

# Wedding Industry Report

**For: Mexia, TX - (City)**

**Category: Market Totals**

**Item: Market Summary**

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## Weddings, Spending, and Market Value

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Market Totals - Market Summary in Mexia, TX - (City)** . See the [Methodology](#) page for more details on how we calculate these numbers. This includes weddings that originate and travel into this market.

<b>Year</b>	<b>Est Weddings</b>	<b>Avg Spending</b>	<b>Market Value</b>
2005	70 - 140 *	\$24,466 *	\$1,712,620 *
2006	69 - 138 *	\$25,521 *	\$1,760,949 *
2007	62 - 124 *	\$26,649 *	\$1,652,238 *
2008	61 - 122 *	\$20,232 *	\$1,234,152 *
2009	60 - 120 *	\$18,161 *	\$1,089,660 *
2010	60 - 120 *	\$22,321 *	\$1,339,260 *
2011	59 - 118 *	\$22,855 *	\$1,348,445 *
2012	58 - 116 *	\$23,400 *	\$1,357,200 *
2013	57 - 114 *	\$23,959 *	\$1,365,663 *
2014	56 - 112 *	\$24,531 *	\$1,373,736 *
2015	55 - 110 *	\$25,049 *	\$1,377,695 *
2016	54 - 108 *	\$25,717 *	\$1,388,718 *

\* = Estimated Value

## Average Number of Guests

The 2010 US average was 141 guests. The 2010 average in **Mexia, TX - (City)** is estimated between 109 and 119. A single guest could add or remove about \$196 to the overall cost of a wedding.

## Spending Distribution

This is the number of estimated weddings and the percent of weddings that spend within certain ranges for **Market Totals - Market Summary** in **Mexia, TX - (City)**. "Average or less" is the number of weddings that spend at or below the average. "Average to 2x Average" is the number of weddings that spend at or above the average to the average times two. "Greater than 2x Average" is the number of weddings that spend more than two times the average. This is based on 2010 data.

**2010 Weddings: 60**

**2010 Average Spending: \$22,321**

	<b>Est Weddings</b>	<b>Avg Spending</b>	<b>Percent</b>
Average or Less	49	< \$22,321	81%
Average to 2x Average	8	\$22,321 - \$44,642	13%
Greater than 2x Average	4	\$44,642 +	6%

## Category Summary 2010

This is the number of estimated weddings, estimated average amount spent, and estimated market value for each category we track in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market.

<b>Category</b>	<b>Est Weddings</b>	<b>Avg Spending</b>	<b>Market Value</b>
Attire & Accessories	37	\$1,009	\$60,512
Beauty, Health & Spa	32	\$216	\$12,935
Ceremony Officiator	33	\$112	\$6,732
Entertainment	28	\$832	\$49,911
Flowers & Decorations	36	\$1,094	\$65,666
Gifts & Favors	34	\$399	\$23,936
Invitations	36	\$403	\$24,154
Jewelry	35	\$2,914	\$174,821
Photography & Video	35	\$1,318	\$79,068
Planner/Consultant	10	\$789	\$47,318
Transportation	19	\$369	\$22,135
Venue & Catering	35	\$6,419	\$385,142

## Item Summary 2010

This is the number of estimated weddings, estimated average amount spent, and estimated market value for each item (product or service) we track in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market.

Category	Item	Est Weddings	Avg Spending	Market Value
<b>Market Totals</b>				
	Market Summary	60	\$22,321	\$1,339,260
<b>Attire &amp; Accessories</b>				
	Bride Accessories	35	\$135	\$4,779
	Groom Accessories	32	\$104	\$3,307
	Suit (purchased)	7	\$278	\$1,835
	Suit (rented)	4	\$135	\$486
	Tuxedo (purchased)	4	\$479	\$1,724
	Tuxedo (rented)	23	\$127	\$2,896
	Veil	31	\$112	\$3,494
	Wedding Dress	37	\$990	\$36,234
	Wedding Dress Preservation	25	\$234	\$5,756
<b>Beauty, Health &amp; Spa</b>				
	Diet, Weight Loss, Gym	10	\$295	\$2,832
	Facial	11	\$65	\$702
	Hair Removal	11	\$146	\$1,664
	Hair Service	32	\$68	\$2,162
	Makeup Service	24	\$58	\$1,392
	Manicure & Pedicure	28	\$45	\$1,269
	Massage	11	\$71	\$809
	Teeth Whitening	13	\$167	\$2,104
<b>Entertainment</b>				
	Dance Lessons	12	\$406	\$4,872
	DJ	28	\$668	\$18,838
	Live Band	11	\$1,563	\$17,818
	Musician/s, Soloist, or Ensemble	17	\$499	\$8,383
<b>Flowers &amp; Decorations</b>				
	Boutonnieres, Corsages	34	\$130	\$4,368
	Bridal Bouquet	36	\$134	\$4,824
	Bridesmaid Bouquets	34	\$174	\$5,951

Ceremony Decorations	30	\$227	\$6,810
Ceremony Flower Arrangements	31	\$288	\$8,986
Flower Girl Flowers	27	\$83	\$2,241
Flower Petals	25	\$85	\$2,142
Reception Decorations	30	\$278	\$8,340
Reception Flower Arrangements	30	\$337	\$10,110
Reception Table Centerpieces	34	\$354	\$11,894
<b>Gifts &amp; Favors</b>			
Gift/s for Attendants	29	\$173	\$5,086
Gift/s for Parents	26	\$131	\$3,458
Gift/s for the Bride	22	\$178	\$3,845
Gift/s for the Groom	23	\$166	\$3,785
Wedding Favors	34	\$231	\$7,762
<b>Invitations</b>			
Ceremony Programs	27	\$106	\$2,862
Guest Book	34	\$57	\$1,915
Invitations & Reply Cards	36	\$246	\$8,856
Reception Menus	18	\$115	\$2,070
Save the Date Cards	26	\$121	\$3,194
Table or Place Cards	26	\$81	\$2,090
Thank You Cards	35	\$91	\$3,167
<b>Jewelry</b>			
Earrings	25	\$122	\$3,074
Engagement Ring	32	\$3,231	\$104,684
Necklace	23	\$131	\$3,065
Other Jewelry	17	\$262	\$4,402
Wedding Band - Bride	34	\$1,033	\$34,709
Wedding Band - Groom	35	\$703	\$24,886
<b>Photography &amp; Video</b>			
Wedding Photographer	35	\$1,639	\$58,021
Wedding Videographer	20	\$1,063	\$21,047
<b>Planner/Consultant</b>			
A La Carte Services	7	\$1,112	\$7,339
Day of Coordinator	10	\$837	\$8,035
For Getting Started	7	\$871	\$5,749
Full Service	8	\$2,466	\$19,235
Month of Direction	5	\$1,289	\$6,961

**Transportation**

Limo Rental	19	\$437	\$8,390
Other Travel	15	\$377	\$5,655
Travel for Guests	13	\$642	\$8,089

**Venue & Catering**

Ceremony Accessories	32	\$192	\$6,106
Ceremony Location	35	\$874	\$30,415
Ceremony Officiator	33	\$204	\$6,732
Hotel Room for After Reception	29	\$262	\$7,703
Reception Accessories	33	\$189	\$6,237
Reception Bar Service	26	\$2,058	\$53,096
Reception Food Service	30	\$4,046	\$121,380
Reception Location	31	\$2,492	\$76,255
Reception Rentals	27	\$1,292	\$34,884
Rehearsal Dinner	32	\$807	\$25,663
Tips	32	\$349	\$11,308
Wedding Cake	34	\$360	\$12,096

## Competitive Landscape 2010

This is the estimated number of businesses, estimated weddings served per business per year, estimated gross sales per business per year for all categories that we track in **Mexia, TX - (City)** .

<b>Category</b>	<b>Est Businesses</b>	<b>Est Weddings per</b>	<b>Est Gross Sales per</b>
Attire & Accessories	1 - 2	60	\$60,540
Beauty, Health & Spa	1 - 2	28	\$6,048
Ceremony Officiator	1 - 2	30	\$3,360
Entertainment	1 - 2	21	\$17,472
Flowers & Decorations	1 - 2	34	\$37,196
Gifts & Favors	1 - 2	60	\$23,940
Invitations	1 - 2	49	\$19,747
Jewelry	1 - 2	45	\$131,130
Photography & Video	2 - 3	14	\$18,452
Planner/Consultant	1 - 2	12	\$9,468
Transportation	1 - 2	40	\$14,760
Venue & Catering	1 - 2	24	\$154,056

## **Methodology and Use of Data**

Methodology details are located at:

<http://www.theweddingreport.com/wmdb/index.cfm?action=help.methodology>

Use of Data details are located at:

<http://www.theweddingreport.com/wmdb/index.cfm?action=home.terms>