

# PEARL REPORT

BY

DAVID'S BRIDAL™



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**82%** OF BRIDES ARE CONFIDENT WHEN LOOKING AT THEIR FINANCIAL FUTURE.

**67%** OF ENGAGED BRIDES STILL HAVE NOT PURCHASED THEIR DRESS!

**70%** & MORE BRIDES ARE NOW COMFORTABLE SHOPPING & BUYING IN STORE.

## DID YOU KNOW?

COVID ANXIETY BEING REPLACED BY PLANNING ANXIETY

BUT...

GENERALLY MORE HAPPY FEELINGS :)



## BRIDESMAID STATUS

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**29%**

OF BRIDES WILL HAVE MORE THAN 5 BRIDESMAIDS



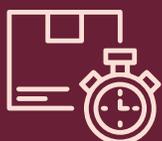
**64%**

OF BRIDESMAIDS FINANCIAL CONFIDENCE JUMPED INTO THE VERY CONFIDENT CATEGORY OVER THE QTR



**77%**

OF BRIDESMAIDS RESEARCH ONLINE BEFORE THEY DO ANYTHING ELSE



## LOGISTICS



CONCERNS OVER VENUE AVAILABILITY ARE UP 15% IN THE QTR



37% OF BRIDES ARE NOT WORRIED ABOUT COVID AT WEDDING



EVENT GUEST LIMITATIONS HAVE DROPPED 14%



NUMBER OF EVENTS LIMITING BRIDAL PARTIES DROPPED 12%



FOR GUESTS OF WEDDINGS, MAJORITY PREFER SAFETY PROCEDURES IN PLACE

MASKS

SANITIZER

LIMIT GUESTS

\*ALL HIGH SCORING\*

# SCHEDULING



**JULY '21 AND AUGUST '21 WEDDING DATES UP 35% THROUGH Q1**



**2022 WEDDING DATES UP 22% FROM START OF THE Q1**



**NOT RESCHEDULING....WEDDING DATE GOING AHEAD AS PLANNED UP 28% THROUGH QTR**



**INDECISION ABOUT WEDDING DATE DOWN 10% IN Q1**



**NUMBER OF WEDDINGS RESCHEDULED FELL 5% IN MARCH**



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