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% and rings have 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.
- Spend on rings has fallen 8%
- Spend on jewellery has risen 29%
- 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.
- Couples are 22% less likely to announce their engagement via social media than in 2014.
- 35% of couples plan to wait until at least a year after the wedding before starting a family.

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*ABS Marriages and Divorces, Australia, 2015, released 30/11/2016, ^ABS Average Weekly Earnings, Australia, May 2016, released 18/08/2016*
COST OF LOVE
$90,128