average number of marriages per year in India and China together is estimated to be more than 20 million. This region is expected to drive the global market during the forecast period owing to increased spending on weddings as a result of rise in disposable income.

Wedding Wear Market Report Highlights

Gown dominated the market with the largest revenue share of 47.9% in 2024. Gowns are traditionally the preferred choice for brides in many cultures, symbolizing elegance and sophistication.

Females dominated the market with the largest revenue share in 2024. Brides typically invest significantly in wedding attire, seeking unique, elegant, and often custom-designed gowns that reflect personal style and cultural traditions.

The Asia Pacific wedding wear industry dominated the global industry with the largest revenue share of 27.0% in 2024. The region's vast and diverse population and rich cultural traditions that place significant importance on weddings have created a consistent and high demand for wedding wear.

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