



# GLOBAL WEDDING REPORT

## 2024

**MARK  
METRI**  
EVENT AND MARKETING INSIGHTS

# GLOBAL WEDDING REPORT 2024

As we observe recently married couples in Europe, one thing is clear: no two couples are the same.

This year's Global Wedding Report found that as Generation Z couples begin to say, "Yes, I do!", we notice subtle differences in how they plan their weddings compared to Millennials.

But as a global company, we look at the entire landscape of the wedding industry. While every wedding and couple is unique, when we analyze weddings on a global scale, **distinct cultural nuances emerge.**

The Global Wedding Report examines every stage of this significant life moment—from the proposal and event planning to the role of technology and the vendors involved. To provide a comprehensive view of emerging preferences and trends, **Mark Metri** and other global brands under The Knot Worldwide surveyed over 25,000 newlyweds across 15 countries to compile this material.

Never fall behind in your industry—explore the key insights and wedding trends outlined below.

## What will you find in this study?

- 1 Essential insights
- 2 Global Perspective on Weddings
- 3 Today Couples
- 4 Average Age
- 5 Wedding Planning Process

# ESSENTIAL INSIGHTS

1

## Proposals

Winter remains the most popular season for marriage proposals, especially in Western Europe and North America. Engagement lengths can vary widely, **from 5 to 6 months** in countries like India **to over a year** (15 to 16 months) for those living in the United States and England.

2

## Technology

There has been a **significant increase in the use of online tools and technological advancements** to assist with wedding planning worldwide. Half of the couples in the United States and Canada watch **videos** for advice and inspiration, while 9 out of 10 couples in both Brazil and Mexico use these tools to communicate with their vendors after booking.

3

## Vendors

Couples worldwide heavily rely on their vendors—hiring an average of 10 professionals—to bring their wedding vision to life. **Photography is the most frequently hired** category, with approximately 90% of couples in England, Canada, Brazil, the United States, and Portugal trusting photographers to capture everything from the intimate first moments to the grand celebration.

4

## Economy

In 2023, couples faced the challenges of economic uncertainty and high inflation rates, which impacted their budgets. Most couples in Latin America addressed the economic challenge by **inviting fewer guests and increasing their available budget**. In the United States and Canada, couples made compromises, keeping their budgets relatively stable (though many adjusted them in line with inflation).

5

## Honeymoon

Approximately **75% of couples worldwide planned a honeymoon** and/or minimoon after their wedding. **Beach destinations remain the top choice**, with the Maldives ranking among the top five picks for European countries surveyed. Additionally, couples favor **cities with sightseeing opportunities** and adventure trips, which are also highly popular.

# Global Perspective on Weddings

		Average Number of Guests	Vendors Hired	Destination Weddings	Honeymoon or Minimoon
North America	Mexico	146	9	20%	69%
	US	115	14	19%	72%
	Canada	92	11	8%	84%
South America	Uruguay	129	9	3%	84%
	Brazil	124	11	3%	83%
	Argentina	113	8	3%	72%
	Peru	111	9	5%	61%
	Chile	93	9	5%	72%
	Colombia	81	9	7%	76%
Europe	Spain	121	10	2%	90%
	Portugal	116	9	4%	89%
	Italy	109	12	2%	86%
	France	99	9	1%	70%
	UK	80	10	4%	95%
Asia	India	326	10	15%	27%

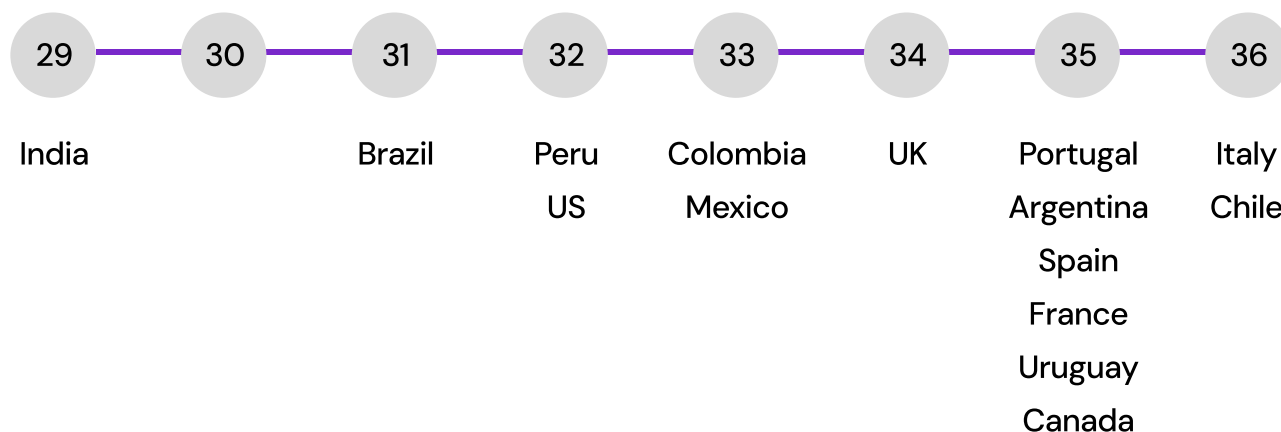
# Who Are Today's Couples and How Did They Meet?

While it is common for many couples in Western Europe to meet their partners through mutual friends (35% in Italy, for example), we observe some variations in Latin America, where couples in Peru and Colombia are more likely to meet at work.

In the United States and the United Kingdom, online dating remains the most popular way to meet. Approximately 30% of couples in the U.S. meet through a dating app, a significant contrast to the global average of 8%, though the popularity of online relationships continues to rise in places like France (24%).

Mutual Friends	Work	Online	Arranged Marriage
35% Italy	27% Mexico	39% Canada	40% India
29% Spain	23% Peru	33% UK	
26% Portugal	22% Colombia	29% US	
25% Uruguay		24% France	
22% Argentina			
22% Chile			
20% Brazil			

# Average Age at Marriage



Although the global average age at marriage ranges between 33 and 35 years, **in India, people tend to marry younger**, around 29 years old, **while in Chile, the average age is 36**. The Millennial generation represented the majority of weddings in 2023 (around 75% in several countries), **but Generation Z is beginning to reach marriageable age**. This is particularly notable in regions like Latin America, where Generation Z is responsible for about one in every six weddings (15% in Brazil and 17% in Peru, for example).

In addition to age, cohabitation and family structures also differ around the world. Couples in North America and Europe are much more likely **to live together before marriage**, with nearly 9 out of 10 couples in Spain, France, Italy, and the UK cohabiting before marriage.

Many people are also starting families together before getting married. This is more common in France, where nearly 50% of brides and grooms **had a child together before marriage** (43% in Chile and 39% in Portugal), indicating a cultural shift **towards a more progressive relationship dynamic**.

# The Wedding Planning Process

When couples are officially engaged, it's time to start planning the wedding. But how does the wedding planning process unfold on a global scale, and what differences do we observe in the survey results?

The average engagement period can range from **5 to 6 months** in places like India to more **than a year** (15 to 16 months) for those living in the United States and the United Kingdom. During this time, couples are not only planning the ceremony and reception but may also be coordinating several other events.

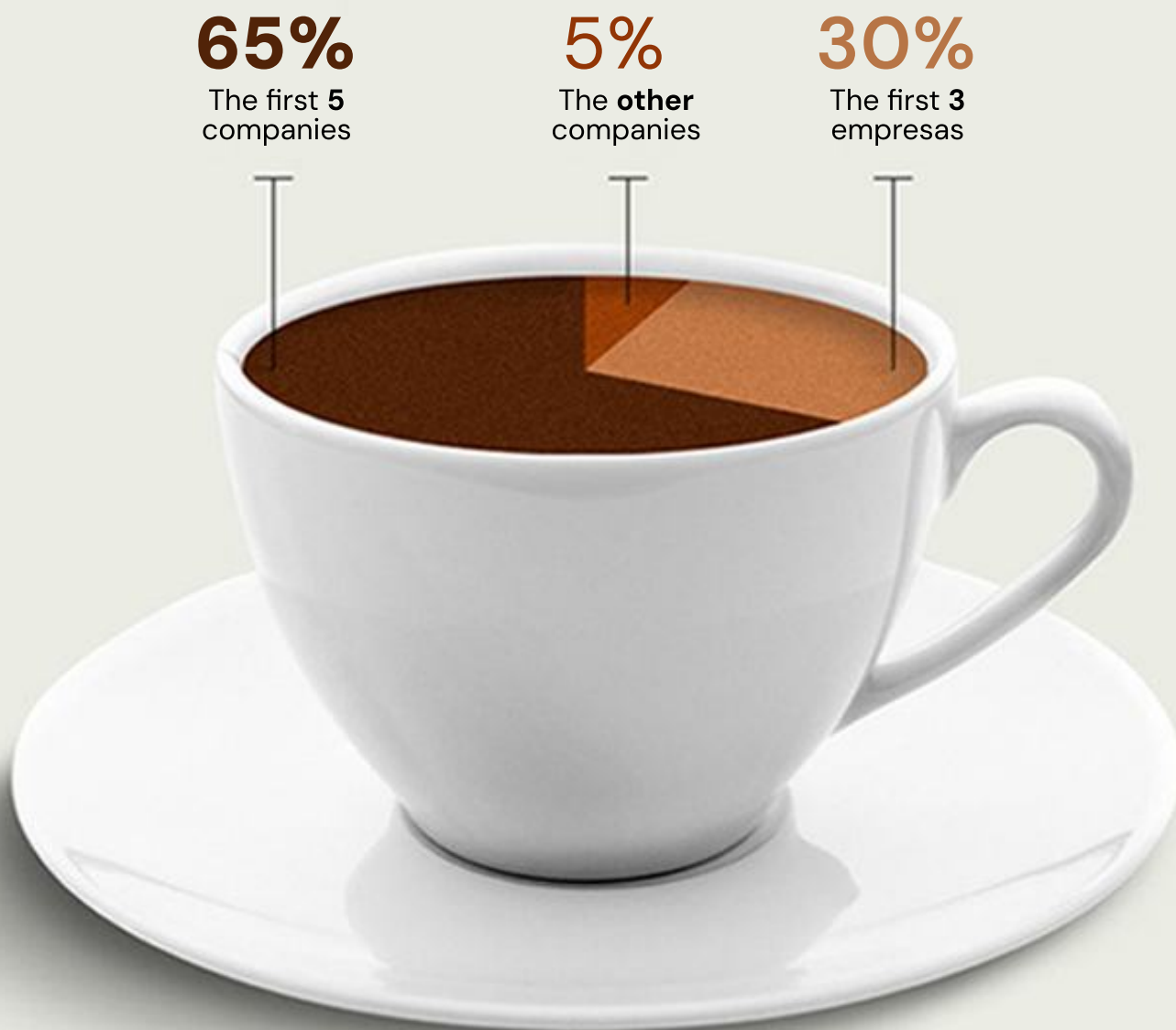
In fact, 45% of couples in France report having a **multi-day wedding celebration**, while about a third in India follow the same path. Additionally, nearly 40% of couples in India said they had at **least three separate events during the week leading up to the wedding**.

## Engagement Months Before Marriage

15-16	13-14	12-13	11-12	10-11	9-10	8-9	6-7	5-6
UK US	France	Canada	Spain Portugal	Italy Brazil	Mexico	Chile Argentina Uruguay	Colombia Peru	India

# Do you respond to quotes first?

In the wedding industry, clients hire the **first five companies** that respond to their quote request **95% of the time**.





# 60

## MINUTES

Companies that respond to quotes within 60 minutes are up to **7 times** more likely to be hired.

# Thank you for reading our Global Wedding Report.

We are honored to share insights that can add value to your business and inspire new ideas.

We invite you to take the next step with us. **Mark Metri** is ready to offer customized and innovative solutions to tackle any challenge your company faces. Our commitment is to turn problems into opportunities, delivering results that exceed your expectations.

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