

Massy, May 11, 2026



Marriage: 1 in 2 French people under 35 could entrust part of the organization of their celebration to AI

Marriage still holds a unique place in the collective imagination. Today, 42% of French people plan to get married one day, while 29% are leaning towards a civil partnership (PACS). Regardless of the form of union chosen, 37% of French people say they are ready to rely on artificial intelligence to manage the organization of this event.

Celebrating without breaking the bank: increasingly common strategies

With an average budget set at 150 euros per guest for a wedding and 118 euros per guest for a civil partnership, The French are making concrete trade-offs to optimize their spending. They are favouring simpler formats with a more minimalist celebration (69% +4 pts vs 2024), they are reducing the flower budget (55%), via alternatives such as dried or paper flowers, they are ready to rent their outfit (50% for men, 47% for women), or even resort to second-hand outfits (43% for a suit and 44% for the wedding dress).

In addition to these trade-offs, the French are ready to rely on tools such as artificial intelligence which is seen as a potential way to save money by 40% of French people. Conversely, 6 out of 10 French people believe that social media encourages them to spend more.

Artificial intelligence is establishing itself as a new tool to help organizations

37% of French people planning to get married or enter into a civil partnership might use AI to help organize their celebration. Those under 35 are the most enthusiastic about using AI: one in two would consider entrusting part of their wedding planning to AI (compared to 31% of those aged 50 and over).

This tool is also used in the more personal aspects of the event, particularly for writing speeches or greetings (39%). It is especially popular with young men under 35, 54% of whom report using it.

“Organizing a wedding or a civil partnership requires time, energy, and sometimes a significant budget. Given the increasing use of artificial intelligence in the daily lives of the French, this is not surprising.”

"To see it used in new areas like weddings, even to the point of acting as a wedding planner for those who can't afford one. We should see the emergence of new AI-based tools in the coming years to support couples through this important life event."

Franck ONIGA, CEO of Sofinco

Any publication, in whole or in part, must include the following statement: "The Sofinscope – OpinionWay barometer for Sofinco."

Sofinco Press Contact

presse@ca-pfm.com

+33 (0)6 80 41 17 77

About Sofinscope

Sofinscope is the barometer of Sofinco, a commercial brand of Crédit Agricole Personal Finance & Mobility in France. Designed to survey French people about their consumption habits and to better understand them, this barometer, which is part of the daily lives of the French, is carried out by OpinionWay for Sofinco, using representative samples of the French population.

This study was conducted with a sample of 1,045 people, representative of the French population aged 18 and over. The sample was constructed using the quota method, based on the criteria of gender, age, socio-professional category, size of urban area, and region of residence. The interviews were conducted from the 1st

er as of April 2, 2026

via self-administered online questionnaire on a CAWI (Computer Assisted Web Interview) system.

All results are available online on the [Sofinscope website: the barometer that gives you a head start on consumption](#)

About Sofinco

In France, Sofinco is the commercial brand of Crédit Agricole Personal Finance & Mobility. A specialist in personal finance, it has been supporting the French in their transition to more responsible consumption for over 70 years through a wide range of financing solutions and related services offered directly or through its partners (major retailers, specialty stores, and institutional clients). It also assists the French with their home energy renovation projects or with adapting their homes for aging in place.

For more information: www.sofinco.fr