

weddings<sup>o</sup>online

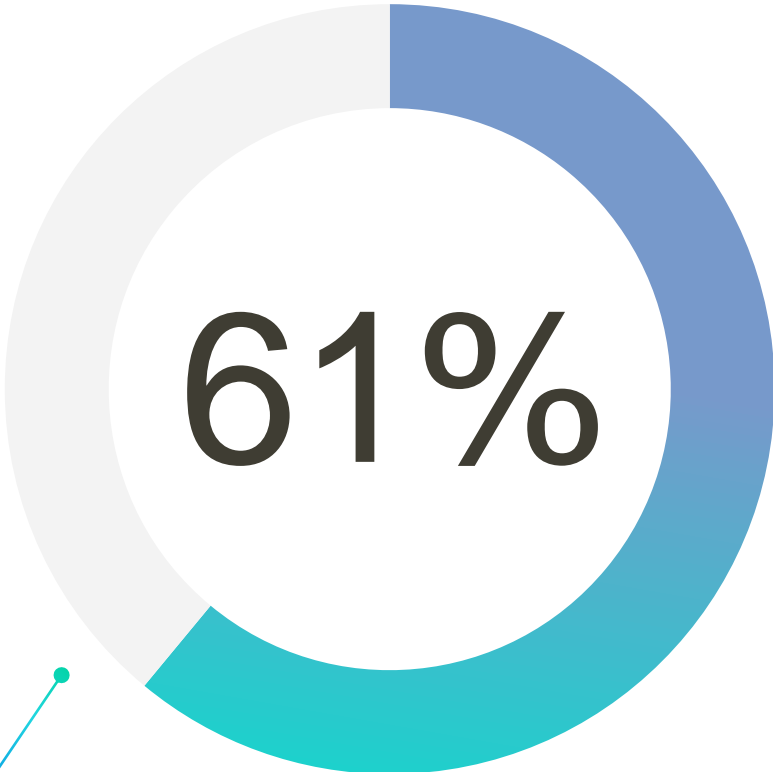




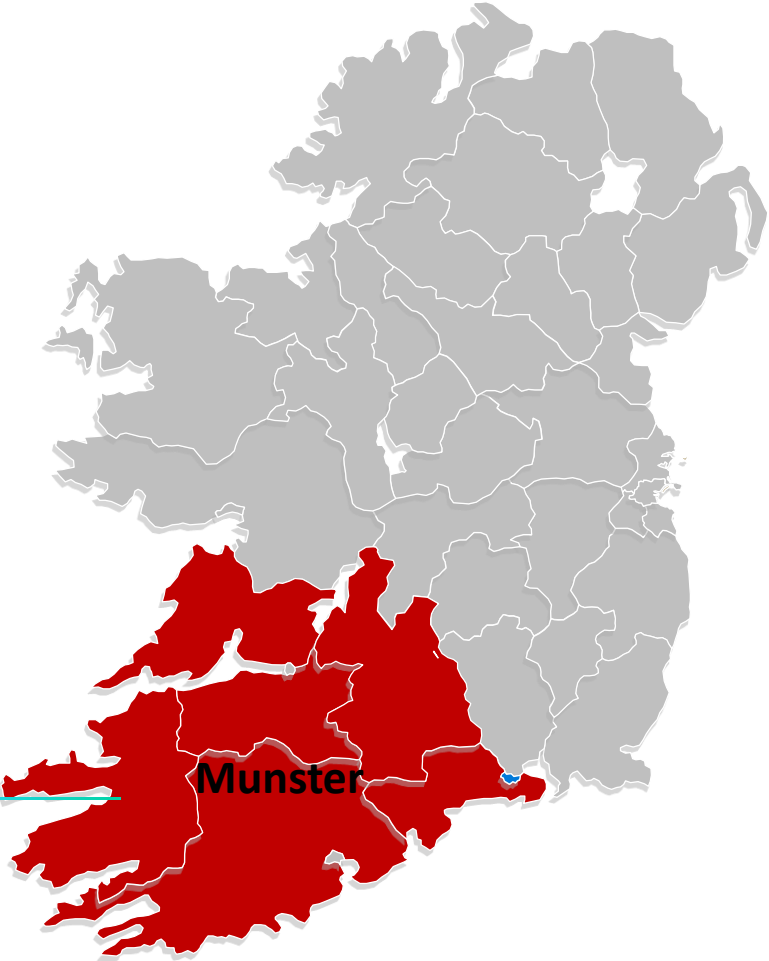
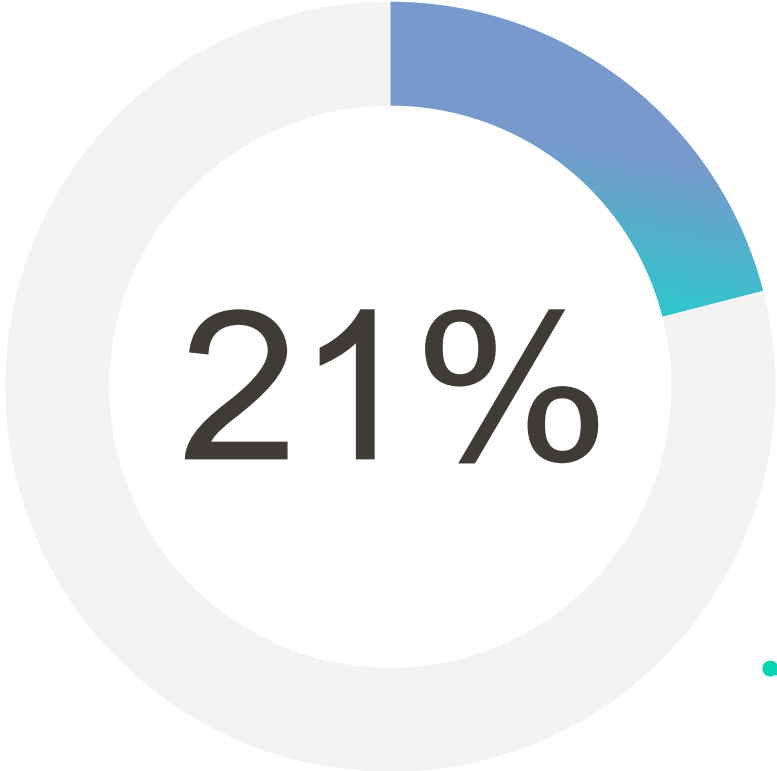
Irish Wedding  
Suppliers  
2022 Survey



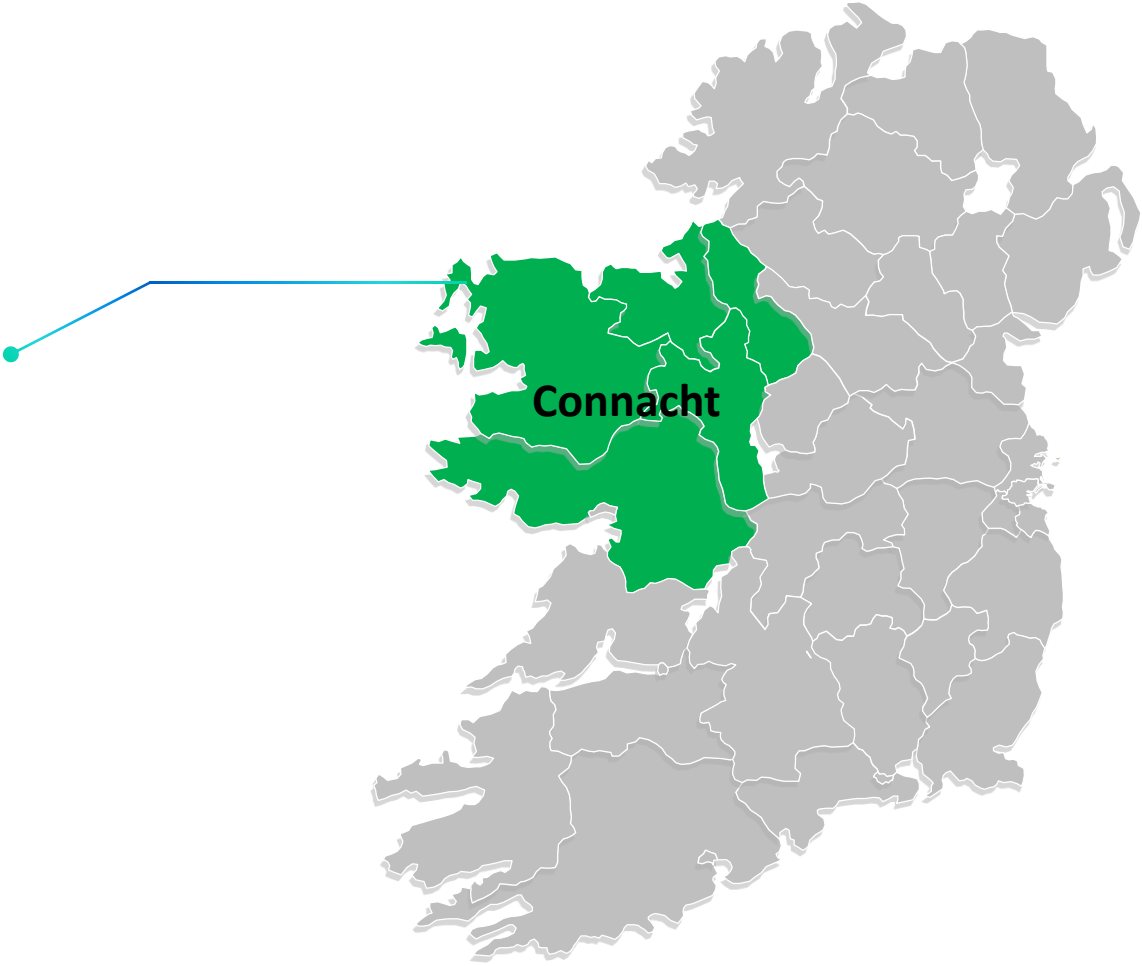
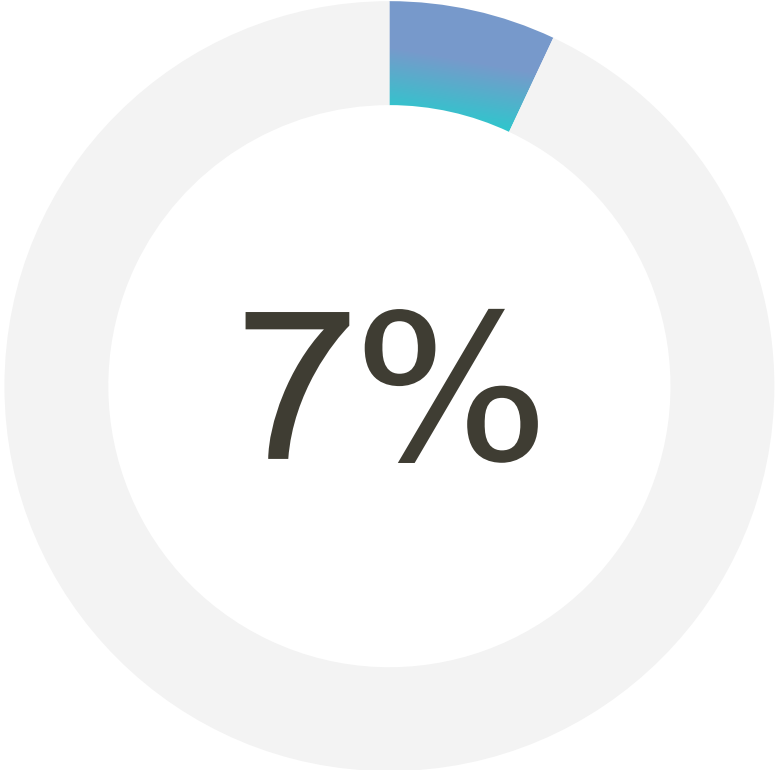
Of 228 wedding suppliers surveyed



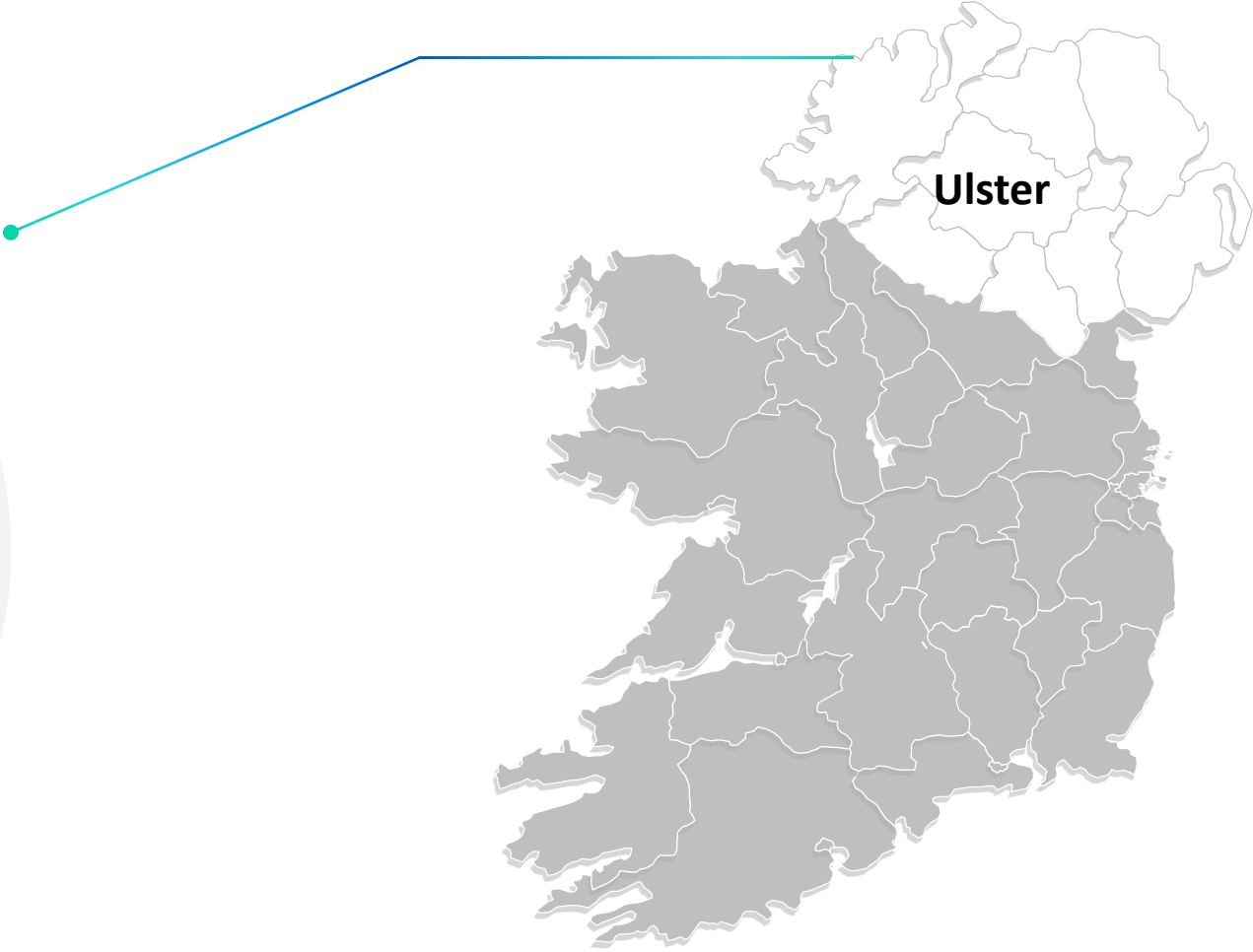
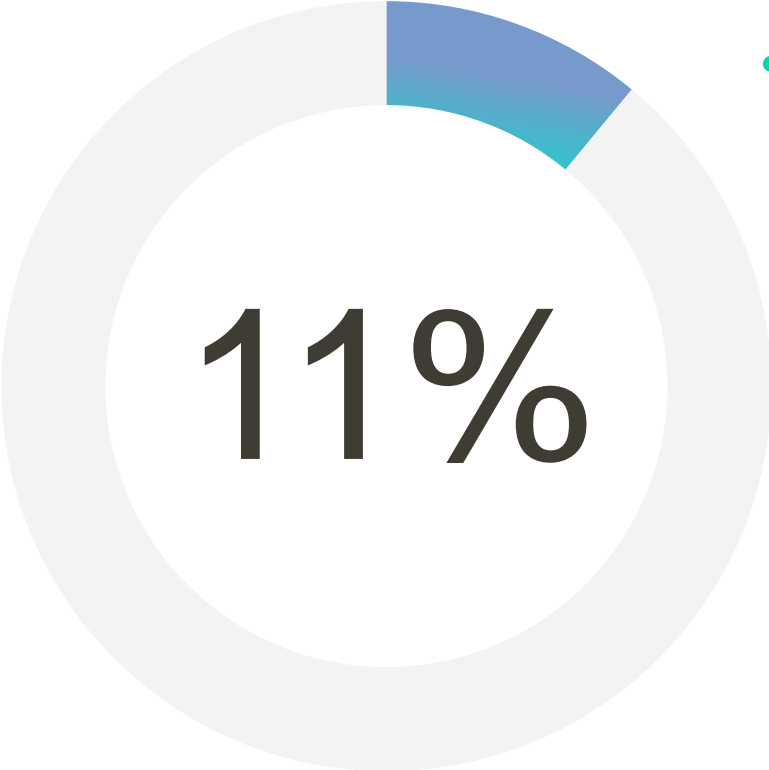
Of 228 wedding suppliers surveyed



Of 228 wedding  
suppliers surveyed



Of 228 wedding suppliers surveyed



# Wedding Supplier Breakdown:

54%

comprised Photographers, Ceremony  
Music Bands, Makeup, Celebrants and  
Videographers





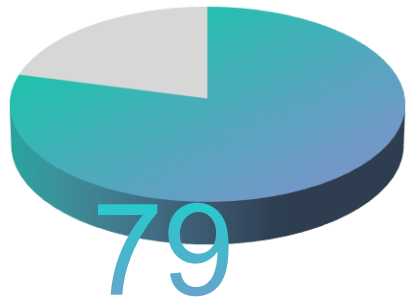
22

%  
of wedding suppliers do more than 80  
weddings a year

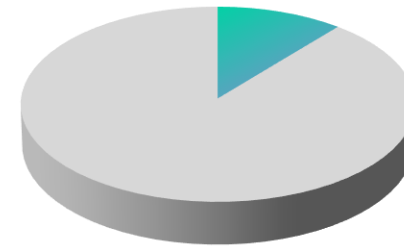


50

%  
of wedding suppliers do fewer than  
40 weddings a year



79%  
of wedding suppliers have  
fewer than 40 weddings  
booked for next year



11%  
of wedding suppliers have  
more than 60 weddings  
booked for next year

19

% book wedding suppliers within 6 months of wedding



71

% of couples book their wedding suppliers 6-18 months out



Wedding input costs have increased by more than 30% for one fifth of wedding suppliers



One third of weddings suppliers say input costs have increased by less than 10%



31%

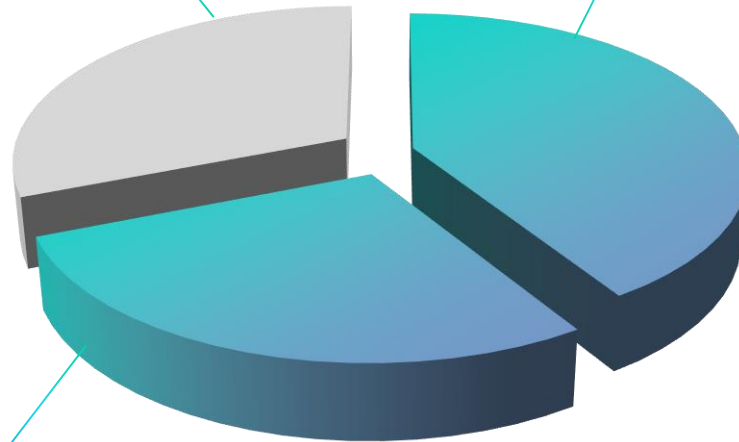
of wedding suppliers have kept their package prices the same for 2023

41%

of wedding suppliers have increased their package prices by less than 10%

28%

of wedding suppliers have increased their package prices by more than 10%





77%

of wedding suppliers don't offer discounts for mid-week and off-peak weddings

# 31%

of wedding suppliers will attend wedding shows in the next 12 months



The most popular ways of securing bookings are:





## Wedding Suppliers rank the following as most important:

- Reputation / Recommendations
- Enquiries
- Product / Brand Development
- Social
- Traffic

70%

of wedding suppliers don't  
use a system manage  
their wedding business



## The 3 most popular promotions used are:

Facebook/Instagram  
Ads

Weddingsonline

Own Social Media  
Platforms



# Advertising



87%

of wedding suppliers spend less than €3000 per annum with 5% spending more than €5000



The challenges causing most concern at the moment are:



Inflation



Competition



Staffing



weddings<sup>o</sup>online