



REGISTRY FACT SHEET

An overview on industry data from WeddingWire's WedInsights Series

SELECTING A REGISTRY

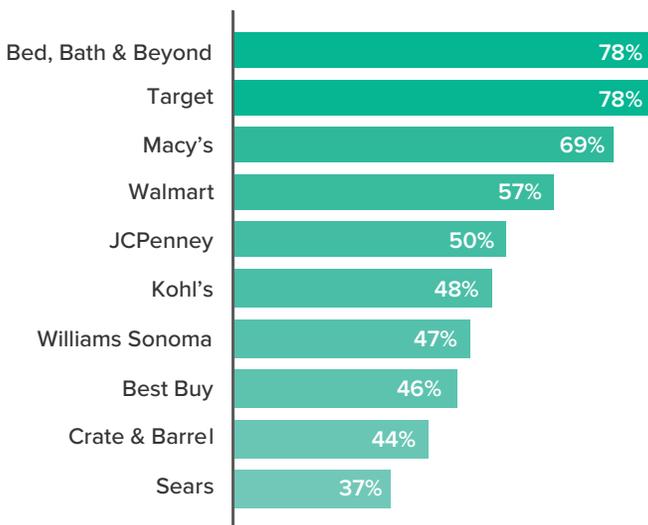
On average, 64% of couples register for a wedding registry, with the majority of couples registering 4 months before the wedding.

Nearly 60% of couples who create a wedding registry, register for 2+ registries. Of those who register for more than one, the majority choose a Traditional registry at a national/regional retailer in addition to an Online registry (Amazon.com), followed by Universal, then Honeymoon registry.

Since many couples are now living together prior to getting married, we've seen an increase in Honeymoon and Universal registries (like Newlywish) where couples can register for experiences and boutique items.

POPULAR TYPES OF REGISTRIES

When it comes to selecting a registry, 75% of couples chose to register at a national/ regional retailer. The top 10 national retailers couples are most likely to register for are:



MOST IMPORTANT REGISTRY FEATURES

When selecting a national retailer registry, data shows that males are more likely to base their selection on the products and brands carried, whereas the female is focused on ease and convenience for them as well as their guests.



MOST IMPORTANT FEATURES WHEN PICKING A NATIONAL RETAILER (BY GENDER):

RANK	FEMALES	MALES
1	Ability to start registry online	Product selection
2	Affordability	Multiple locations nationwide
3	Product selection	Brands carried
4	Ability to have guests purchase online	Affordability
5	Good discounts / coupons for guests	Good discounts / coupons for guests

WHAT COUPLES REGISTER FOR

Kitchen appliances is the most popular category couples register for on a Traditional registry. Whereas once couples were registering for general appliances like hand mixers, we've seen an increased trend among foodies and fitness lovers in specialized items such as Nespresso machines and juicers.



TOP 5 MOST POPULAR CATEGORIES TO REGISTER FOR (ACROSS ALL REGISTRIES):



Kitchen Appliances - **61%**



Gift cards/cash - **49%**



Cookware - **55%**



Bath Towels - **38%**



Bedding - **50%**