

# **India Wedding Services Market, By Service (Event Planning, Makeup Services, Catering & Venue, Photography & Videography, Decoration Services, Others), By Type (Local, Destination), By Region, Competition Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

The India Wedding Services Market was valued at USD 105.55 Billion in 2024 and is expected to reach USD 238.18 Billion by 2030 with a CAGR of 14.53% during the forecast period. India's wedding services market is a booming industry, driven by cultural traditions, rising disposable incomes, and the growing trend of grand, theme-based weddings. Valued at billions, the market spans venues, catering, photography, event planning, bridal wear, and luxury services. The rise of destination weddings, digital wedding planning, and personalized experiences further fuel demand. Social media and celebrity endorsements influence consumer choices, pushing premium offerings. Additionally, the growth of online wedding service platforms has streamlined planning.

### **Key Market Drivers**

#### **Rising Disposable Income and Growing Middle Class**

India's expanding middle class and rising disposable incomes have significantly fueled the growth of the wedding services market. In India per capita disposable income increased by 8% in FY24, following a 13.3% growth in the preceding year. As economic prosperity increases, families are willing to allocate larger budgets to weddings, often spending substantial amounts on elaborate ceremonies, high-end venues, premium catering, designer bridal wear, and luxury services. The trend of "big fat Indian weddings" has further amplified demand for upscale services, boosting revenues

across multiple segments, including hospitality, event management, and jewelry. As more families seek unique and grand wedding experiences, this financial commitment continues to drive market growth, making the wedding industry one of India's most lucrative sectors.

## Key Market Challenges

### High Costs and Budget Constraints

Despite the grandeur associated with Indian weddings, cost escalation remains a significant challenge for both service providers and consumers. Weddings in India can range from INR 10 lakh to several crores, depending on factors like venue, catering, décor, and designer attire. However, with rising inflation, the cost of raw materials, including food ingredients, flowers, and fabrics, has increased, putting financial pressure on both families and businesses. Many middle-class families struggle to balance aspirations with budget limitations, often leading to cost-cutting in areas like guest count, vendor selection, or scaled-down events. Moreover, wedding planners and service providers frequently face challenges in managing client expectations within constrained budgets while maintaining profitability. Seasonal price fluctuations and unpredictable expenses further complicate financial planning, making cost management a persistent hurdle in the wedding services market.

## Key Market Trends

### Rise of Sustainable and Eco-Friendly Weddings

With increasing environmental awareness, sustainable and eco-friendly weddings are gaining traction in India. Couples are opting for minimalistic décor, biodegradable cutlery, zero-waste catering, and locally sourced flowers instead of imported varieties to reduce their carbon footprint. Venues that emphasize sustainability, such as heritage sites and eco-resorts, are becoming popular choices. Additionally, digital invitations are replacing traditional paper invites to cut down on waste. According to industry reports, nearly 15-20% of urban weddings in India now incorporate eco-friendly elements, a number that is expected to grow further. The rising influence of conscious consumerism, government initiatives against plastic usage, and social media campaigns promoting sustainability are driving this trend. Service providers are also adapting by offering green alternatives, such as electric transport for guests and ethical wedding attire made from organic fabrics. As sustainability becomes a lifestyle choice for millennials and Gen Z, eco-conscious weddings are set to become an essential segment of the wedding

services market.

### Key Market Players

WedMeGood

Weddingz

Ferns N Petals

Shubh Muhurat Luxury Weddings (SMLW)

WeddingBazaar

Touchwood Entertainment Ltd.

The Grand Indian Wedding Co

Tamarind Global Weddings

Shadi Squad

Shandaar Event

### Report Scope:

In this report, the India Wedding Services Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Wedding Services Market, By Service:

Event Planning

Makeup Services

Catering & Venue

Photography & Videography

Decoration Services

Others

India Wedding Services Market, By Type:

Local

Destination

India Wedding Services Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Wedding Services Market.

Available Customizations:

India Wedding Services Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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