

SCRAPBOOK AND WEDDING INDUSTRY FACTS AND FIGURES

Scrapbook Facts and Figures

- ✓ The size of the scrapbook industry is \$2.5 million.¹
- ✓ 25% of U.S. households have a scrapbooker.¹
- ✓ Specialty retailers report scrapbooks among their “fastest-moving merchandise”.²
- ✓ The scrapper is a woman between the ages of 18 and 60.¹
- ✓ Scrapbooking is addictive, 55% of scrapbookers consider themselves to be addicts.¹
- ✓ Women are attracted to scrapbooking because it fulfills human needs.³
 - Quality “Me” time without the guilt because you are still practicing the act of giving.³
 - Social Connection. “Young people are drawn to the expressive possibilities of scrapbooks”.^{3,5}
 - Creative Fulfillment. A creative outlet even for the many who insist they just aren’t creative.³
- ✓ Current trends within Scrapbooking:
 - Back to basics, simple quick layouts.³
 - The watchword for 2005 will be “easy”.⁴
 - Manufacturers are promoting products that make scrapbooking quick and easy as possible – and yet look expertly designed.²
 - Gift Albums have grown in popularity.³

Wedding Facts and Figures

- ✓ The U.S has 2.3 million weddings a year.⁶
- ✓ The average wedding has 175 invited guests.⁷
- ✓ The bridal market is projected to grow 22% over the next 15 years.⁷
- ✓ Many Brides are overwhelmed. The number of U.S. wedding planners has also grown, rising 25% in the past 18 months to 7,000.⁸

1. Creating Keepsakes, “The National Survey of Scrapbooking in America,” 2004
2. “What’s Selling”, from Gifts and Accessories, June 2003
3. Fun Facts Publishing 2005 report, “Inside the \$3+ billion Scrapbook Industry: Statistics, Research, Analysis and More” 2005
4. Stephanie Gallagher, Gallagher Guide to the Baby Years, the Real Mom’s Survey of Top-Rated Products and Advice
5. Pam Danzinger, Gifts & Accessories
6. U.S. Census Bureau Facts & Features
7. Fairchild Bridal Group, “American Wedding Survey”
8. The Association of Bridal Consultants estimates