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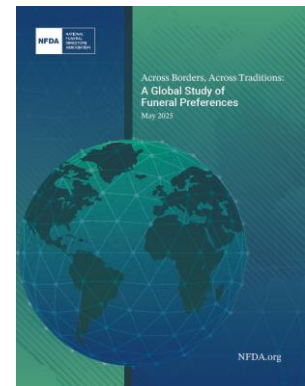
Across Borders, Across Traditions: NFDA Unveils Historic Global Study

Report underscores NFDA's global leadership in funeral service research.

Brookfield, Wis. – Reinforcing its position as the world's leading funeral service association, the National Funeral Directors Association (NFDA) has released the first-ever global study of consumer attitudes toward funerals and funeral professionals. *Across Borders, Across Traditions: A Global Study of Funeral Preferences* is a landmark research report that offers an unprecedented look at how consumers in 20 countries across six continents view funerals, grief rituals, burial, cremation and the role of the funeral director. The full report is available at no cost to anyone in the funeral service profession at NFDA.org/Research.

"This is a game-changing moment for funeral service," said NFDA Chief Marketing officer Stephanie Wagner. "No other organization has undertaken a study of this scale, depth and cultural diversity. As the global conversation about death, grief and remembrance continues to evolve, NFDA is leading the way with innovative research that empowers funeral professionals to adapt, innovate and serve families more meaningfully than ever before."

NFDA designed and funded the study with guidance from its Global Advisory Group and support from funeral service leaders worldwide. The findings are based on more than 4,000 consumer surveys conducted across Africa, Asia, Central and South America, Europe and North America.



Key insights from the report include:

- **The power of funerals is universal** – Nearly 96% of respondents found funerals to be healing experiences, regardless of culture or disposition method.
- **Burial and cremation both have emotional impact** – While cremation rates are rising, more respondents found funerals with burial "very helpful" for healing than those with cremation.
- **Consumers need guidance** – Nearly half of respondents have never planned a funeral, highlighting the importance of education and support from funeral directors.
- **Cultural traditions influence service elements** – Flowers, personalized music, photo tributes and personalized eulogies emerged as the most important features of funerals worldwide.
- **Sustainability is on the rise** – Nearly 70% of consumers are interested in green or eco-friendly funerals, reflecting growing environmental consciousness.

In addition to the report, NFDA created a complimentary action plan to help funeral professionals apply the survey's findings in their day-to-day work and better serve today's diverse and discerning families.

"This study cements NFDA's role as the global thought leader in funeral service," said Wagner. "We're proud to offer funeral professionals the insights they need to meet this moment with confidence, compassion and cultural awareness."

Download *Across Borders, Across Traditions: A Global Study of Funeral Preferences*, along with other pivotal NFDA research, such as a first-of-its-kind look at funeral preferences in the United States by generation, at [NFDA.org/Research](https://www.nfda.org/research).

NFDA is the world's leading and largest funeral service association, serving 20,000 individual members who represent nearly 11,000 funeral homes in the United States and more than 40 countries around the world. NFDA is the trusted leader, beacon for ethics and the strongest advocate for the profession. NFDA is the association of choice because it offers funeral professionals comprehensive educational resources, tools to manage successful businesses, guidance to become pillars in their communities and the expertise to foster future generations of funeral professionals. NFDA is headquartered in Brookfield, Wis., and has an office in Washington, D.C. For more information, visit [NFDA.org](https://www.nfda.org).

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