NFDA NATIONAL FUNERAL DIRECTORS ASSOCIATION

# 2024 NFDA Cremation & Burial Report

## Published July 2024

Statistics, projections and analysis of consumer preference for cremation and burial in the United States, Canada and worldwide.

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# NFDA 2024 Cremation & Burial Report Highlights

**The total number of U.S. deaths increased substantially in 2020 and reached a peak in 2021 due to the COVID-19 pandemic. Since then, virus-related deaths have been declining due to the high level of immunity across the population, whether through vaccination, infection or both. Deaths are expected to continue declining through 2025. Total deaths nationally are projected to be nearly 300,000 fewer in 2025 than in 2022.**

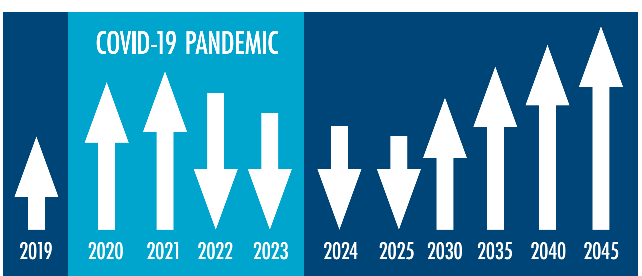
**After 2025, the number of deaths is projected to increase through 2045. Deaths in 2045 are projected to be 19% higher than they were in 2022.**

**Despite changing death rates, burial rates will continue to fall while cremation rates will continue to climb over the next 20+ years.**

3%

**EMPLOYMENT** of funeral service workers is projected **TO GROW ONLY 3%** from 2022-2032. NFDA-member firms feel their **GREATEST BUSINESS CHALLENGE OVER THE NEXT FOUR YEARS** will be availability of qualified personnel.

**THE NUMBER OF CREMATIONS WILL ALMOST DOUBLE THE NUMBER OF BURIALS IN 2025.**




The overall U.S. death rate **INCREASED DURING THE COVID-19 PANDEMIC,** but total deaths are projected to decrease through 2025.

From 2026 forward, the number of U.S. deaths is **PROJECTED TO INCREASE THROUGH 2045.**

50%+

**NFDA PROJECTS THE CREMATION RATE IN ALL 50 U.S. STATES AND D.C. WILL EXCEED 50% BY 2035**

Overall industry revenue is expected to slowly grow at an annualized rate of **1.2% TO $20.2 BILLION BY 2029** with profits increasing **1.2% PER YEAR UNTIL 2029.**

$

**FACTORS THAT WILL HAVE A POSITIVE IMPACT ON FUNERAL HOME REVENUE**

- Per capita disposable income
- Total number of U.S. deaths
- The number of adults age 65 and older

**BY 2045, THE U.S. CREMATION RATE** is projected to reach **82.1%** and the burial rate **13.3%**

**IN CANADA, THE 2045 CREMATION RATE** is projected to reach **90.7%** and the burial rate **8.7%**

40.0%

**40.0%** of NFDA-member firms offer the option to make **CREMATION ARRANGEMENTS ONLINE.**

**28.2%** plan to offer online cremation-arrangement options **WITHIN THE NEXT THREE YEARS.**

28.2%

**JUST OVER HALF OF NFDA-MEMBER FIRMS OFFER LIVESTREAMING OPTIONS AND AN ADDITIONAL 13.9% PLAN TO START OFFERING LIVESTREAMING OPTIONS IN THE NEAR FUTURE.**

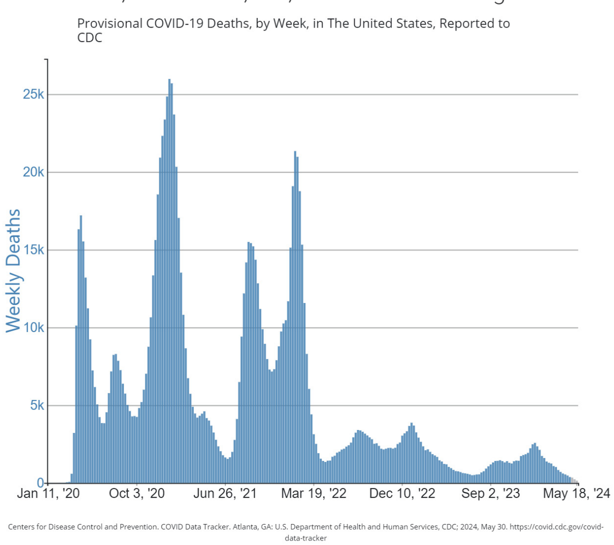
*"2024 NFDA Cremation & Burial Report"*

# THE COVID-19 PANDEMIC AND FUNERAL SERVICE

On May 5, 2023,, the World Health Organization announced that the COVID-19 epidemic would no longer be listed as a public health emergency of international concern. COVID-19-related deaths and hospitalizations are down, and death rates in the U.S. dropped an estimated 5.3% in 2022 versus the previous year.

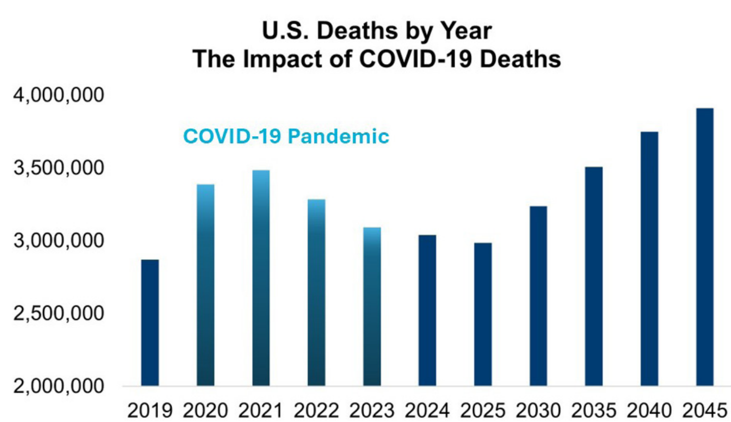
Death rates in the U.S. varied greatly during the pandemic (2020-23) and, while significantly lower today, Americans are still dying from the virus. The chart below shows weekly deaths in the U.S. One key reason for the overall decline in COVID-19 related deaths is likely the high level of immunity across the population, whether through vaccination, infection or both. (*U.S. News & World Report*, March 20, 2023)

In 2020, a total of 3,383,729 deaths were registered in the United States, an increase of 528,891 deaths compared with 2019 (2,854,838). The one-year increase in the number of deaths was a record high, primarily driven by the COVID-19 pandemic (CDC National Vital Statistics Reports, September 22, 2023). About 245,000 people died from COVID-19 in 2022, down from about 385,000 deaths in 2020, and more than 462,000 deaths in 2021, according to the Centers for Disease Control and Prevention (CDC).




Overall, about 3.28 million Americans died in 2022, down from 3.5 million deaths in 2021. The age-adjusted death rate was 832.8 deaths per 100,000 people in 2022, down 5.3% from 879.7 in 2021. (Centers for Disease Control and Prevention, May 5, 2023)

Preliminary death-rate estimates provide insight into shifts in mortality trends. Decreasing mortality from COVID-19 was the key factor driving life expectancy upward. In addition, the number of deaths due to cancer, heart disease and unintentional injury also decreased last year. COVID-19-related deaths remained the third leading cause of death in the U.S., however.




U.S. cremation rates are expected to increase from 61.9% in 2024, to 74.7% in 2035, to 82.1% in 2045. Increasing cremation rates will continue to affect funeral home revenue because cremations generally generate less revenue than burials.

Just over half of NFDA-member funeral homes said their firm started offering livestreaming options since the onset of COVID-19, and an additional 13.9% plan to start offering livestreaming options in the near future.

Presently, for all occupations in the U.S., there are 8.8 million job openings but only 6.4 million unemployed workers (U.S. Chamber of Commerce, May 2, 2024). The funeral service profession is also seeing labor shortages, and NFDA-member funeral directors feel their greatest business challenge during the next four years will continue to be the availability of qualified personnel (NFDA, February 2023).

Overall employment of funeral service workers is projected to grow 3% from 2022 to 2032. Despite limited employment growth, about 5,700 openings for funeral service workers are projected each year, on average, during the next 10 years. Most of those openings are expected to result from the need to replace workers who transfer to different occupations or exit the labor force, due to retirement, for example (Bureau of Labor Statistics, April 17, 2024).

With the rise of e-commerce sales in the U.S., funeral homes are shifting to more online service offerings. Approximately 40.0% of NFDA-member funeral homes offer the option to make cremation arrangements online (a significant increase from 25.2% in 2019). In addition, 28.2% plan to offer online cremation arrangements options within the next three years (NFDA, February 2022).

Per capita disposable income levels initially declined in 2020 as a result of the COVID-19 pandemic, resulting in a severe economic decline. In response, direct stimulus payments and tax breaks resulted in disposable income increasing 6.0% in 2020. This recovery has been somewhat sporadic, however, with disposable income increasing as much as 28.2% in March 2021, and decreasing as much as 10.1% in January 2022 (IBISWorld U.S. Business Environment Profiles Report B105).

Following the Federal Reserve's decision to raise interest rates multiple times during 2022, disposable income decreased. After the government stimulus that resulted from the COVID-19 pandemic ended, per capita disposable income decreased 6.3% during 2022 alone. Meanwhile in 2023, per capita disposable income slowly began to increase again. Despite recession concerns lingering, the job market remained relatively strong and the economy continued to grow. The cost of living remains high, however, which will most likely affect disposable income levels well into 2024. Per capita disposable income levels are only anticipated to rise 1.4% during 2024.

That said, despite economic fluctuations, overall per capita disposable income is anticipated to increase at an annualized rate of 3.6% over the next five years to 2029 (IBISWorld U.S. Business Environment Profiles Report B105). This is good news because per capita disposable income has a major impact on how much consumers are willing to spend on funerals.

# INFLUENCE OF RISING U.S. CREMATION RATES ON FUNERAL SERVICE

Between 2021-23, the number of licensed crematories in the United States increased 5.2% to 3,400. Approximately one-third of funeral homes in the country now operate their own crematories; another 6% plan to open their own within the next four years (NFDA Member Survey, 2023).

This means that funeral homes that do not own a crematory compete with stand-alone crematories in the 45 states that allow funeral homes to own crematories – particularly regarding the growing consumer preference for direct-cremation (cremation without formal viewing, visitation or ceremony with the body present).

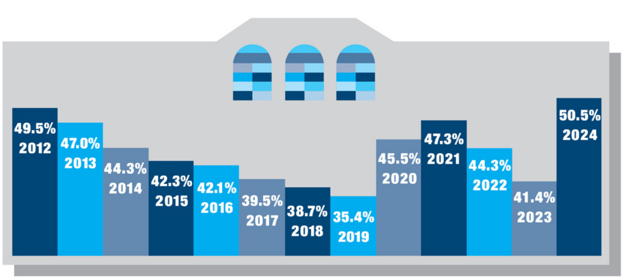
The primary reason consumers select direct-cremation is its perceived cost-effectiveness. Despite this, a growing number of families follow the direct-cremation of a loved one with some type of memorialization event involving family and friends – but frequently *without* the services of a funeral director.

Many factors contribute to the steadily rising selection of cremation by U.S. consumers, including cost considerations; environmental concerns; an increasingly transient population; fewer religious prohibitions against the practice; and changing consumer preferences, such as the desire for simpler, less-ritualized funeral ceremonies. In addition, cremation has become socially acceptable as a growing number of Americans think and talk about death in new ways. Cremation will only continue to gain acceptance going forward because an increasing number of consumers will have relatives and/or friends who opted for it.

The ongoing shift in the number of Americans who no longer identify with any religion has also contributed to the decline of the traditional funeral in the U.S. and the rise of cremation as the disposition method of choice. Those who are non-religious are most likely to consider cremation for family and friends (NFDA, March 2022). From 2007-23, the percentage of religiously unaffiliated adults increased from 16% to 28% of the U.S. population. Conversely, the percentage of people who identify as Christian decreased from 78% to 60% in 2007-23 (Pew, 2024).

The percentage of U.S. consumers age 40 and older who feel it is "very important" to have religion as part of a funeral decreased from 49.5% in 2012 to 35.4% in 2019. It's significance rose again in 2020-21, most likely due to the COVID-19 pandemic's impact, but fell again in 2022. Currently, slightly more than half of Americans feel it is "very important" to have religion as part of a funeral.

## Percentage Who Feel a Religious Component in a Funeral of a Loved One Is Very Important




As cremation numbers increase, the forecast for gains in funeral home revenue remains moderate because cremation services generally cost less than funerals with burials.

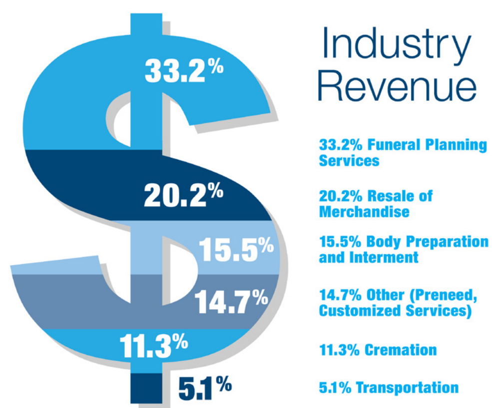
Statistics show that the average cost of a cremation has increased during the past decade, however (NFDA, October 2023). Today, many of the same product and service options are available regardless of whether one chooses cremation or casketed burial, which decreases the cost difference between these forms of final disposition when comparing like products and services. (See "NFDA 2023 General Price List Burial- and Cremation-Related Charges" on page 11.)

To meet the business challenges created by the ongoing rise in cremation rates and the continued decrease in consumer preferences for a traditional funeral, funeral homes, crematories (if allowed by state law) and cemeteries will likely offer more products and services associated with cremation, along with cremation packages and custom urns.

In addition, it is predicted that funeral homes will continue to expand their array of extra services offered to families; increase their focus on niche markets to differentiate themselves; and draw attention to their value-added services, such as webcasting funerals and serving groups with diverse cultural and religious preferences (IBISWorld, Inc., 81221, April 2024).

Funeral planning services (33.2%) and resale of merchandise (20.2%) provide the greatest sources of revenue to funeral homes. As burial rates decrease, however, the demand for caskets, burial vaults and monuments will decline. (Caskets account for nearly two-thirds of merchandise sold.) (IBISWorld, Inc., 81221, September 2023).

Fewer burials also decrease the need for services involving body preparation, such as embalming and visitation. The revenue received from the resale of merchandise and body preparation services has decreased during the past five years. Overall industry revenue is expected to slowly grow at an annualized rate of 1.2% to $20.2 billion by 2029, with profits increasing at an annual rate of 1.2% per year until 2029 (IBISWorld, Inc., 81221, April 2024).




Although annual cremation services now outnumber burials in the U.S., cremation only accounts for 11.3% of industry revenue. The increasing cremation rate has been the most significant challenge to the funeral service industry because cremation is generally performed at a lower cost than casketed burial.

Cremation revenue is also limited because most funeral homes do not own a crematory and must contract the services of a third party.

# KEY EXTERNAL INFLUENCES ON FUNERAL SERVICE

Based on analysis of the key external influences on the funeral service industry, business conditions are projected to grow at a slow pace for the industry during the five-year period 2024-29, with overall industry revenue anticipated to expand at an average annual rate of 1.2% for funeral homes.

Key external influences on funeral service include the number of U.S. deaths; U.S. per capita disposable income; the number of adults age 65 and older; the number of cremations; and e-commerce sales. In the next few years, the total number of deaths and, subsequently, the total number of cremations, are expected to increase slightly.

Despite increased inflation, U.S. per capita disposable income is also projected to increase from 2024-29 and in subsequent years (IBISWorld U.S. Business Environment Profiles Report B105; U.S. Bureau of Labor Statistics).

### Number of U.S. Deaths

The annual number of U.S. deaths is related to the age structure of the American population. From 2021 to 2022, U.S. life expectancy increased 1.1 years (from 76.4 years to 77.5). This increase did not fully offset the loss of 2.4 years between 2019 and 2021, which primarily resulted from increased deaths due to the COVID-19 pandemic. The increase of 1.1 years in life expectancy is primarily due to decreases in mortality due to COVID-19, heart disease, unintentional injuries, cancer, and homicide. (National Center for Health Statistics, November 2023).

According to the U.S. Census Bureau, older adults are projected to outnumber children by the year 2035 for the first time in American history: 78.0 million people age 65 years and older versus 76.7 million under the age of 18.

In the absence of the COVID-19 pandemic, the total number of deaths nationally was projected to grow steadily from 2019 through 2022, averaging approximately 29,000 additional deaths each year.

### U.S. Deaths Decline 2022-25

Due to the reduced impact of the COVID-19 pandemic, total deaths nationally are projected to be nearly 300,000 fewer in 2025 than in 2022, with approximately 226,000 fewer burials and 54,000 fewer cremations predicted.

In the U.S. in 2022, 35.9% of dispositions will involve burials and 59.2% will involve cremations. These two major methods of disposition will continue to diverge, with burials projected to decline to 31.9% and cremations to increase to 63.3% in 2025. In other words, the number of cremations will almost double the number of burials in 2025.

**Deaths by Method of Disposition: U.S. Short-Term Projections**

| Method of Disposition | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|
| Burials | 1,179,230 | 1,064,900 | 1,009,950 | 953,450 |
| Cremations | 1,943,155 | 1,872,750 | 1,880,950 | 1,889,200 |
| Other | 160,350 | 151,850 | 146,900 | 142,000 |
| **Total Deaths** | **3,282,735** | **3,089,500** | **3,037,800** | **2,984,650** |

From 2022, the total number of deaths is projected to rise from 3.28 million to 3.91 million in 2045, a percentage change of 19%. Even with this expected increase, the shifting preference for cremation will result in the number of burials declining from 1.18 million in 2022 to 953,000 in 2025, to 723,000 in 2035, and to 519,000 in 2045. Conversely, the number of cremations is expected to rise from 1.94 million in 2022 to 1.89 million in 2025, to 2.62 million in 2035, and to 3.21 million in 2045.

### U.S. Deaths Increase 2025-45

From 2025 forward, the number of deaths nationally is projected to increase, but eventually at a slowing rate through 2045:

- 50,300 more deaths per year on average from 2025 to 2030
- 54,100 more per year from 2030 to 2035
- 48,300 more per year from 2035 to 2040
- 32,200 more per year from 2040 to 2045

Deaths in 2045 are projected to be nearly 3,910,000, which is 19% higher than in calendar year 2022 (3,282,735). Even though the number of total deaths will rise, the growing preference for cremation is predicted to continue, resulting in a decline in the number of burials and a substantial gain in the number of cremations, which is projected to be more than six times that of burials in 2045.

Nationwide, burials are likely to fall from 25.8% in 2030 to 13.3% in 2045. Conversely, the percentage of cremations is anticipated to rise from 69.4% in 2030 to 82.1% in 2045.

**Deaths by Method of Disposition: U.S. Long-Term Projections**

| Method of Disposition | 2030 | 2035 | 2040 | 2045 |
|---|---|---|---|---|
| Burials | 836,300 | 723,100 | 615,150 | 519,150 |
| Cremations | 2,246,900 | 2,619,400 | 2,957,400 | 3,208,300 |
| Other | 153,000 | 164,150 | 175,650 | 181,750 |
| **Total Deaths** | **3,236,200** | **3,506,650** | **3,748,200** | **3,909,200** |

| Year | Annual Deaths Per 1,000 Population | |
|---|---|---|
| 1995 | 8.8 | Final Data |
| 2000 | 8.7 | |
| 2005 | 8.3 | |
| 2010 | 8.0 | |
| 2015 | 8.2 | |
| 2020 | 8.4 | |
| 2023 | 8.6 | Projected Data |
| 2030 | 9.2 | |
| 2040 | 10.2 | |
| 2050 | 10.6 | |
| 2060 | 10.2 | |

*Source: (Crude Death Rates – total deaths/total population) United States Census Bureau; U.S Population Projected to Begin Declining in Second Half of Century (November 09, 2023)*

### U.S. Per Capita Disposable Income

The increase or decrease in per capita disposable income directly impacts the performance of the funeral service industry. Per capita disposable income levels are only anticipated to rise 1.4% during 2024. This means that consumers might be more likely to spend more on funeral service options (IBISWorld, Inc., 81222, April 2024).

In April 2024, the unemployment rate was 3.9% and has changed little since 2023. Employers are still experiencing a labor shortage. As of April 2024, there are 8.5 million job openings in the U.S., but only 6.9 million unemployed workers (U.S. Bureau of Labor Statistics, April 2024).

### Adults Age 65 and Older

The number of adults age 65 and older increased from 13% of the U.S. population at the time of the 2010 census to 15% in 2016 (U.S. Census Bureau). By 2030, when every baby boomer (those born 1946-64) has joined the ranks of the older population, it is projected that 21% of the U.S. population will be 65 or older. By 2060, nearly one in four Americans is projected to be age 65 and older (U.S. Census Bureau, Current Population Reports, February 2020).

Long-term outlooks show that America's 65-and-older population is projected to nearly double during the next three decades – ballooning from 56 million to 94 million by 2060 (U.S. Census Bureau, Current Population Reports, February 2020). This will have a positive impact on funeral service industry revenue because individuals between the ages of 65 and 84 account for 41.9% of revenue, and individuals age 85 and older account for 31.1%.

Individuals age 65 to 84 are less likely than other age groups to be cremated and are therefore more likely to opt for casketed burials. This age group is also more likely to have made some financial provisions to pay for their own funerals and more likely to have contracted preneed services (IBISWorld, Inc., 81222, April 2024).

### The Growing Cremation Rate

The U.S. cremation rate is expected to increase from 61.9% in 2024 to 82.1% in 2045. The rising number of cremations can be attributed to changing consumer preferences, weakening religious prohibitions, cost considerations, and environmental concerns. In addition, cremation has gradually become socially accepted and even expected. Moreover, families are growing more geographically separated so the traditional idea of visiting a loved one's gravesite is becoming less relevant.

### E-commerce Sales

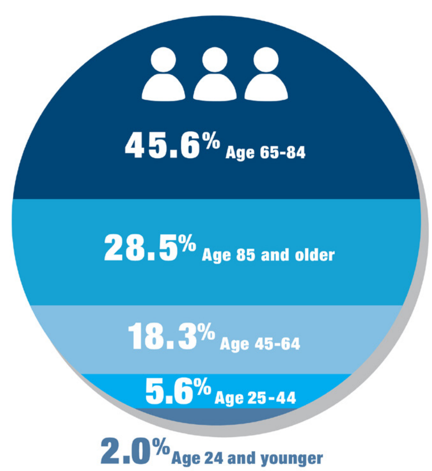
The U.S. Census Bureau of the Department of Commerce estimated U.S. retail e-commerce sales for the first quarter of 2024 at $289.2 billion, an increase of 2.1% (±0.7%) from the fourth quarter of 2023. For comparison purposes, e-commerce sales were $272.6 billion in the first quarter of 2023.

Despite inflation challenges, U.S. e-commerce sales are projected to continue to increase in 2024 (once data are finalized). While funeral homes have traditionally benefited from limited competition versus e-commerce sales, major online retailers now offer caskets, urns and memorial items, allowing consumers to compare prices from their homes. This continues to suggest the need for funeral providers to adapt.

Consumers are increasingly shifting to online funeral planning. Approximately 40.0% of NFDA-member funeral homes offer the option to make cremation arrangements online (a significant increase from 25.2% in 2019). In addition, 28.2% plan to offer online cremation-arrangement options within the next three years (NFDA, February 2022).

When planning a funeral or memorial service, two-thirds of consumers visited a funeral home website. Thirty-seven percent of those made all of the arrangements online, and 40.8% started the arrangement process online. When asked about preplanning a funeral online, 19.5% of consumers stated they would prefer to make funeral prearrangements online versus speaking directly to a funeral director (NFDA, March 2024).

Age Segments (Percent of Funeral Home Revenue)



## U.S. CREMATION AND BURIAL TRENDS

In 2015, the national cremation rate surpassed the casketed-burial rate for the first time in U.S. history.

Overall, the annual rise in the percentage of cremations, and the corresponding decline in the percentage of burials, has followed a relatively steady pattern nationally, averaging about 1.5% per year in most U.S. states.

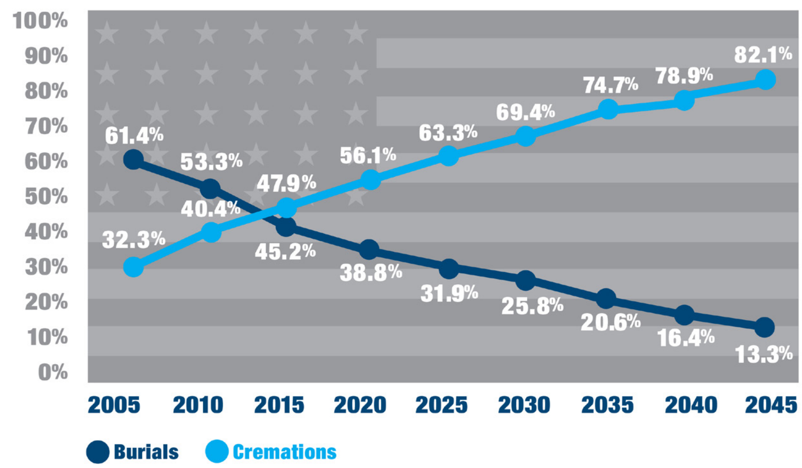
The annual number of cremations in the United States is expected to rise from 1.94 million in 2022 to 2.62 million in 2035, and to 3.21 million in 2045. (For comparison, the number of cremations in 2010 was 1 million.)

By 2045, the cremation rate is projected to grow to 82.1% of all U.S. deaths.

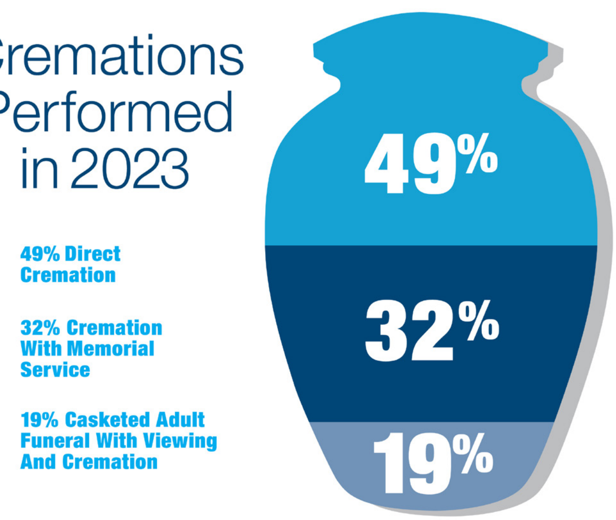
In 2022, six states had burial rates above 50%, one fewer than in 2021. By 2025, only three are projected to maintain the majority of death dispositions as burials. By 2035, no states are predicted to have more than one-half of deaths dispositioned as burials.

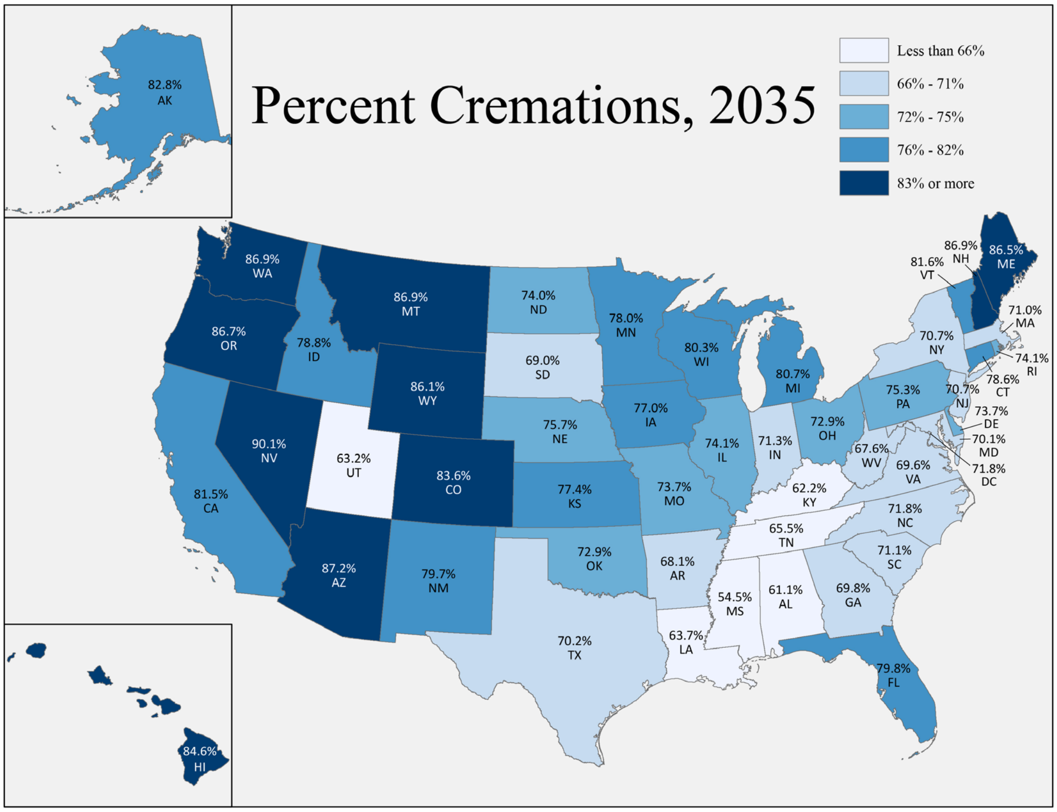
The total number of deaths is projected to rise from 3.28 million in 2022 to 3.91 million in 2045, an increase of 19%. Even with this increase, the growing preference for cremation will result in the number of burials declining from 1.18 million in 2022 to 953,000 in 2025, to 723,000 in 2035, and to 519,000 in 2045. Conversely, the number of cremations is expected to rise from 1.94 million in 2022 to 2.62 million in 2035, and to 3.21 million in 2045. (For comparison, the number of burials in 2010 was 1.3 million.)

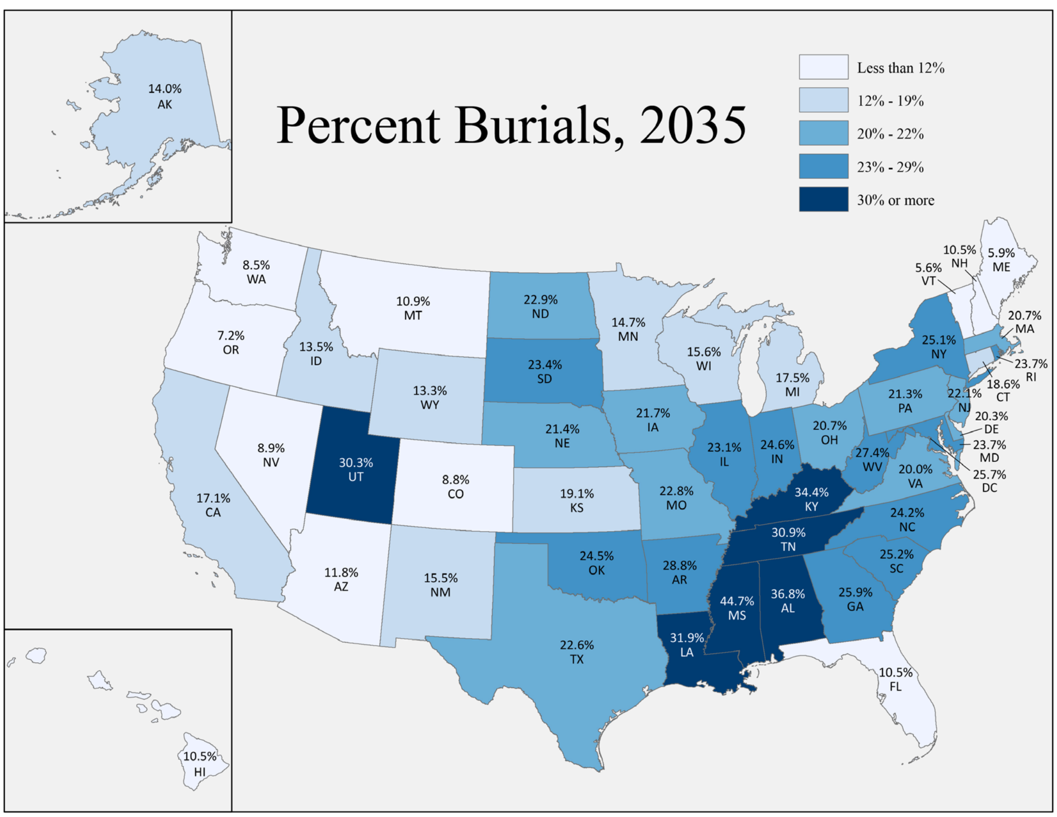
### U.S. Projected Cremation and Burial Rates




### Cremations Performed in 2023




Percent Cremations, 2035
Less than 66%
66% - 71%
72% - 75%
76% - 82%
83% or more
82.8% AK
86.9% WA
86.7% OR
86.9% MT
78.8% ID
86.1% WY
90.1% NV
63.2% UT
83.6% CO
81.5% CA
87.2% AZ
79.7% NM
74.0% ND
69.0% SD
75.7% NE
77.4% KS
72.9% OK
70.2% TX
78.0% MN
77.0% IA
73.7% MO
68.1% AR
63.7% LA
80.3% WI
74.1% IL
80.7% MI
71.3% IN
72.9% OH
62.2% KY
65.5% TN
54.5% MS
61.1% AL
69.8% GA
79.8% FL
71.1% SC
71.8% NC
69.6% VA
67.6% WV
75.3% PA
70.7% NY
86.9% NH
81.6% VT
86.5% ME
71.0% MA
74.1% RI
78.6% CT
70.7% NJ
73.7% DE
70.1% MD
71.8% DC
84.6% HI


Percent Burials, 2035
Less than 12%
12% - 19%
20% - 22%
23% - 29%
30% or more
14.0% AK
8.5% WA
7.2% OR
10.9% MT
13.5% ID
13.3% WY
8.9% NV
30.3% UT
8.8% CO
17.1% CA
11.8% AZ
15.5% NM
22.9% ND
23.4% SD
21.4% NE
19.1% KS
24.5% OK
22.6% TX
14.7% MN
21.7% IA
22.8% MO
28.8% AR
31.9% LA
15.6% WI
23.1% IL
17.5% MI
24.6% IN
20.7% OH
34.4% KY
30.9% TN
44.7% MS
36.8% AL
25.9% GA
10.5% FL
25.2% SC
24.2% NC
20.0% VA
27.4% WV
21.3% PA
25.1% NY
10.5% NH
5.6% VT
5.9% ME
20.7% MA
23.7% RI
18.6% CT
22.1% NJ
20.3% DE
23.7% MD
25.7% DC
10.5% HI

## Projected Deaths by Method of Disposition, by State, 2023 - 2045 (with Base Year 2022), Percent of Total

| | Burials | | | | | | | Cremations | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **State** | **2020^** | **2024** | **2025** | **2030** | **2035** | **2040** | **2045** | **2020^** | **2024** | **2025** | **2030** | **2035** | **2040** | **2045** |
| Alabama | 64.1% | 55.7% | 53.8% | 44.7% | 36.8% | 30.0% | 24.1% | 34.4% | 42.3% | 44.2% | 53.3% | 61.1% | 67.9% | 73.8% |
| Alaska | 25.0% | 22.4% | 21.3% | 17.0% | 14.0% | 11.1% | 8.6% | 71.3% | 74.1% | 75.1% | 79.8% | 82.8% | 85.8% | 88.2% |
| Arizona | 20.9% | 18.4% | 17.8% | 14.8% | 11.8% | 9.1% | 7.7% | 68.2% | 80.7% | 81.3% | 84.3% | 87.2% | 89.9% | 91.4% |
| Arkansas | 52.7% | 45.4% | 43.6% | 35.7% | 28.8% | 22.9% | 18.2% | 45.0% | 52.2% | 53.7% | 61.5% | 68.1% | 74.0% | 79.0% |
| California | 32.2% | 28.3% | 27.1% | 21.2% | 17.1% | 14.1% | 11.1% | 65.2% | 70.5% | 71.6% | 77.2% | 81.5% | 84.7% | 87.7% |
| Colorado | 17.2% | 14.9% | 14.3% | 11.2% | 8.8% | 7.2% | 5.7% | 75.1% | 77.4% | 78.1% | 81.1% | 83.6% | 85.1% | 86.6% |
| Connecticut | 35.7% | 31.1% | 29.8% | 23.9% | 18.6% | 15.5% | 12.5% | 61.7% | 66.1% | 67.5% | 73.3% | 78.6% | 81.9% | 84.9% |
| Delaware | 38.6% | 33.8% | 32.5% | 26.2% | 20.3% | 16.7% | 13.7% | 55.8% | 59.7% | 61.2% | 67.9% | 73.7% | 78.8% | 82.3% |
| District of Columbia | 45.3% | 40.7% | 39.0% | 32.1% | 25.7% | 20.0% | 16.8% | 53.1% | 56.9% | 58.5% | 65.5% | 71.8% | 77.6% | 81.6% |
| Florida | 21.0% | 17.4% | 16.8% | 13.5% | 10.5% | 8.4% | 6.8% | 69.2% | 72.5% | 73.5% | 76.8% | 79.8% | 81.9% | 83.5% |
| Georgia | 47.8% | 40.8% | 39.1% | 32.2% | 25.9% | 20.0% | 16.3% | 48.0% | 54.2% | 55.9% | 63.1% | 69.8% | 75.2% | 79.5% |
| Hawaii | 19.8% | 17.1% | 16.5% | 13.4% | 10.5% | 8.4% | 6.9% | 75.1% | 78.0% | 78.7% | 81.7% | 84.6% | 86.8% | 88.2% |
| Idaho | 25.6% | 21.1% | 20.0% | 16.6% | 13.5% | 10.6% | 8.5% | 66.7% | 71.2% | 72.2% | 75.7% | 78.8% | 81.7% | 83.8% |
| Illinois | 42.0% | 37.1% | 35.8% | 29.0% | 23.1% | 18.3% | 15.3% | 55.2% | 60.2% | 61.5% | 68.3% | 74.1% | 79.0% | 82.1% |
| Indiana | 46.3% | 39.0% | 37.6% | 30.7% | 24.6% | 19.3% | 16.1% | 49.2% | 56.5% | 58.0% | 65.1% | 71.3% | 76.5% | 79.8% |
| Iowa | 42.3% | 35.3% | 33.9% | 27.4% | 21.7% | 17.4% | 14.4% | 56.6% | 63.6% | 65.0% | 71.4% | 77.0% | 81.3% | 84.6% |
| Kansas | 38.3% | 32.4% | 31.1% | 24.9% | 19.1% | 16.0% | 13.0% | 58.4% | 64.6% | 65.9% | 72.2% | 77.4% | 81.1% | 84.1% |
| Kentucky | 59.3% | 52.8% | 50.9% | 42.0% | 34.4% | 27.7% | 21.8% | 37.3% | 44.0% | 45.9% | 54.7% | 62.2% | 68.9% | 74.4% |
| Louisiana | 55.9% | 49.2% | 47.5% | 38.8% | 31.9% | 25.6% | 19.7% | 39.8% | 46.4% | 48.3% | 56.4% | 63.7% | 70.4% | 75.5% |
| Maine | 11.9% | 9.5% | 9.1% | 7.5% | 5.9% | 4.5% | 3.1% | 80.0% | 83.0% | 83.3% | 85.0% | 86.5% | 87.9% | 89.4% |
| Maryland | 43.1% | 38.0% | 36.7% | 29.7% | 23.7% | 18.4% | 15.2% | 50.3% | 55.2% | 56.8% | 64.0% | 70.1% | 75.3% | 78.6% |
| Massachusetts | 40.2% | 34.5% | 33.1% | 26.7% | 20.7% | 16.9% | 13.7% | 51.5% | 55.9% | 57.5% | 64.6% | 71.0% | 74.9% | 78.0% |
| Michigan | 34.9% | 28.2% | 27.0% | 21.2% | 17.5% | 14.6% | 11.6% | 64.5% | 69.5% | 70.8% | 76.3% | 80.7% | 84.1% | 87.3% |
| Minnesota | 29.3% | 24.1% | 22.9% | 18.0% | 14.7% | 11.8% | 9.2% | 63.4% | 68.5% | 69.9% | 74.7% | 78.0% | 80.9% | 83.5% |
| Mississippi | 70.2% | 64.8% | 63.0% | 53.7% | 44.7% | 36.7% | 29.8% | 29.1% | 34.3% | 36.3% | 45.6% | 54.5% | 62.1% | 68.8% |
| Missouri | 43.2% | 36.7% | 35.3% | 28.6% | 22.8% | 18.0% | 14.9% | 53.3% | 59.8% | 61.2% | 67.8% | 73.7% | 78.5% | 81.6% |
| Montana | 21.4% | 17.5% | 16.9% | 13.9% | 10.9% | 8.8% | 7.3% | 76.3% | 80.3% | 80.9% | 83.9% | 86.9% | 89.0% | 90.4% |
| Nebraska | 41.2% | 35.1% | 33.7% | 27.2% | 21.4% | 17.2% | 14.2% | 56.4% | 62.2% | 63.6% | 70.3% | 75.7% | 80.5% | 83.5% |
| Nevada | 16.7% | 14.9% | 14.3% | 11.3% | 8.9% | 7.5% | 6.0% | 81.6% | 84.1% | 84.7% | 87.7% | 90.1% | 91.6% | 93.0% |
| New Hampshire | 19.9% | 17.1% | 16.5% | 13.5% | 10.5% | 8.4% | 7.0% | 77.5% | 80.4% | 81.0% | 84.0% | 86.9% | 89.0% | 90.5% |
| New Jersey | 39.1% | 36.2% | 34.8% | 28.0% | 22.1% | 17.3% | 14.2% | 51.5% | 56.5% | 58.0% | 64.7% | 70.7% | 75.4% | 78.6% |
| New Mexico | 29.9% | 24.6% | 23.5% | 18.7% | 15.5% | 12.5% | 9.6% | 64.8% | 70.5% | 71.7% | 76.5% | 79.7% | 82.7% | 85.6% |
| New York | 45.9% | 39.8% | 38.4% | 31.5% | 25.1% | 19.3% | 16.1% | 49.9% | 55.7% | 57.3% | 64.3% | 70.7% | 76.2% | 79.7% |
| North Carolina | 44.9% | 38.5% | 37.2% | 30.3% | 24.2% | 18.9% | 15.7% | 51.1% | 57.3% | 58.8% | 65.7% | 71.8% | 77.1% | 80.3% |
| North Dakota | 45.6% | 37.0% | 35.6% | 28.8% | 22.9% | 18.2% | 15.2% | 52.4% | 60.0% | 61.5% | 68.2% | 74.0% | 79.1% | 82.8% |
| Ohio | 40.2% | 34.4% | 33.0% | 26.5% | 20.7% | 16.9% | 13.8% | 53.2% | 59.1% | 60.6% | 67.0% | 72.9% | 76.7% | 79.7% |
| Oklahoma | 46.1% | 38.8% | 37.4% | 30.6% | 24.5% | 19.1% | 16.1% | 51.5% | 58.6% | 60.2% | 66.9% | 72.9% | 78.0% | 81.7% |
| Oregon | 14.4% | 11.8% | 11.2% | 8.8% | 7.2% | 5.7% | 4.3% | 79.5% | 81.8% | 82.5% | 85.0% | 86.7% | 88.1% | 89.6% |
| Pennsylvania | 40.9% | 35.1% | 33.7% | 27.2% | 21.3% | 17.1% | 14.0% | 55.6% | 61.3% | 62.7% | 69.4% | 75.3% | 79.5% | 82.5% |
| Rhode Island | 45.9% | 37.7% | 36.4% | 29.6% | 23.7% | 18.4% | 15.3% | 52.7% | 60.1% | 61.4% | 68.2% | 74.1% | 79.4% | 83.0% |
| South Carolina | 47.8% | 39.7% | 38.4% | 31.5% | 25.2% | 19.3% | 16.2% | 48.4% | 56.1% | 57.6% | 64.8% | 71.1% | 76.2% | 80.2% |
| South Dakota | 46.2% | 37.5% | 36.1% | 29.3% | 23.4% | 18.6% | 15.5% | 48.0% | 53.2% | 54.8% | 62.3% | 69.0% | 74.4% | 78.7% |
| Tennessee | 55.6% | 47.9% | 46.1% | 37.8% | 30.9% | 24.8% | 19.0% | 41.4% | 48.9% | 50.8% | 58.6% | 65.5% | 71.9% | 77.1% |
| Texas | 43.0% | 36.8% | 35.4% | 28.7% | 22.6% | 17.8% | 14.6% | 49.8% | 55.7% | 57.3% | 64.2% | 70.2% | 75.0% | 78.2% |
| Utah | 54.3% | 47.5% | 45.7% | 37.3% | 30.3% | 24.2% | 19.0% | 38.9% | 46.1% | 47.9% | 56.2% | 63.2% | 69.4% | 74.6% |
| Vermont | 11.2% | 9.2% | 8.8% | 7.2% | 5.6% | 4.2% | 2.8% | 76.1% | 78.1% | 78.5% | 80.1% | 81.6% | 83.1% | 84.5% |
| Virginia* | 39.2% | 34.0% | 32.6% | 26.0% | 20.0% | 16.2% | 13.1% | 47.3% | 55.6% | 57.0% | 63.6% | 69.6% | 73.4% | 76.5% |
| Washington | 16.8% | 13.9% | 13.4% | 10.4% | 8.5% | 7.0% | 5.5% | 78.5% | 80.8% | 81.5% | 84.9% | 86.9% | 88.5% | 89.9% |
| West Virginia | 50.1% | 43.1% | 41.3% | 34.1% | 27.4% | 21.5% | 17.4% | 45.0% | 51.6% | 53.2% | 60.9% | 67.6% | 73.4% | 78.5% |
| Wisconsin | 30.3% | 25.2% | 24.0% | 18.8% | 15.6% | 12.6% | 9.7% | 65.4% | 70.7% | 71.9% | 77.1% | 80.3% | 83.3% | 86.2% |
| Wyoming | 24.6% | 19.9% | 19.3% | 16.4% | 13.3% | 10.4% | 8.6% | 74.9% | 78.5% | 79.5% | 83.1% | 86.1% | 89.1% | 90.9% |
| **UNITED STATES** | **38.8%** | **33.2%** | **31.9%** | **25.8%** | **20.6%** | **16.4%** | **13.3%** | **56.1%** | **61.9%** | **63.3%** | **69.4%** | **74.7%** | **78.9%** | **82.1%** |

**State has eight or fewer years' data in base period 2008-2022, indicating greater uncertainty in the projections.*

*^Final data*

## U.S. Crematory Ownership

Approximately one-third of funeral homes own crematories in the 45 states (and the District of Columbia) that legally allow them to do so. Of the funeral homes in those 45 states (and the District of Columbia) still using a third-party cremation provider, 6% plan to open their own crematories within the next four years (NFDA Member Study, 2023).

Between 2021-23, there was a 5.2% increase in the number of licensed crematories in the United States. The highest concentrations of crematories (and cemeteries) in the United States are in the Southeast, Great Lakes, and Mid-Atlantic regions (IBISWorld, Inc., OD4415, August 2022). The Southeast is also the largest region for funeral homes, primarily because Florida is home to a large concentration of elderly people.

Cremation rates tend to be higher in large cities because they generally have greater transient populations; burial plots tend to be more expensive; there is a high demand for land; and the supply of burial plots is dwindling. Population density, the percentage of adults age 65 and older, and regional preferences for cremation instead of burial also influence the location of crematories.

**2023 Number of Crematories By State**

| State | Number of Crematories | State | Number of Crematories | State | Number of Crematories | State | Number of Crematories |
|---|---|---|---|---|---|---|---|
| Alabama | 80 | Illinois | 145 | Montana | 39 | Rhode Island | 14 |
| Alaska | 12 | Indiana | 123 | Nebraska | 31 | South Carolina | 97 |
| Arizona | 57 | Iowa | 79 | Nevada | 23 | South Dakota | 12 |
| Arkansas | 43 | Kansas | 45 | New Hampshire | 24 | Tennessee | 88 |
| California | 229 | Kentucky | 48 | New Jersey | 25 | Texas | 184 |
| Colorado | 82 | Louisiana | 43 | New Mexico | 33 | Utah | 17 |
| Connecticut | 21 | Maine | 15 | New York | 49 | Vermont | 13 |
| Delaware | 7 | Maryland | 38 | North Carolina | 164 | Virginia | 118 |
| D.C. | 0 | Massachusetts | 19 | North Dakota | 13 | Washington | 85 |
| Florida | 209 | Michigan | 77 | Ohio | 75 | West Virginia | 34 |
| Georgia | 138 | Minnesota | 85 | Oklahoma | 56 | Wisconsin | 113 |
| Hawaii | 17 | Mississippi | 41 | Oregon | 69 | Wyoming | 18 |
| Idaho | 43 | Missouri | 92 | Pennsylvania | 218 | **2023 Total:** | **3400** |

*Note: Crematories are not licensed in Massachusetts; number of crematories is estimated. Funeral homes cannot own crematories in Maine, Massachusetts, Michigan, New Jersey or New York. In Alabama and Utah, only funeral homes can operate a crematory; in Georgia and Oklahoma, a licensed funeral director must be in charge of a crematory; in Florida, crematories must be supervised by a licensed funeral director or licensed direct disposer.*

## What Happens to Cremated Remains?

Approximately 38% of cremated remains are buried or interred at a cemetery; 26% are returned to families; and 21% are scattered in a sentimental place.

## Virtual Funerals

Forty-seven percent of U.S. funeral homes offer their own virtual funerals and an additional 15.5% offer virtual funeral services through a third party.

## Pet Cremation Services

Thirty-three percent of U.S. funeral homes offer pet cremation services while most funeral homes (67.1%) have no plans to offer pet cremation in the future.

# TRENDS IN DEATHCARE PREFERENCES AMONG U.S. CONSUMERS

**2024 Annual NFDA Consumer Study Findings**

Today's consumers increasingly shop online, and more than two-thirds of them (67.4%) visited a funeral home website when they planned a funeral or memorial service (a 17.7% increase since 2022). Also, 34.4% of consumers said their first interaction with a funeral home was online (a 20.8% increase since 2023). Slightly more than one-third of those (37.4%) made all arrangements online (a 12.5% increase since 2022), and 40.8% started the arrangement process online but followed up with a funeral director. Overall, 60.4% of consumers felt the online planning process was a good experience but still needed the assistance of a funeral director (a 13.2% increase since 2023).

Conversely, 19.5% of consumers would prefer to make funeral prearrangements online versus speaking directly to a funeral director. Similarly, more than one third (38.4%) would feel "confident" or "very confident" planning a funeral without the help of a funeral director.

Not surprisingly, 67.4% of consumers have visited a funeral home's website, primarily to look for an obituary; look for price information; look for information about planning a funeral; and/or to look for funeral/memorial service options. Similarly, 47.9% of consumers who use Facebook have visited a funeral home's Facebook page, primarily to look for an obituary. 33.9% of those who use Facebook said they have used the services of a funeral home they found on Facebook (up 17.6% since 2022).

When selecting a funeral home, more than half of consumers (51.1%) said an online review either solidified their decision and/or steered them toward a particular funeral home (up 14.5% since 2023).

Along with greater online presence, there has been an increase in funeral home shopping. Almost half of consumers (48.3%) called/visited more than one funeral home when they planned a funeral (up 14.7% since 2022). Of those who visited or called more than one firm, 57.7% did so to compare prices and/or to check availability. Of those who compared prices, 49.6% obtained pricing information by visiting the funeral home, and 31.0% obtained it by phoning the funeral home. Most of these shoppers felt it was either "very easy" or "easy" to obtain price information.

The main reasons consumers chose a particular funeral home is based primarily on availability (17.7%); they had an existing relationship with a funeral director (16.0%); or they felt the price was affordable (14.4%).

A funeral home's General Price List (GPL) is important and impacts consumer decisions. Of the respondents who contacted more than one funeral home when planning a service, 71.2% received a GPL. Almost all of those (94.5%) felt the GPL was helpful and easy to understand, and 78.2% of them thought it should be mandatory for funeral homes to post their prices online. When selecting a funeral home, 59.2% of consumers stated they would be much more likely to engage a funeral home if it had its GPL posted online.

NFDA 2023 General Price List Burial- and Cremation-Related Charges

| Selected GPL Funeral Goods and Services | 2023 Median Charges |
|---|---|
| Adult casketed funeral with viewing and ceremony followed by burial (vault not included)* | $8,300 |
| Immediate burial (container provided by family) | $2,995 |
| Immediate burial (container provided by funeral home) | $3,720 |
| Adult casketed funeral with viewing and ceremony followed by cremation** | $6,280 |
| Direct cremation (container provided by family) | $2,645 |
| Direct cremation (container provided by funeral home) | $2,750 |
| Metal burial casket | $2,500 |
| Rental casket | $1,095 |
| Alternative cremation container | $160 |
| Urn | $295 |

*Source: © 2023 NFDA GPL Study. The next NFDA GPL Study will be conducted in 2025. Median = amount at which half of the figures fall below and half are above.*

In addition, nearly seven in 10 consumers (67.7%) would be interested in exploring "green" funeral options; more than two-thirds (67.4%) would arrange for friends/relatives to participate in a funeral/memorial via a streaming service; and more than half (52.0%) have attended a funeral at a nontraditional location, such as an outdoor setting, cemetery, personal residence and/or a public venue.

In 2024, 19.5% of consumers would prefer to make funeral prearrangements online versus speaking directly with a funeral director. In addition, 10.2% of respondents have preplanned their funeral but have not prepaid, and an additional 26.4% have preplanned and prepaid for their arrangements.

Consumers seek more non-traditional funeral service options. More than half (56.1%) have attended a funeral service at which a non-clergy officiant presided (a 15.9% increase since 2022), and 44.5% of consumers would consider using a celebrant (an 8.6% increase since 2022).

***Definition: Adult Casketed Funeral With Burial**

Funeral with a viewing and ceremony at the funeral home includes the following most-typical elements (excludes vault, cemetery, monument/marker, and miscellaneous cash-advance charges):

- Non-declinable Basic Services Fee
- Removal/Transfer of Remains to Funeral Home
- Embalming/Other Preparation of the Body
- Use of Facilities/Staff for Viewing
- Use of Facilities/Staff for Ceremony at Funeral Home
- Hearse
- Service Car or Van/Utility Vehicle
- Basic Memorial Printed Package
- Metal Casket (average charge for most frequently purchased item)

****Definition: Adult Casketed Funeral With Cremation**

Funeral with a viewing and ceremony at the funeral home includes the following most typical elements (excludes vault, cemetery, monument/marker, and miscellaneous cash-advance charges):

- Non-declinable Basic Services Fee
- Removal/Transfer of Remains to Funeral Home
- Embalming/Other Preparation of the Body
- Use of Facilities/Staff for Viewing
- Use of Facilities/Staff for Ceremony at Funeral Home
- Service Car or Van/Utility Vehicle to Transport to Crematory
- Basic Memorial Printed Package
- Ceremonial/Rental or Cremation Casket
- Cremation Fee
- Urn

# CANADA CREMATION AND BURIAL RATES

In 2022, the number of cremations in Canada's provinces was more than three times the number of burials: 254,185 cremations versus 78,905 burials. Cremation accounted for 75.8% of total dispositions, and burials 23.5%.

The rise in the percentage of cremations, and the corresponding percentage decline in burials, has followed a relatively steady pattern nationally – averaging about 1.1% annually during the past 10 years.

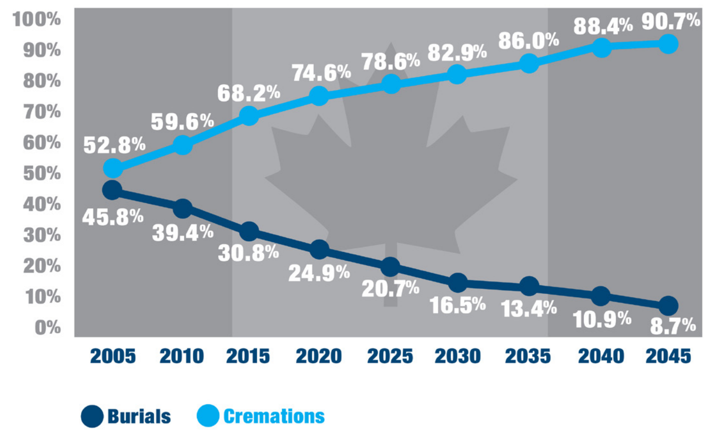
The percentage of burials is projected to decline to 20.7% in 2025, 13.4% in 2035, and 8.7% in 2045. The percentage of cremations is projected to increase to 78.6% in 2025, 86.0% in 2035, and 90.7% in 2045.

In 2022, two provinces had a burial rate above 40% (Newfoundland and Labrador, and Prince Edward Island). In 2045, all 10 Canadian provinces are projected to have fewer than 20% of their deaths dispositioned as burials – and five might have fewer than 10%.

The total number of deaths is projected to rise from 335,858 in 2022 to 473,500 in 2045, a percentage change of 41%. Even with this expected increase, the growing preference for cremation will result in the number of burials in the 10 provinces declining from 78,905 in 2022 to 69,800 in 2025, 54,400 in 2035, and 41,000 in 2045. (For comparison, the number of burials in Canada in 2010 was 94,473.)

Conversely, the number of cremations is expected to rise from 254,185 in 2022 to 265,200 in 2025, to 349,500 in 2035, and to 428,500 in 2045.

## Canada Projected Cremation and Burial Rates

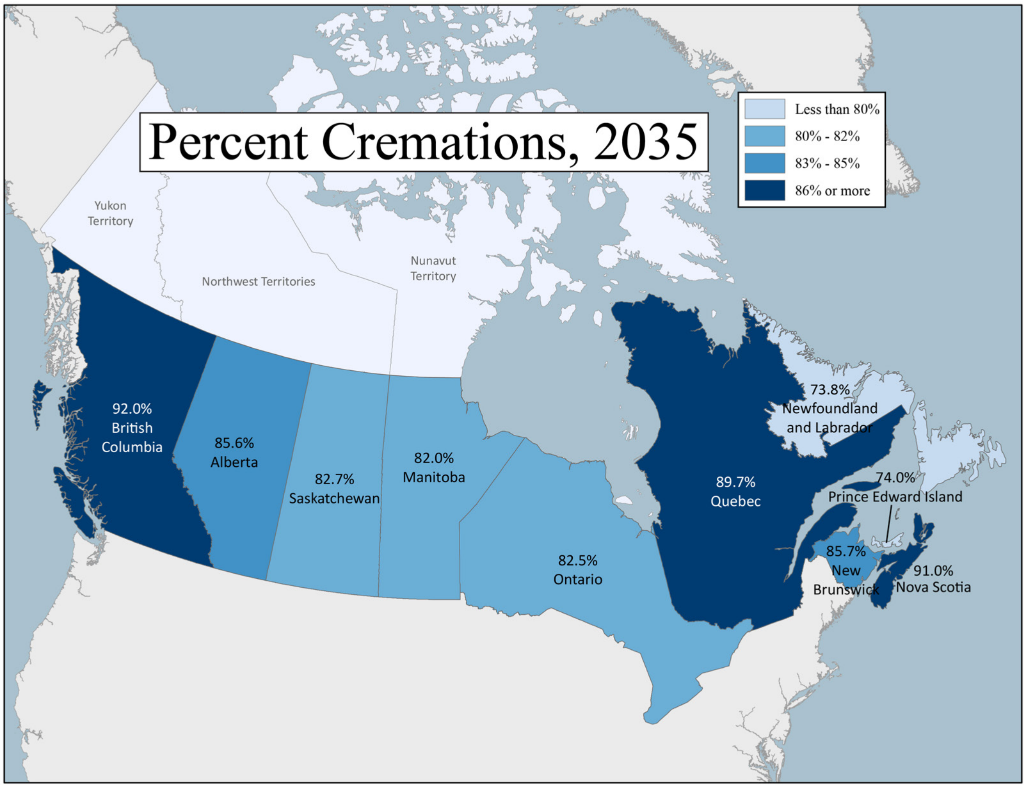


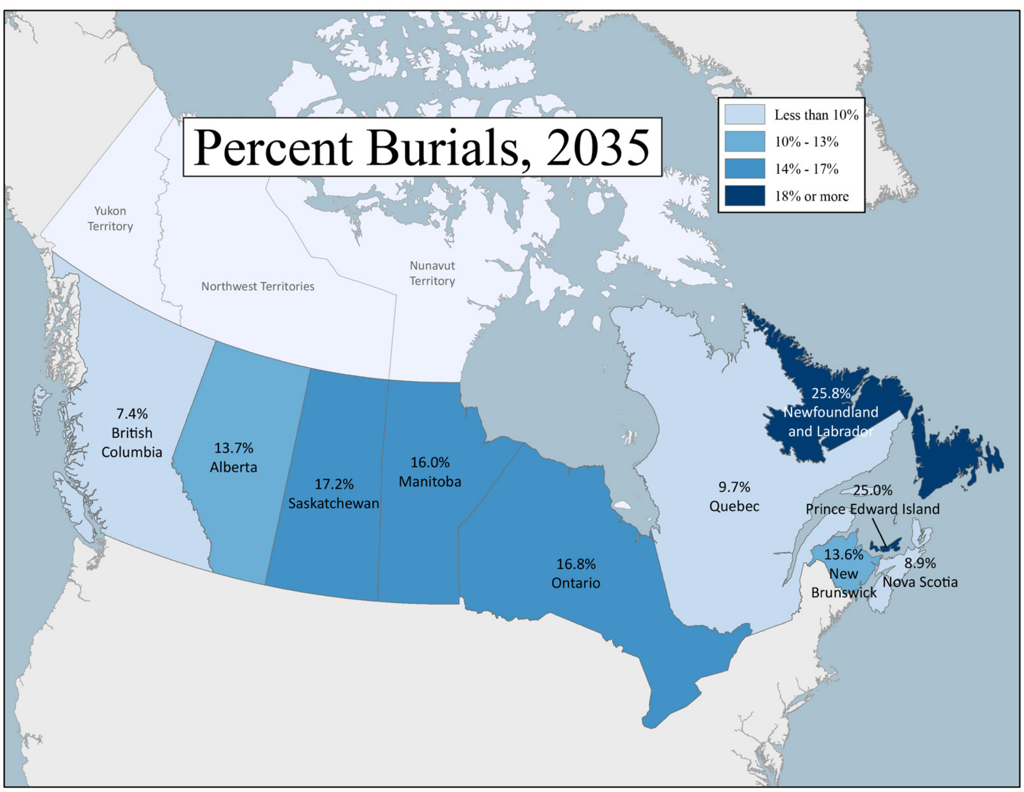

**Projected Deaths by Method of Disposition, by Province, 2023 - 2045 (with Base Year 2022), Percent of Total**

| | Burials | | | | | | | Cremations | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Province** | **2020^** | **2024** | **2025** | **2030** | **2035** | **2040** | **2045** | **2020^** | **2024** | **2025** | **2030** | **2035** | **2040** | **2045** |
| Alberta | 24.6% | 20.9% | 19.8% | 16.7% | 13.7% | 10.8% | 8.7% | 74.6% | 78.2% | 79.4% | 82.5% | 85.6% | 88.6% | 90.6% |
| British Columbia* | 13.6% | 11.6% | 11.0% | 8.9% | 7.4% | 5.9% | 4.5% | 85.7% | 87.9% | 88.5% | 90.6% | 92.0% | 93.5% | 95.0% |
| Manitoba* | 30.0% | 25.5% | 24.4% | 19.1% | 16.0% | 13.0% | 10.0% | 67.9% | 72.3% | 73.4% | 78.7% | 82.0% | 85.0% | 88.0% |
| New Brunswick | 26.2% | 20.8% | 19.7% | 16.6% | 13.6% | 10.6% | 8.6% | 73.4% | 78.3% | 79.4% | 82.7% | 85.7% | 88.8% | 90.8% |
| Newfoundland and Labrador | 43.8% | 40.5% | 38.9% | 32.0% | 25.8% | 20.0% | 16.8% | 56.1% | 59.0% | 60.6% | 67.6% | 73.8% | 79.6% | 82.9% |
| Nova Scotia | 16.7% | 14.8% | 14.3% | 11.2% | 8.9% | 7.5% | 6.0% | 83.3% | 85.1% | 85.6% | 88.7% | 91.0% | 92.5% | 94.0% |
| Ontario | 31.1% | 27.3% | 26.2% | 20.5% | 16.8% | 13.8% | 10.8% | 68.3% | 72.1% | 73.2% | 78.9% | 82.5% | 85.6% | 88.6% |
| Prince Edward Island* | 44.8% | 39.4% | 38.2% | 31.4% | 25.0% | 19.5% | 16.4% | 54.8% | 60.0% | 61.2% | 67.6% | 74.0% | 79.5% | 82.7% |
| Québec | 19.0% | 16.3% | 15.7% | 12.7% | 9.7% | 8.2% | 6.8% | 81.0% | 83.0% | 83.6% | 86.6% | 89.7% | 91.2% | 92.7% |
| Saskatchewan | 31.6% | 27.8% | 26.6% | 20.9% | 17.2% | 14.2% | 11.1% | 68.3% | 72.1% | 73.3% | 79.0% | 82.7% | 85.8% | 88.8% |
| **Provinces' Totals** | **24.9%** | **21.6%** | **20.7%** | **16.5%** | **13.4%** | **10.9%** | **8.7%** | **74.6%** | **77.7%** | **78.6%** | **82.9%** | **86.0%** | **88.4%** | **90.7%** |

**Deaths and deaths by method of disposition estimated for 2022.*

*^Final data*


Percent Cremations, 2035
Less than 80%
80% - 82%
83% - 85%
86% or more
Yukon Territory
Northwest Territories
Nunavut Territory
92.0% British Columbia
85.6% Alberta
82.7% Saskatchewan
82.0% Manitoba
82.5% Ontario
89.7% Quebec
73.8% Newfoundland and Labrador
74.0% Prince Edward Island
85.7% New Brunswick
91.0% Nova Scotia

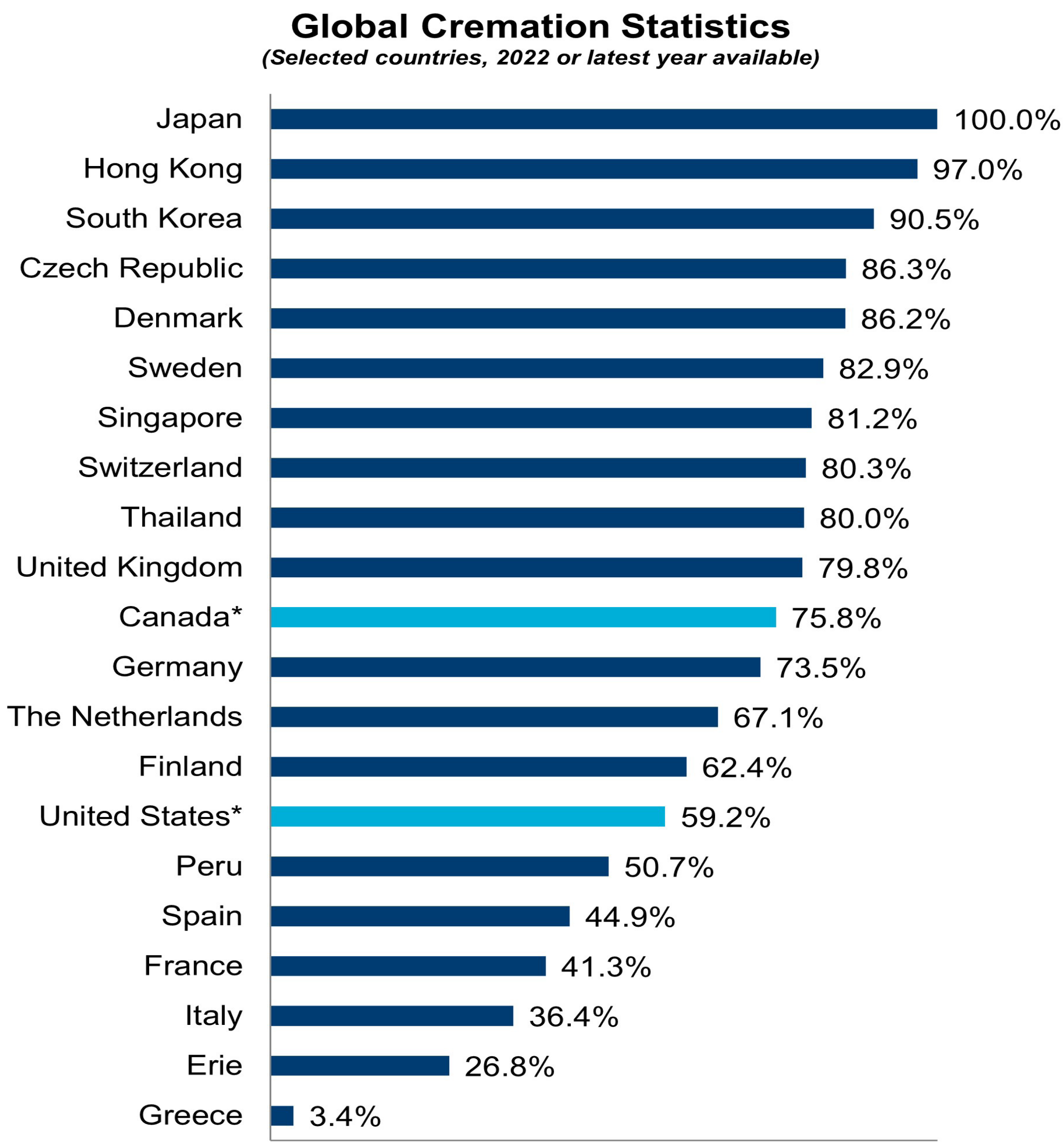

Percent Burials, 2035
Less than 10%
10% - 13%
14% - 17%
18% or more
Yukon Territory
Northwest Territories
Nunavut Territory
7.4% British Columbia
13.7% Alberta
17.2% Saskatchewan
16.0% Manitoba
16.8% Ontario
9.7% Quebec
25.8% Newfoundland and Labrador
25.0% Prince Edward Island
13.6% New Brunswick
8.9% Nova Scotia

# GLOBAL CREMATION RATES

Cremation is the prevailing practice where the custom is ancient and most of the population adheres to Hinduism, Sikhism, Buddhism and/or Jainism. Cremation rates in Muslim, Eastern Orthodox, Oriental Orthodox and Roman Catholic majority-countries are much lower due to religious sanctions.

Nations with the highest cremation rates (90% or higher) include Japan, Hong Kong, and South Korea. In Japan, the practice is universal (Cremation Society of Great Britain, International Cremation Statistics 2022).

The Cremation Society of Great Britain noted that in concentrated urban areas around the globe, the cremation rate is often more than 70%, reflective of population density and decreasing burial space. The latest available global cremation data follow.




*Sources: The Cremation Society of Great Britain, 2022 Report; *U.S. and Canada numbers provided by NFDA (2022).*

# METHODOLOGY & COPYRIGHT

The University of Wisconsin – Madison Applied Population Laboratory Department of Community and Environmental Sociology prepared the statistical projections for the "2024 NFDA Cremation & Burial Report."

U.S. state-level deaths by "method of disposition" data were collected from state vital-statistics departments or similar state regulatory agencies for the years 2002-2022.

A spline model was used as the projection method for calculating the percentages of burials and cremations. The small percentage (approximately 5%) of "other" methods of disposition (such as body donation, entombment, removal from state, etc.) are not included in this report.

Once base percentages were completed, the annualized rates of change for each U.S. state's share of burials and cremations were calculated and carried forward to the desired projection dates of 2023, 2024, 2025, 2030, 2035, 2040 and 2045. An upper bound for cremations and a lower bound for burials were established for 2025-45.

To establish projected state deaths and, hence, the future number of burials and cremations, age- and sex-specific death rates were calculated using the U.S. Census Bureau's most recent national projections, and data from the U.S. Centers for Disease Control and Prevention (CDC), as well as Statistics Canada.

As with any statistical projection, there might be variations, such as increases or decreases in deaths from year to year in an individual state or province, or even at the national level.

For the complete methodology used in this study, contact NFDA at 800-228-6332.

**United States:** Unlike the past several years, no special calculations were made to estimate and forecast excess deaths related to the COVID-19 pandemic. The National Center for Health Statistics provisional deaths for 2023, when compared to the U.S. Census Bureau's projected deaths for the same year, indicate that deaths in the United States continue to exceed predicted mortality. Therefore, the projected national deaths were tapered from 2023 to 2025 to bring the national-level totals presented here into agreement with the Census Bureau's projected deaths from 2025 through 2045.

**Canada:** There are no crematories in Northwest Territories and Nunavut, so their cremation rates are non-existent, and any cremations are conducted outside of these territories.

Unlike the United States, where the U.S. Census Bureau produces projections of population and deaths at the national level only, Statistics Canada produces population and death projections for the country's provinces and territories. Statistics Canada produced new population and mortality projections in 2022 that incorporated assumptions about COVID-19-related and excess deaths for the first years of the 2020s. Statistics Canada's projected deaths incorporate their assumption that mortality related to COVID-19 will shift from pandemic to endemic status within the first few years of their projections.

The calculated percentages of burials and cremations for future years were multiplied by the model for projected deaths to obtain projected counts of burials and cremations; any residual was assigned to the "other" category. As a final step, a rounding protocol was applied to the projected deaths in all three categories of disposition, which might result in the totals varying slightly from Statistics Canada's projections.



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