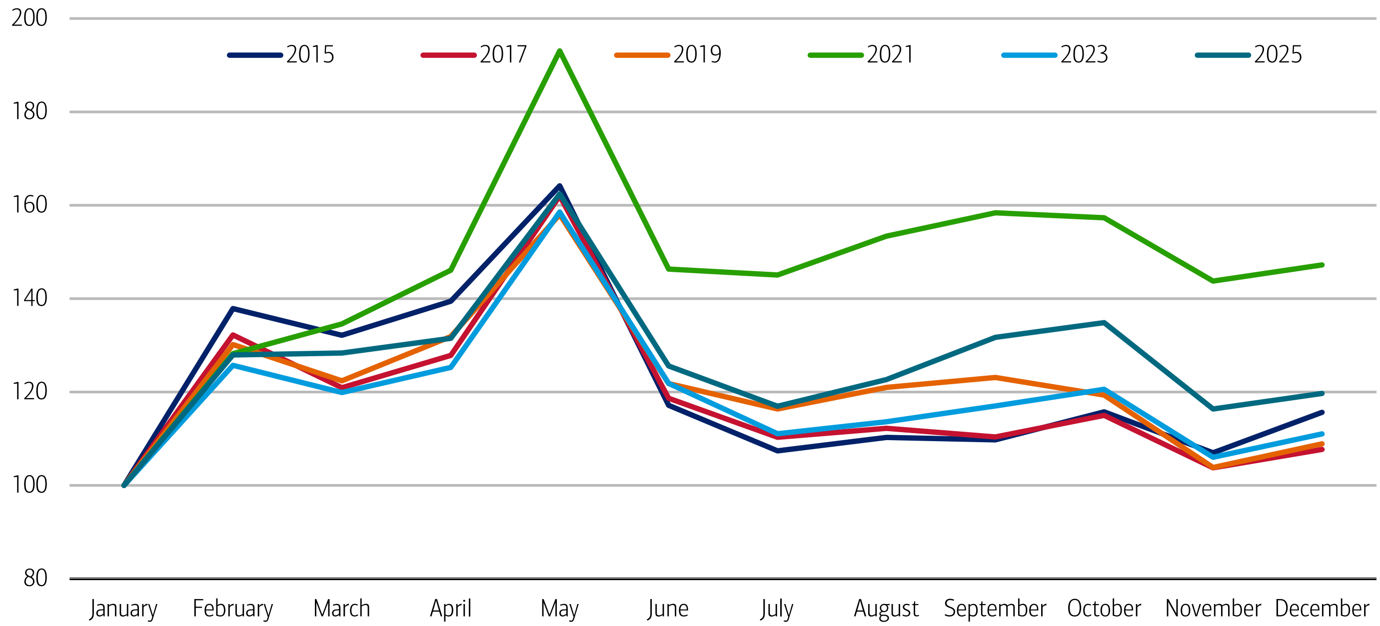
Daily Insights

It's a love story: May is America's favorite month to say "I do"

01 July 2026

The number of weddings peaks in May
Number of weddings* (annual, indexed, 2015 average = 100)



Source: Bank of America internal data
*Note: The number of weddings is a proxy for the date of the wedding, based on the first month in which a wedding-related transaction per customer occurred. These may reflect down payments to vendors, engagements or other events surrounding the ceremony.

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Planning a wedding might feel like a year-round event, but one month stands out: May. Bank of America internal data shows wedding-related transactions are highly seasonal, with May consistently registering the highest activity across the past decade. Last year, October and September also stood out as popular months.

During those peak months, the number of households who spent more than $5,000 on flowers surged, with some areas of the country more popular than others depending on the time of year. For instance, median florist spending has grown substantially in October in the West over the past two years and has fallen in September.

For more on tying the knot – and the spending that comes with it – read: [Weddings: Putting a price on love](#).

Methodology

Selected Bank of America transaction data is used to inform the macroeconomic views expressed in this report and should be considered in the context of other economic indicators and publicly available information. In certain instances, the data may provide directional and/or predictive value. The data used is not comprehensive; it is based on **aggregated and anonymized** selections of Bank of America data and may reflect a degree of selection bias and limitations on the data available.

Any payments data represents aggregated spend from US Retail, Preferred, Small Business and Wealth Management clients with a deposit account or credit card. Aggregated spend include total credit card, debit card, ACH, wires, bill pay, business/peer-to-peer, cash, and checks.

Any **Small Business** payments data represents aggregate spend from Small Business clients with a deposit account or a Small Business credit card. Payroll payments data include channels such as ACH (automated clearing house), bill pay, checks and wire. Bank of America per Small Business client data represents activity spending from active Small Business clients with a deposit account or a Small Business credit card and at least one transaction in each month. Small businesses in this report include business clients within Bank of America and generally defined as under $5mm in annual sales revenue.

Unless otherwise stated, data is not adjusted for seasonality, processing days or portfolio changes, and may be subject to periodic revisions.

Bank of America aggregated credit/debit card spending per household includes spending from active US households only. Only consumer card holders making a minimum of five transactions a month are included in the dataset. Spending from corporate cards are excluded. Data regarding merchants who receive payments are identified and classified by the Merchant Categorization Code (MCC) defined by financial services companies. The data are mapped using proprietary methods from the MCCs to the North American Industry Classification System (NAICS), which is also used by the Census Bureau, in order to classify spending data by subsector. Spending data may also be classified by other proprietary methods not using MCCs.

Lower, middle and higher household income cuts in Bank of America credit and debit card spending per household, and consumer deposit account data are based on quantitative estimates of each households' income. These quantitative estimates are bucketed according to terciles, with a third of households placed in each tercile periodically. The lowest tercile represents 'lower income', the middle tercile represents 'middle income' and the highest tercile 'higher income'. The income thresholds between these terciles will move over time, reflecting any number of factors that impact income, including general wage inflation, changes in social security payments and individual households' income. The income and tercile in which a household is categorised are periodically re-assessed.

Generations, if discussed, are defined as follows: Gen Z, born after 1995; Younger Millennials: born between 1989-1995; Older Millennials: born between 1978-1988; Gen Xers: born between 1965-1977; Baby Boomer: 1946-1964; Traditionalists: pre-1946.

Any reference to card spending per household on gasoline includes all purchases at gasoline stations and might include purchases of non-gas items.

Wedding-related spending is derived from ACH, credit card or debit card consumer purchases. Transactions are categorized as wedding-related when payments are made to vendors identified using merchant category codes (MCCs) and keyword matching within merchant names to capture wedding-specific services such as venue rentals, catering, photography, florists and apparel.

The number of weddings is a proxy for the date of the wedding, based on the first month in which a wedding-related transaction per customer occurred. Transactions are grouped into 90 day "planning episodes" to reflect typical clustering of wedding spending. These may reflect down payments to vendors, engagements or other events surrounding the ceremony.

Additional information about the methodology used to aggregate the data is available upon request.

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Disclosures