

COST OF LOVE

This is the 10th Cost of Love survey, which has been presented biennially since 1997. This research involved a quantitative study of over 1000 Australian women who were currently engaged or had been married within the last 3 years. According to the ABS, there are currently **113,595 marriages each year** in Australia*.

This year's Cost of Love brings the average cost of a wedding in Australia now to \$90,128. This represents a whopping 75% of the average Australian couple's annual income[^]. The cost has risen 4% since 2014 and has approximately doubled in the past 10 years. The Australian wedding industry in 2016 is worth a total of \$10.2 billion.

The total cost of pre-wedding parties is

up 22%

since the last survey.



Spend on jewellery has risen

29%



Spend on rings has fallen

8%

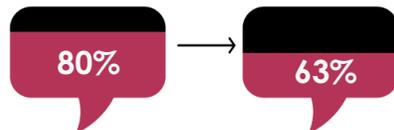
1 in 10 brides buy their wedding dress online.



On average, a bride buys her wedding dress

8 months

before the wedding.



Couples are **22% less likely** to announce their engagement via social media than in 2014.



54%

of brides believe their partner is more or equally as stressed as them.

Gold and **Navy** are the most popular wedding colours.

Brides who have cosmetic procedures are

158%



more likely to have **lip enhancements** than in 2014.



Parents (from both sides) pay **a third** of total wedding costs.



SOUTH PACIFIC ISLANDS



is now the favourite international honeymoon destination.

35%

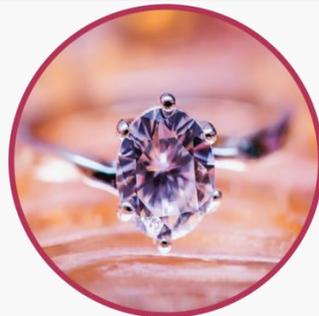


of couples plan to wait until at least a year after the wedding before starting a family.



Wedding Rings
\$3,001

↓ 1%



Engagement Ring
\$6,143

↓ 11%



Bride's Outfit
\$2,914

↓ 6%



Groom's Outfit
\$718

↑ 14%



Reception
\$41,524

↑ 1%



COST OF LOVE
\$90,128



Jewellery
\$3,486

↑ 29%



Bridal Party
\$6,208

↑ 16%



Pre-wedding Parties
\$10,672

↑ 22%



Honeymoon
\$8,068

↓ 4%



Beauty
\$7,392

↑ 9%