

February 9, 2018

INFOGRAPHIC SNAPSHOT: MILLENNIALS ON WEDDING TRENDS

MILLENNIALS MAY BE DELAYING THEIR WALKS UP THE AISLE, BUT ONCE THEY GET THERE, THEY'RE MAKING THE MOMENT MEMORABLE BY KEEPING UP WITH THE LATEST TRENDS. WE'VE BEEN TRACKING WHAT'S TRENDING OVER THE YEARS, AND WE CHECKED IN TO SEE WHAT'S IN AND WHAT'S OUT WHEN IT COMES TO THEIR HAPPILY-EVER-AFTERS...

Millennials were once accused of [killing marriage](#), but the reality is they are just changing the path to the altar. According to Ypulse research that will be released soon, over three in five 13-35-year-olds agree marriage is the end goal to any serious relationship, but (like many other adult milestones) they aren't in a rush to get there. Those that have put a ring on it though are ringing in a new era of weddings trends, made up of traditions both classic and novel. We've been keeping track of these trends over the years, asking Millennials which ones are staying in-style and which are going out of vogue. And they would know. As outlined below, nine in ten Millennials have been to a wedding in their lifetime, and close to half say they plan to or have already gone to a wedding this year. As we know, trends sometimes have a short time in the sun, so in our infographic snapshot below we reveal the top wedding trends for 2018, check in on which past trends have had a happily ever after (so far), and what essentially makes up a good wedding.

Millennials on Wedding Trends

Base: 18-35-year-olds | Millennials

90%

of 18-35-year-olds have been to a *wedding*

45%

have already been to or plan to go to a wedding in 2018

2.16

is the average amount of weddings they will be going to this year



Top Trends Staying In-Style

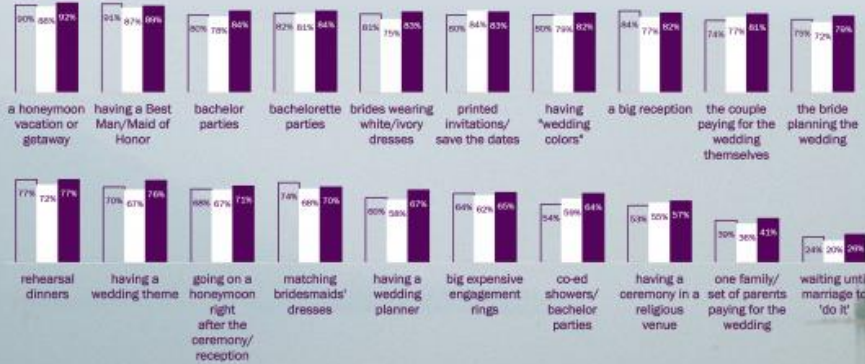
& Top Trends Going Out-of-Style

- 92%** Honeymoon vacation/getaway
- 89%** Having a Best Man/Maid of Honor
- 84%** Bachelor & bachelorette parties
- 83%** Brides wearing white/ivory dresses
- 83%** Printed invites/save the dates

- 74%** Waiting until marriage to 'do it'
- 59%** One family/set of parents paying for the wedding
- 43%** Having a ceremony in a religious venue



How did these wedding trends, along with others, do in years past?

□ in-style 2016 □ in-style 2017 ■ in-style 2018



Co-ed showers, bachelor parties, wedding planners, wedding themes, and the couple paying for themselves are trends that have seen the largest growth over the past three years.

Top 3 Essentials for a Good Wedding

- 65%** Cake 
- 50%** Open bar 
- 43%** Short ceremony



Terms & Conditions: Use of this content must adhere to the Terms & Conditions, published at <http://www.ypulse.com/about-ypulse/terms>