



# WEDDING STATIONERY & INVITATIONS FACT SHEET

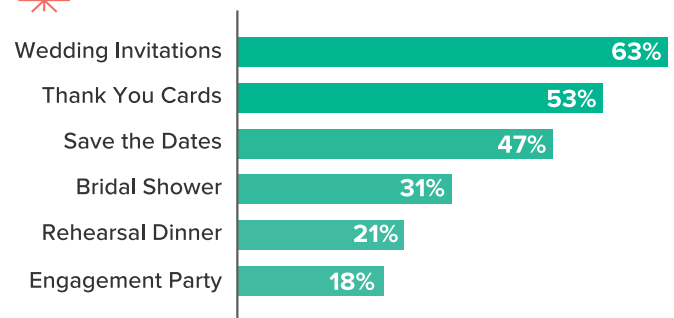
An overview on industry data from WeddingWire's WedInsights Series

## WEDDING STATIONERY USAGE

Eighty-three percent of couples use stationery or invitations throughout their wedding-related events. On average, **couples are using stationery for three events with more than 60% using wedding invitations.** While most couples are sending paper invitations for their wedding invites (78%), about 1 in 4 will send electronic wedding invitations.



### INVITATION/STATIONERY USAGE



### TOP 5 MOST IMPORTANT FEATURES

- 1 STYLE & COLOR
- 2 PRICE
- 3 ABILITY TO CUSTOMIZE
- 4 EASE OF ORDERING
- 5 SPEED OF DELIVERY

## INSPIRATION & MOST IMPORTANT FEATURES

When it comes to selecting invitations, half of couples look to Pinterest and online invitation sites like Minted for inspiration. **Couples say style/color and price are the most important factors,** followed by ability to customize the product. While over 50% find it important to be able to customize the color, nearly 1 in 3 want the ability to carry over the design to other parts of the wedding (i.e. menus, seating cards, etc.). Just over a quarter also like having the ability to include specialty features such as unique shapes, embossing, foil stamping and more.

## PURCHASE LOCATION & COST

More than half of couple's purchase wedding invitations from an online site (54%), followed by local boutiques (14%) and national stationery stores (10%).

About two-thirds of couples are spending less than \$500 on wedding invitations (67%), while 25% are spending between \$500 and \$2K.

Just under 20% are paying to have the addresses included on the envelopes – either printed or by hand.



### WEDDING INVITATION COST

