NFDA NATIONAL FUNERAL DIRECTORS ASSOCIATION

2022 NFDA Cremation & Burial Report

Published July 2022

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

Table of Contents

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NFDA NATIONAL FUNERAL DIRECTORS ASSOCIATION

NFDA 2022 Cremation & Burial Report Highlights

The National Center for Health Statistics has been able to report solid estimates for total deaths by state for 2021. Furthermore, enough data has been compiled in early 2022 to permit reasonable short-range forecasts of total deaths attributable to the pandemic for 2022. But method-of-disposition data are not yet available for 2021 and 2022, so it is too soon to tell how the increased number of deaths will affect cremation and burial rates for 2021 and 2022.

40.0% Percentage of NFDA-member firms offering option to make **CREMATION ARRANGEMENTS ONLINE**; **28.2%** plan to offer online cremation arrangement options **WITHIN THE NEXT FIVE YEARS.**

40.0%

8 OUT OF 10 COVID-19-related deaths involve **ADULTS 65 YEARS OLD AND OLDER**

Overall industry revenue is expected to slowly grow at an annualized rate of **0.6% TO $18.6 BILLION BY 2027**

#3 **COVID-19 REMAINS THE THIRD LEADING CAUSE OF DEATH IN THE U.S.**

The COVID-19 pandemic is estimated to **INCREASE THE NUMBER OF U.S. DEATHS ABOVE THE NORMAL AVERAGE** by 543,000 in 2021 and 289,000 in 2022

OVER 1 MILLION CORONAVIRUS-RELATED DEATHS IN THE U.S. and the death toll is expected to continue to climb

AS OF MAY 31, 2022

66.6% of the U.S. population has been fully vaccinated

77.8% have received at least one dose of the vaccine

NFDA projects the cremation rate in all 50 U.S. states and D.C. **WILL EXCEED 50% BY 2035**

BY 2040, THE U.S. CREMATION RATE is projected to reach **78.7%** and the burial rate **16.3%**

IN CANADA, THE 2040 CREMATION RATE is projected to reach **88.0%** and the burial rate **11.0%**

4%

Employment of funeral service workers is projected **TO GROW ONLY 4%** from 2020 to 2030. NFDA-member firms feel their **GREATEST BUSINESS CHALLENGE OVER THE NEXT FIVE YEARS** will be availability of qualified personnel.

100% **OF NFDA-MEMBER FUNERAL HOMES HAVE SERVED AT LEAST ONE FAMILY WHO LOST A LOVED ONE AS A RESULT OF COVID-19**

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The COVID-19 Pandemic and Funeral Service

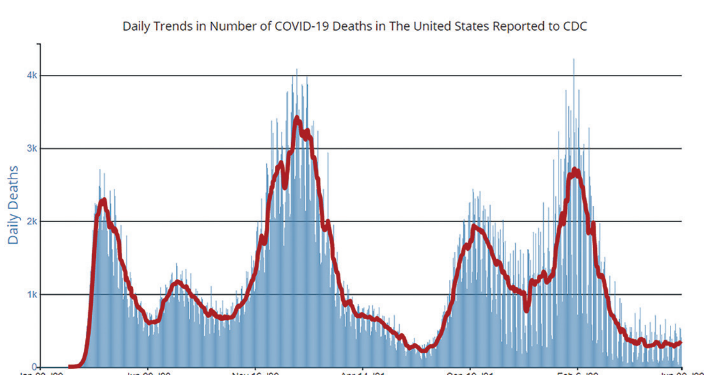
Please note that all references to COVID-19 deaths and related cremation and burial statistics in this report are preliminary since there is a delay in reporting deaths. The lag primarily results from the time it takes to complete a death certificate; states reporting deaths at different rates; the extra time it takes to code COVID-19 deaths; and reporting systems that use different definitions or methods of counting deaths (Centers for Disease Control and Prevention, May 2020).

On January 20, 2020, the Centers for Disease Control and Prevention (CDC) verified the first U.S. laboratory-confirmed case of COVID-19 in the United States from samples taken January 18 in Washington state. On March 11, 2020, the World Health Organization declared COVID-19 a global pandemic. Shortly after, the U.S. declared a national emergency, which caused states to issue stay-at-home orders, mask mandates, and capacity limits on businesses.

Since then, COVID-19 has become, and remains, the third leading cause of death in the U.S. As of May 31, 2022, there were 1,001,313 coronavirus-related deaths in the U.S., and the death toll is expected to continue climbing (Centers for Disease Control and Prevention, May 31, 2022).

Several factors impact whether new COVID-19 cases are increasing or declining, including the effectiveness of vaccines over time; human behavior; infection-prevention policies; changes to the coronavirus itself; and the number of people who are vulnerable because they have not developed some immunity, whether from natural infection or through vaccination (Johns Hopkins Medicine, October 21, 2021).

Death rates in the U.S. have varied greatly over time since the pandemic began. In the chart below, the blue bars show daily deaths and the red line represents the seven-day moving average of deaths in the U.S. Currently, the U.S. death rate is increasing in the short term, and the CDC predicts that the total number of COVID-19 deaths will continue to rise to 1,022,000 by June 18, 2022 (Centers for Disease Control and Prevention, May 2022).



The COVID-19 pandemic is estimated to have increased the number of U.S. deaths above normal by 543,000 in 2021, and by 289,000 in 2022 (National Center for Health Statistics, 2022).

Despite these numbers, the U.S. and many other parts of the world have seen signs of improvement concerning the pandemic. In December 2020, distribution of COVID-19 vaccines started in the U.S. and, as of May 31, 2022, 66.6% of the U.S. population has been fully vaccinated, and 77.8% have received at least one dose of the vaccine (Centers for Disease Control and Prevention, May 31, 2022).

Funeral service has been impacted in many ways by the increased death rate resulting from COVID-19. In coronavirus hotspots – usually comprising large, metropolitan areas – funeral homes, crematories and morgues have experienced a temporary spike in demand. As of June 2021, 100% of NFDA-member funeral homes have served at least one family who lost a loved one as a result of COVID-19. Most firms (74.4%) said caseloads have increased, and 67.2% said the cremation rate at their firm has increased since the onset of the pandemic (NFDA, June 2021).

Cremations generally generate less revenue than burials, and the already increasing cremation rate will likely grow at an even higher rate in the next few years. It is still too early to know, however, how the coronavirus pandemic will affect burial and cremation rates going forward.

Overall employment of funeral service workers is projected to grow 4% from 2020 to 2030. Despite limited employment growth, about 4,000 openings for funeral service workers are projected each year, on average, during the decade. 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 18, 2022).

Presently, for all occupations in the U.S., there are 11.3 million job openings – but only six million unemployed workers (U.S. Chamber of Commerce, February 7, 2022). Funeral directors are also seeing labor shortages. NFDA-member funeral directors feel their greatest business challenge during the next five years will be the availability of qualified personnel (NFDA, March 2021).

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 arrangement options within the next five years (NFDA, February 2022).

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.

Despite the increase in the number of U.S. deaths, and thus the greater number of services provided by funeral homes on average, there are many aspects of the COVID-19 pandemic that will have a negative impact on industry revenue. In June 2021, an average of 19.7% of families postponed services and intended to have some type of service with the assistance of their funeral director at a later date. Only 25.6% of the families who postponed services, however, actually followed through and held a service or made definitive plans (NFDA, June 2021).

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Another major key driver on how much consumers are willing to spend on funerals is their per capita disposable income. As a direct result of the COVID-19 pandemic and the ensuing economic drop, per capita disposable income levels initially declined in 2020. In response, the U.S. government issued direct stimulus payments and tax breaks that contributed to a 5.8% increase in disposable income in 2020. Disposable income then increased on a year-over-year basis by as much as 28.2% in March 2021, while decreasing by as much as 10.1% in January 2022.

Overall, while economic recovery has been strong since the onset of the pandemic, surging inflation and a tightening monetary policy are presently occurring in the U.S. With the Federal Reserve poised to significantly raise interest rates in 2022, this tighter policy is expected to precipitate higher unemployment and, therefore, decrease disposable income. Per capita disposable income is forecast to decline 2.1% in 2022 alone (IBISWorld, Business Environment Profiles, March 2022).

Influence of Rising U.S. Cremation Rates on Funeral Service

Between 2019-21, the number of licensed crematories in the United States increased 2.3% to 3,374. Approximately 39% of funeral homes in the country now operate their own crematories; another 12% plan to open their own within the next five years.

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.

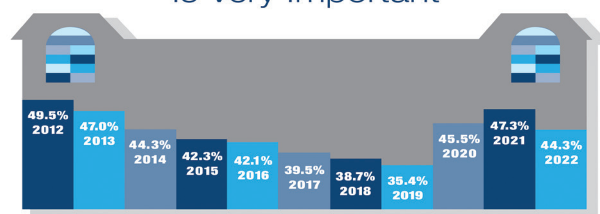
Many factors contribute to the steadily rising selection of cremation by U.S. consumers, including cost considerations; environmental concerns; an increasingly transient population; fewer religious prohibitions against the practice; and changing consumer preferences, such as the desire for simpler, less-ritualized funeral ceremonies.

In addition, cremation has become socially acceptable as a growing number of Americans think and talk about death in new ways. Cremation's popularity is only expected to increase.

A surge 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 2007-21, the percentage of religiously unaffiliated adults increased from 16% to 29% of the U.S. population. Conversely, the percentage of people who identify as Christian has decreased from 78% to 63% in 2007-21 (Pew, 2021).

Since 2012, 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 due to the COVID-19 pandemic's impact before dropping slightly to 44.3% in 2022. In addition, more Americans say the COVID-19 pandemic strengthened their religious faith and, now, nearly three-in-10 Americans (28%) report stronger personal faith because of the pandemic (Pew, 2021).

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 produce lower revenue. Typically, cremations cost 40% less than funerals with burials.

Statistics show that the average cost of a cremation has increased during the past decade, however (NFDA, October 2021). 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 2021 General Price List Burial- and Cremation-Related Charges," page 11.)

To meet the business challenges created by the ongoing rise in cremation rates and the continued decrease in 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 expanding their array of extra services offered to families; increasing their focus on niche markets to differentiate themselves; and drawing attention to their value-added services, such as webcasting funerals and serving groups with diverse cultural and religious preferences (IBISWorld, Inc., 81221, February 2022).

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.)

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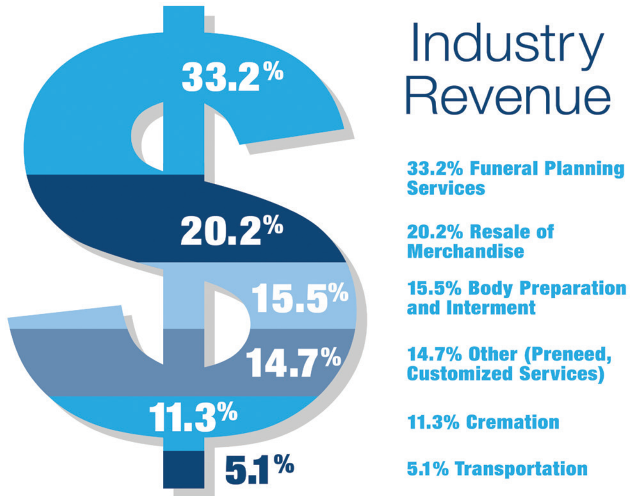
Fewer burials also decrease the need for services involving body preparation, such as embalming and visitation. The revenue received from the resale of merchandise and body preparation services has decreased during the past five years (IBISWorld, Inc., 81221, February 2022).



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 much 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.

Due to the additional labor needed to meet the growing death rate and the aging population, funeral homes will not be able to cut back on employment, limiting their ability to significantly alter their cost structure, which will also limit profits (IBISWorld, Inc., 81221, February 2022).

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 2023-27, with overall industry revenue anticipated to expand at an average annual rate of 0.6% 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 is expected to decrease as COVID-19 vaccines and treatments become more available.

With increased inflation, U.S. per capita disposable income is also projected to decrease from 2023-27 and in subsequent years (IBISWorld, Inc., 81221, February 2022; 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. U.S. life expectancy decreased from 78.86 years in 2019 to 76.99 years in 2020 and 76.60 years in 2021, a net loss of 2.26 years. (Virginia Commonwealth University, Urban Institute, April 2022).

Deaths due to COVID-19 are the main factor in the overall drop in U.S. life expectancy (Centers for Disease Control and Prevention, 2021). A surge in drug overdose deaths is also a contributing reason for the life expectancy decline.

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.

At the time of this report's preparation (May 31, 2022), U.S. deaths in 2022 related to COVID-19 had reached an estimated 1,001,313.

In the absence of the COVID-19 pandemic, the total number of deaths in the U.S. was projected to grow steadily from 2019 through 2022, averaging approximately 29,000 additional deaths each year. However, the COVID-19 pandemic is estimated to have increased the number of deaths by 543,000 in 2021 and 289,000 in 2022.

Because method-of-disposition data are not yet available for 2021 and 2022, it is assumed that the additional deaths will follow the pattern within each state as predicted for "non-COVID-19" deaths. However, 65.9% of NFDA-member funeral homes have self-reported that the cremation rate at their firm increased since the COVID-19 crisis began.

As the pandemic has progressed, the National Center for Health Statistics has expedited data collection and release on both "regular" and COVID-19-related deaths (the latter includes excess deaths). At the time of this report's preparation (May 31, 2022), solid estimates were available for total deaths by state for 2021. Furthermore, enough death data has been compiled in early 2022 to permit reasonable short-range forecasts of the likely total deaths attributable to the pandemic for the current calendar year.

The table below does *not* account for any increase in death rates that might occur due to the COVID-19 pandemic.

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	8.3	*Projected Data**
2025	8.6	
2030	9.0	
2040	10.0	
2050	10.3	
2060	9.9	

*Sources: (Crude Death Rates – total deaths/total population) CDC/NCHS; National Vital Statistics System. *U.S. Census Bureau 2015-2060*

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 in the United States is predicted to decrease in 2022 (once results are finalized). This means that consumer price concerns about funeral costs might increase (IBISWorld, Inc., 81222, February 2022).

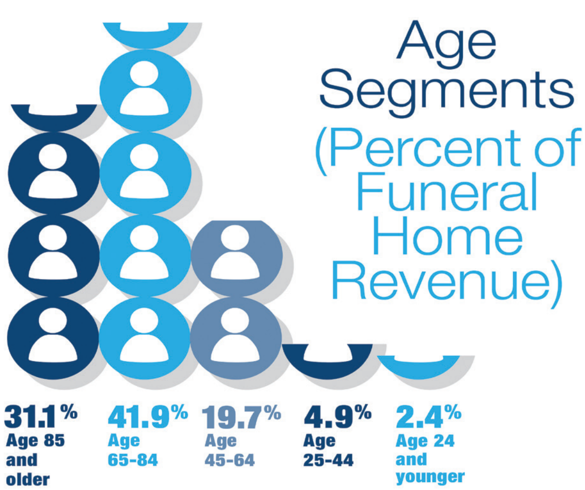
The unemployment rate due to the COVID-19 virus has directly affected U.S. per capita disposable income. In April 2020, the unemployment rate in the U.S. was 14.7%. In April 2022, the unemployment rate dropped to 3.6% (U.S. Bureau of Labor Statistics). As COVID-19 restrictions were lifted and vaccinations became available, businesses reopened, and government stimulus ended, the unemployment rate dropped considerably during the past two years (Reuters, April 1, 2022).

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, February 2022).



Of the COVID-19-related deaths in the U.S., it is estimated that approximately 76% are people age 65 and older (Centers for Disease Control and Prevention, November 2021). The increase in deaths of people age 65 and older will most likely mean an increase in families to serve in 2022.

The Growing Cremation Rate

The U.S. cremation rate is expected to increase from 59.3% in 2022 to 78.7% in 2040. The rising number of cremations can be attributed to changing consumer preferences, weakening religious prohibitions, cost considerations, and environmental concerns.

The majority of NFDA-member funeral homes (67.2%) stated that the cremation rate at their firm increased since the COVID-19 pandemic began. Cremation services generally generate less revenue than burials, and the already increasing cremation rate might start to increase at an even higher rate in the next few years.

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 2022 at $250 billion, an increase of 2.4% (±0.7%) from the fourth quarter of 2021. For comparison purposes, e-commerce sales were $215 billion in the first quarter of 2021.

Despite increasing inflation and supply-chain issues, U.S. e-commerce sales are projected to increase in 2022 (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 – all of which allows consumers to compare prices from their homes. This suggests an increasingly urgent 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 five years (NFDA, February 2022).

When planning a funeral or memorial service, approximately half of consumers visited a funeral home website. One quarter of those made all of the arrangements online, and 39.9% started the arrangement process online. When asked about planning a funeral online, 25.9% of consumers stated they would prefer to make funeral prearrangements online versus speaking directly to a funeral director (NFDA, March 2022).

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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.

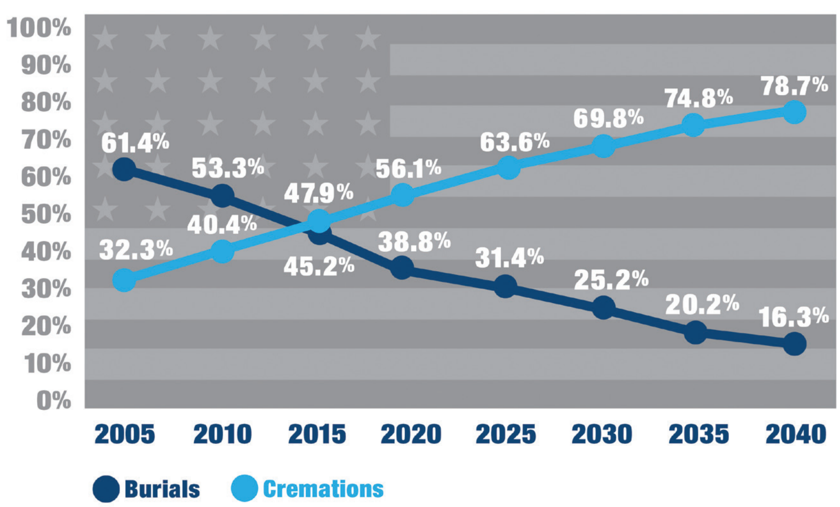
The annual number of cremations in the United States is expected to rise from 1.91 million in 2022 to 2.26 million by 2030, and to 2.94 million by 2040. (For comparison, the number of cremations in 2010 was 1 million.)

By 2040, the cremation rate is projected to grow to 78.7% of all U.S. deaths.

In 2020, 35 U.S. states and the District of Columbia had cremation rates above 50%. By 2023, 45 states and the District of Columbia are projected to reach cremation rates exceeding 50% and, by 2035, all 50 states and the District of Columbia are predicted to reach cremation rates exceeding 50%.

Despite the projected increase in U.S. annual deaths from 3.39 million in 2020 to 3.7 million in 2040 – a roughly 9% increase – increasing consumer preference for cremation will result in the number of burials declining from 1.3 million in 2020 to 817,850 in 2030, and then to 608,200 in 2040. (For comparison, the number of burials in 2010 was 1.3 million.)

U.S. Projected Cremation and Burial Rates

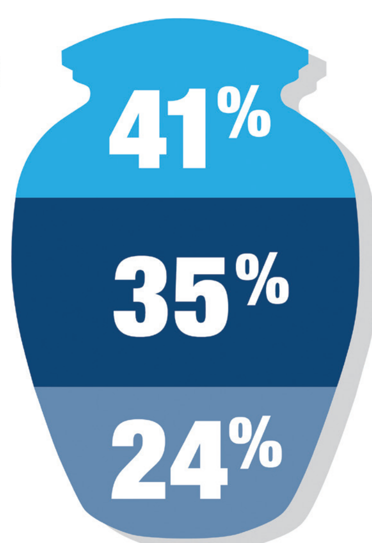


Cremations Performed in 2021

41% Direct Cremation

35% Cremation With Memorial Service

24% Casketed Adult Funeral With Viewing And Cremation



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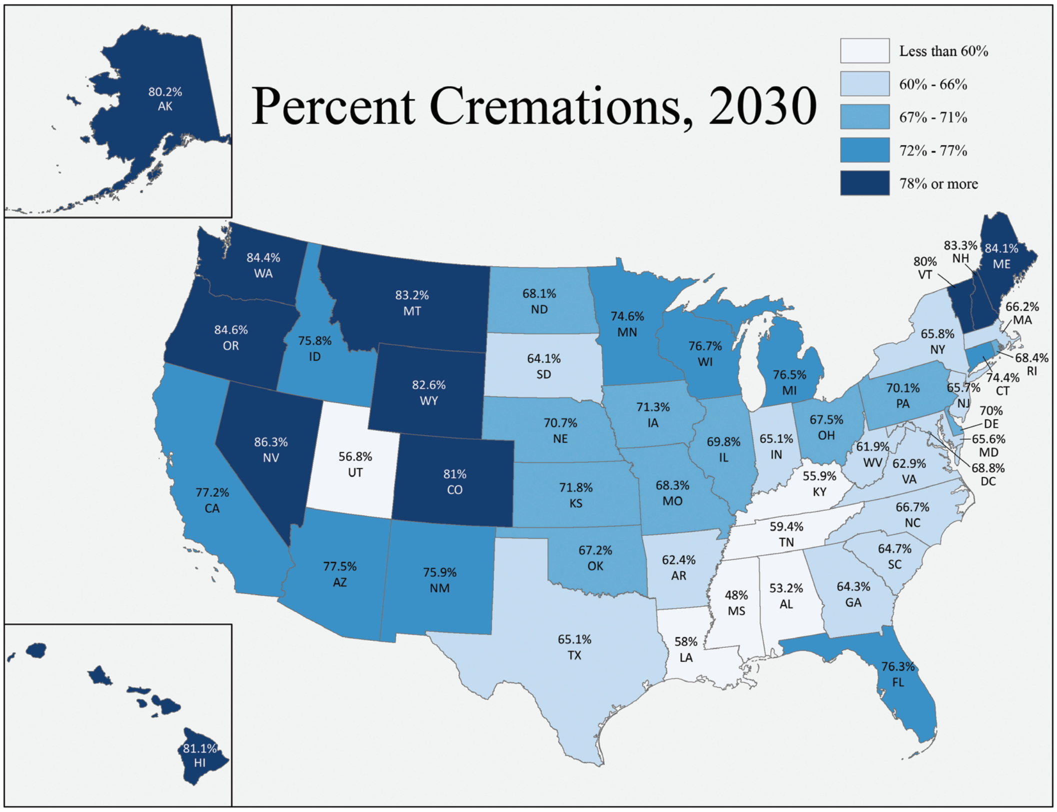

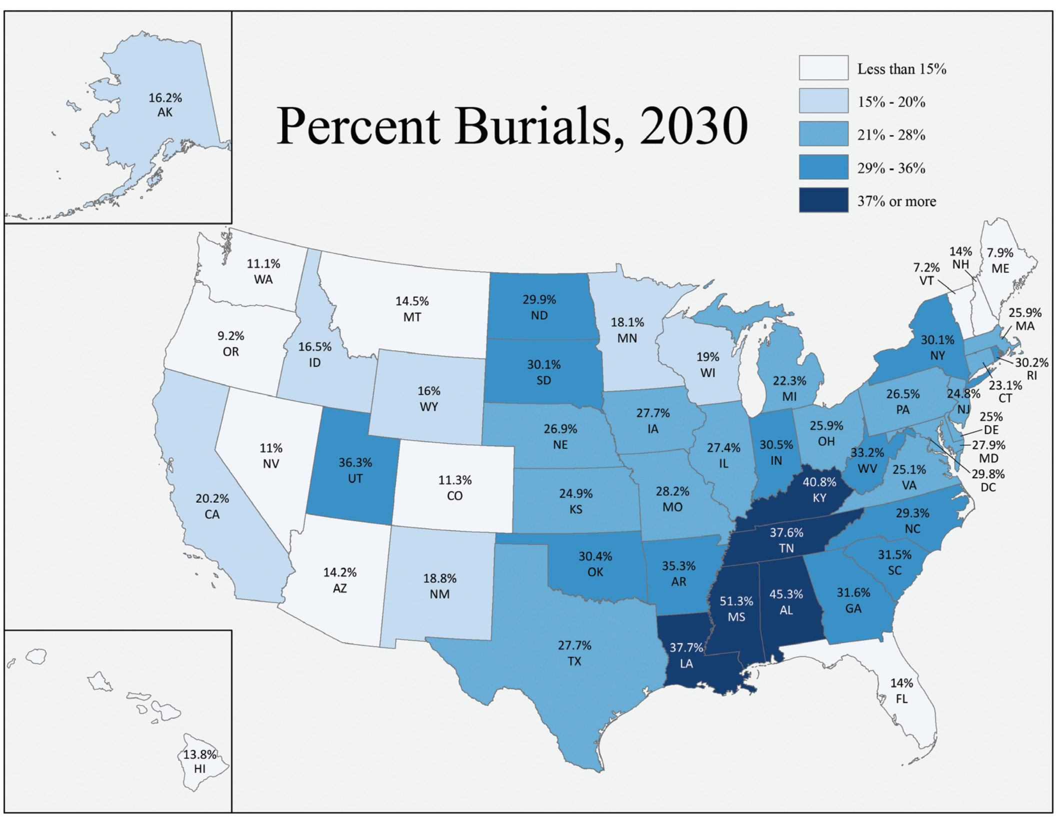

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Projected Deaths by Method of Disposition, by State, 2022 - 2040 (with Base Year 2020), Percent of Total

	Burials							Cremations						
State	**2015^**	**2020^**	**2022**	**2025**	**2030**	**2035**	**2040**	**2015^**	**2020^**	**2022**	**2025**	**2030**	**2035**	**2040**
Alabama	73.4%	64.1%	60.3%	54.6%	45.3%	36.9%	29.8%	25.7%	34.4%	38.1%	43.9%	53.2%	61.6%	68.7%
Alaska	29.5%	25.0%	22.8%	19.3%	16.2%	13.5%	10.7%	66.4%	71.3%	73.5%	76.7%	80.2%	82.9%	85.7%
Arizona	23.1%	20.9%	19.2%	17.5%	14.2%	11.4%	9.0%	66.9%	68.2%	71.0%	74.2%	77.5%	80.3%	82.8%
Arkansas	61.3%	52.7%	48.9%	43.5%	35.3%	28.4%	22.9%	36.4%	45.0%	48.9%	54.2%	62.4%	69.3%	74.8%
California	31.2%	32.2%	29.3%	25.8%	20.2%	16.6%	13.9%	63.4%	65.2%	68.0%	71.6%	77.2%	80.8%	83.5%
Colorado	21.4%	17.2%	15.9%	14.0%	11.3%	9.0%	7.6%	70.3%	75.1%	76.4%	78.3%	81.0%	83.3%	84.8%
Connecticut	44.3%	35.7%	32.8%	28.8%	23.1%	18.4%	15.5%	53.2%	61.7%	64.5%	68.7%	74.4%	79.1%	81.9%
Delaware*	45.8%	38.6%	35.6%	31.2%	25.0%	19.4%	16.3%	48.2%	55.8%	59.4%	63.8%	70.0%	75.6%	78.7%
District of Columbia	55.5%	45.3%	41.9%	37.0%	29.8%	24.1%	18.9%	43.1%	53.1%	56.7%	61.7%	68.8%	74.5%	79.8%
Florida	22.6%	21.0%	19.2%	17.2%	14.0%	11.4%	8.9%	63.6%	69.2%	71.1%	73.1%	76.3%	78.9%	81.3%
Georgia	55.5%	47.8%	44.2%	38.9%	31.6%	25.2%	19.7%	39.4%	48.0%	51.7%	56.9%	64.3%	70.6%	76.1%
Hawaii	21.4%	19.8%	18.5%	16.5%	13.8%	11.1%	8.8%	72.2%	75.1%	76.4%	78.4%	81.1%	83.8%	86.1%
Idaho	30.2%	25.6%	23.2%	19.8%	16.5%	13.6%	11.0%	60.4%	66.7%	69.1%	72.6%	75.8%	78.7%	81.4%
Illinois	51.5%	42.0%	38.5%	34.1%	27.4%	21.8%	17.7%	44.9%	55.2%	58.7%	63.1%	69.8%	75.4%	79.5%
Indiana	55.1%	46.3%	42.8%	37.7%	30.5%	24.4%	18.9%	39.4%	49.2%	52.8%	57.9%	65.1%	71.1%	76.7%
Iowa	50.4%	42.3%	38.8%	34.5%	27.7%	22.0%	17.9%	46.0%	56.6%	60.2%	64.4%	71.3%	76.6%	81.1%
Kansas	48.1%	38.3%	35.3%	31.0%	24.9%	19.3%	16.3%	47.5%	58.4%	61.4%	65.7%	71.8%	77.4%	80.4%
Kentucky*	68.7%	59.3%	55.5%	49.7%	40.8%	33.2%	26.6%	27.3%	37.3%	41.2%	47.0%	55.9%	63.4%	70.1%
Louisiana	65.1%	55.9%	52.0%	46.4%	37.7%	30.5%	24.5%	29.7%	39.8%	43.7%	49.4%	58.0%	65.2%	71.2%
Maine	17.1%	11.9%	10.8%	9.3%	7.9%	6.4%	4.9%	72.4%	80.0%	80.9%	82.3%	84.1%	85.6%	87.0%
Maryland	51.1%	43.1%	39.6%	34.8%	27.9%	22.1%	17.5%	42.1%	50.3%	53.9%	58.6%	65.6%	71.3%	75.9%
Massachusetts	47.8%	40.2%	37.0%	32.3%	25.9%	20.2%	16.5%	45.2%	51.5%	55.0%	59.7%	66.2%	71.8%	75.5%
Michigan	42.5%	34.9%	32.1%	28.0%	22.3%	17.8%	14.9%	56.1%	64.5%	67.3%	71.2%	76.5%	81.3%	83.6%
Minnesota	38.5%	29.3%	26.9%	23.3%	18.1%	15.0%	12.3%	58.9%	63.4%	65.9%	69.5%	74.6%	77.7%	80.4%
Mississippi	77.3%	70.2%	66.5%	60.9%	51.3%	42.4%	34.7%	20.9%	29.1%	32.8%	38.4%	48.0%	56.9%	64.6%
Missouri	52.4%	43.2%	39.7%	35.1%	28.2%	22.6%	17.9%	42.5%	53.3%	56.8%	61.4%	68.3%	73.9%	78.6%
Montana	25.9%	21.4%	19.1%	17.3%	14.5%	11.7%	9.4%	71.4%	76.3%	78.5%	80.5%	83.2%	85.7%	88.1%
Nebraska	51.1%	41.2%	37.9%	33.6%	26.9%	21.3%	17.2%	45.8%	56.4%	59.8%	64.0%	70.7%	76.3%	80.4%
Nevada	20.0%	16.7%	15.5%	13.8%	11.0%	9.0%	7.5%	75.6%	81.6%	82.6%	84.0%	86.3%	88.6%	90.5%
New Hampshire	24.5%	19.9%	18.5%	16.8%	14.0%	11.3%	9.0%	71.2%	77.5%	78.8%	80.6%	83.3%	86.1%	88.4%
New Jersey	47.0%	39.1%	35.9%	31.2%	24.8%	19.2%	16.0%	42.6%	51.5%	54.7%	59.4%	65.7%	71.3%	74.5%
New Mexico	33.7%	29.9%	27.5%	24.0%	18.8%	15.8%	13.1%	58.3%	64.8%	67.3%	70.8%	75.9%	78.9%	81.7%
New York	51.8%	45.9%	42.4%	37.3%	30.1%	24.0%	18.9%	41.9%	49.9%	53.5%	58.5%	65.8%	71.8%	76.9%
North Carolina	53.5%	44.9%	41.3%	36.4%	29.3%	23.6%	18.5%	42.1%	51.1%	54.7%	59.6%	66.7%	72.4%	77.5%
North Dakota*	55.2%	45.6%	42.0%	37.0%	29.9%	24.0%	18.8%	41.9%	52.4%	56.0%	61.0%	68.1%	74.0%	79.2%
Ohio	48.6%	40.2%	36.9%	32.3%	25.9%	20.3%	16.6%	44.4%	53.2%	56.5%	61.1%	67.5%	73.1%	76.8%
Oklahoma	53.8%	46.1%	42.6%	37.5%	30.4%	24.4%	19.2%	41.4%	51.5%	55.1%	60.1%	67.2%	73.2%	78.4%
Oregon	18.4%	14.4%	13.2%	11.5%	9.2%	7.7%	6.3%	74.3%	79.5%	80.7%	82.3%	84.6%	86.1%	87.6%
Pennsylvania	49.4%	40.9%	37.5%	33.1%	26.5%	20.9%	17.3%	44.7%	55.6%	59.0%	63.4%	70.1%	75.6%	79.2%
Rhode Island	53.8%	45.9%	42.4%	37.3%	30.2%	24.3%	19.1%	44.8%	52.7%	56.2%	61.3%	68.4%	74.3%	79.5%
South Carolina	55.7%	47.8%	44.2%	38.9%	31.5%	25.2%	19.7%	39.5%	48.4%	52.0%	57.3%	64.7%	71.0%	76.5%
South Dakota	56.1%	46.2%	42.5%	37.5%	30.1%	24.0%	18.5%	38.1%	48.0%	51.7%	56.7%	64.1%	70.2%	75.7%
Tennessee	64.9%	55.6%	51.7%	46.1%	37.6%	30.5%	24.6%	31.3%	41.4%	45.3%	50.9%	59.4%	66.5%	72.4%
Texas	50.5%	43.0%	39.4%	34.7%	27.7%	22.0%	17.4%	40.3%	49.8%	53.4%	58.2%	65.1%	70.9%	75.4%
Utah	62.0%	54.3%	50.4%	44.8%	36.3%	29.1%	23.3%	34.7%	38.9%	42.8%	48.4%	56.8%	64.1%	69.8%
Vermont*	15.1%	11.2%	9.9%	8.7%	7.2%	5.8%	4.4%	68.4%	76.1%	77.3%	78.6%	80.0%	81.5%	82.9%
Virginia**	47.5%	39.2%	36.3%	31.8%	25.1%	19.3%	16.1%	40.9%	47.3%	51.2%	56.2%	62.9%	68.7%	71.9%
Washington	20.1%	16.8%	15.6%	14.0%	11.1%	9.1%	7.6%	76.4%	78.5%	80.3%	81.9%	84.4%	86.7%	88.3%
West Virginia	62.1%	50.1%	46.4%	41.0%	33.2%	26.6%	21.1%	33.2%	45.0%	48.8%	54.1%	61.9%	68.5%	74.0%
Wisconsin	38.8%	30.3%	27.7%	24.1%	19.0%	16.0%	13.2%	55.1%	65.4%	68.0%	71.6%	76.7%	79.8%	82.5%
Wyoming	28.6%	24.6%	22.3%	18.9%	16.0%	13.2%	10.3%	67.9%	74.9%	77.0%	80.2%	82.6%	84.9%	87.2%
UNITED STATES	**45.2%**	**38.8%**	**35.7%**	**31.4%**	**25.2%**	**20.2%**	**16.3%**	**47.9%**	**56.1%**	**59.3%**	**63.6%**	**69.8%**	**74.8%**	**78.7%**

**Deaths by MOD for 2020 are estimated*

***States with six or fewer years' data in base period 2006-2020, indicating greater uncertainty in the projections.*

^Final data

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U.S. Crematory Ownership

Approximately 39% 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, 12% plan to open their own crematories within the next five years.

Between 2019-21, there was a 2.3% 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 MidAtlantic regions (IBISWorld, Inc., OD4415, December 2020).

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.

2021 Number of Crematories By State

State	Number of Crematories	State	Number of Crematories	State	Number of Crematories	State	Number of Crematories
Alabama	71	Illinois	137	Montana	38	Rhode Island	14
Alaska	12	Indiana	119	Nebraska	29	South Carolina	82
Arizona	57	Iowa	68	Nevada	26	South Dakota	13
Arkansas	41	Kansas	43	New Hampshire	20	Tennessee	82
California	227	Kentucky	44	New Jersey	25	Texas	182
Colorado	80	Louisiana	36	New Mexico	30	Utah	17
Connecticut	21	Maine	14	New York	50	Vermont	12
Delaware	12	Maryland	40	North Carolina	149	Virginia	116
D.C.	35	Massachusetts	19	North Dakota	11	Washington	60
Florida	193	Michigan	78	Ohio	153	West Virginia	32
Georgia	136	Minnesota	76	Oklahoma	55	Wisconsin	113
Hawaii	17	Mississippi	34	Oregon	67	Wyoming	18
Idaho	37	Missouri	90	Pennsylvania	243		

**Crematories are not licensed in Massachusetts; number of crematories is estimated. Note: 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 41% of cremated remains are buried or interred at a cemetery; 26% are returned to families; 18% are scattered in a sentimental place; and 14% are split among relatives.

Pet Cremation Services

One in four U.S. funeral homes (25%) offer pet cremation services; another 13% plan to offer these services within the next few years. Most funeral homes (62%) have no plans to offer pet cremation in the future.

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Trends in Deathcare Preferences Among U.S. Consumers

2022 Annual NFDA Consumer Study Findings

When planning their own funerals, 21.0% of consumers age 40 and older would prefer a casketed burial; 11.5% would prefer a "green" burial; and 16.0% are "not sure" or "undecided" about choosing burial for their final disposition.

Of the 41.8% of consumers who would prefer cremation, 25.9% said they would personally wish to have a complete funeral service with a viewing and visitation prior to cremation.

Overall, 69.8% of consumers age 40 and older feel it is important to have the body or the cremated remains present at a funeral or memorial service.

When planning a funeral, most consumers only call one funeral home. In descending order, the main reasons consumers select a funeral home include: the funeral home offered an affordable price; the funeral home's location; they had an existing relationship with a funeral director; and, finally, the funeral home's reputation.

Overall, 60.9% of respondents felt it is "very important" or "somewhat important" for a funeral home to have an onsite crematory.

Roughly half of consumers (47.5%) would prefer using a full-service funeral home for a cremation; 19.3% would prefer a discount provider; and 30.5% had no preference.

Consumers seek more non-traditional funeral service options. Four in 10 (40.2%) have attended a funeral at which non-clergy presided over the service. Thirty-six percent of consumers would consider using a celebrant.

In addition, 60.4% would be interested in exploring "green" funeral options; 34.5% are either "very interested" or "interested" in donating their body for medical research; and more than half (57.6%) have attended a funeral at a nontraditional location, such as an outdoor setting, cemetery, personal residence and/or a public venue.

NFDA 2021 General Price List (GPL) Burial- and Cremation-Related Charges

Selected GPL Funeral Goods and Services	2021 Median Charges
Adult casketed funeral with viewing and ceremony followed by burial (vault not included)*	$7,848
Immediate burial (container provided by family)	$2,825
Immediate burial (container provided by funeral home)	$3,495
Adult casketed funeral with viewing and ceremony followed by cremation*	$6,970
Direct cremation (container provided by family)	$2,455
Direct cremation (container provided by funeral home)	$2,550
Metal burial casket	$2,500
Cremation casket	$1,310
Alternative cremation container	$150
Urn	$295

Source: © 2021 NFDA GPL Study. The next NFDA GPL Study will be conducted in 2023. Median = amount at which half of the figures fall below and half are above.

***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

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Canada Cremation and Burial Rates

In the absence of the COVID-19 pandemic, the total number of deaths in Canada was projected to grow on average by approximately 7,000 additional deaths each year from 2020 through 2023.

At the time of this report's preparation (May 31, 2022), the Canadian national statistical agency, Statistics Canada, had estimated 11,500 excess deaths related to the pandemic in 2021. No solid forecast could be found for 2022, but counts of excess deaths in the early months of 2022 paralleled early 2021. For this reason, the 11,500 figure is also used to add deaths to the initial 2022 prediction. Furthermore, it is assumed that these additional deaths will follow the pattern of disposition within each province as predicted for "non-COVID-19" deaths.

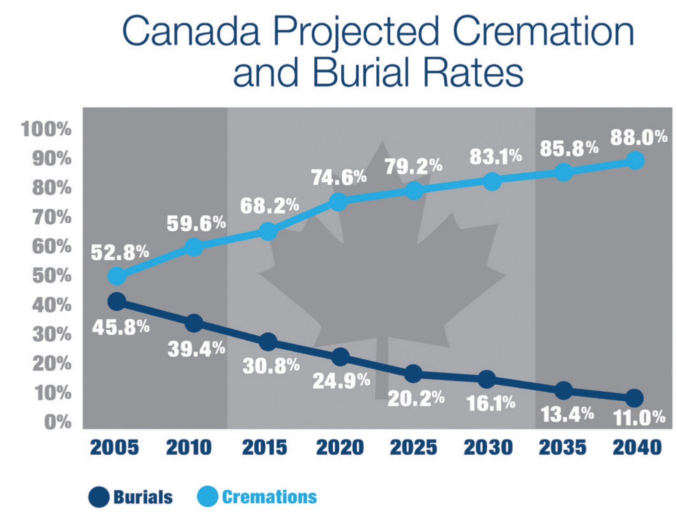
Based on these assumptions, the 2022 cremation rate in Canada is estimated at 76.5%, and the rate is projected to grow to 88.0% of deaths by 2040.

The number of cremations in Canada is expected to rise from 250,730 in 2022 to 311,940 by 2030, and then to 396,970 by 2040. (For comparison, the number of cremations in Canada in 2010 was 142,942.)

In 2020, two provinces had a burial rate above 40% (Newfoundland and Labrador, and Prince Edward Island).

In 2040, all Canadian provinces are projected to have fewer than 20% of their deaths dispositioned as burials.

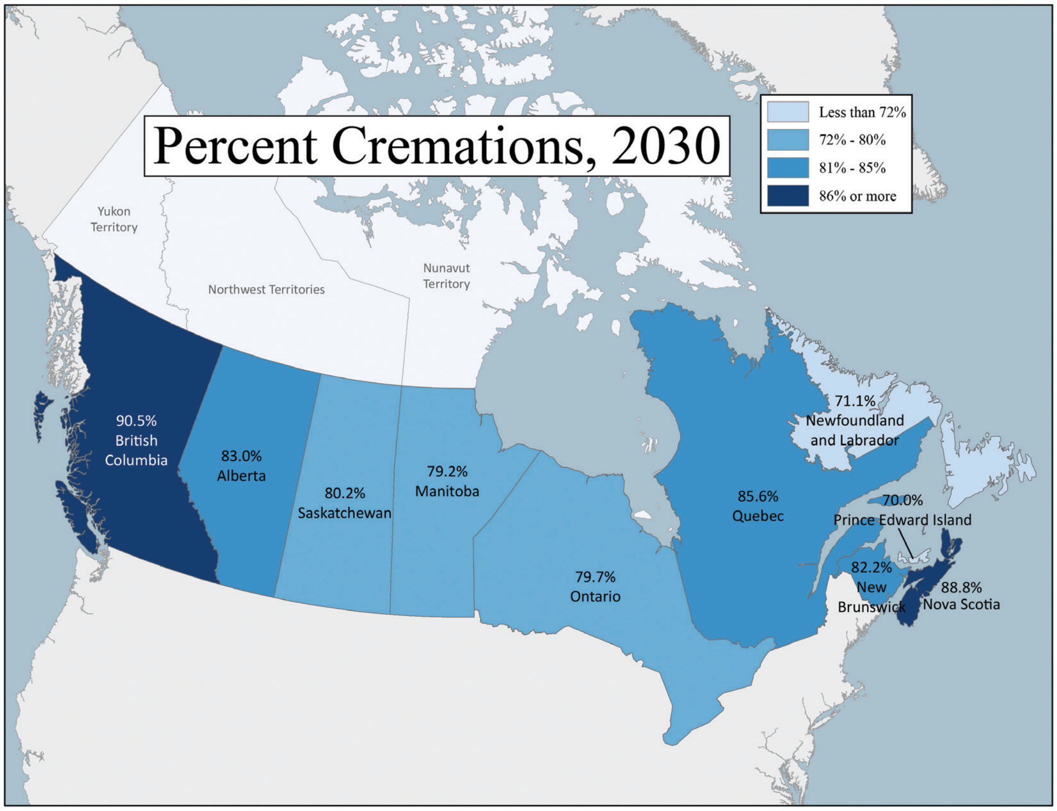
Even with the projected increase in Canadian deaths – from 327,750 in 2022 to 451,350 deaths in 2040 (a 37.7% increase) – increasing consumer preference for cremation will result in the number of burials declining from 74,940 in 2022 to 60,420 in 2030, and then to 49,730 in 2040. (For comparison, the number of burials in Canada in 2010 was 94,473.)

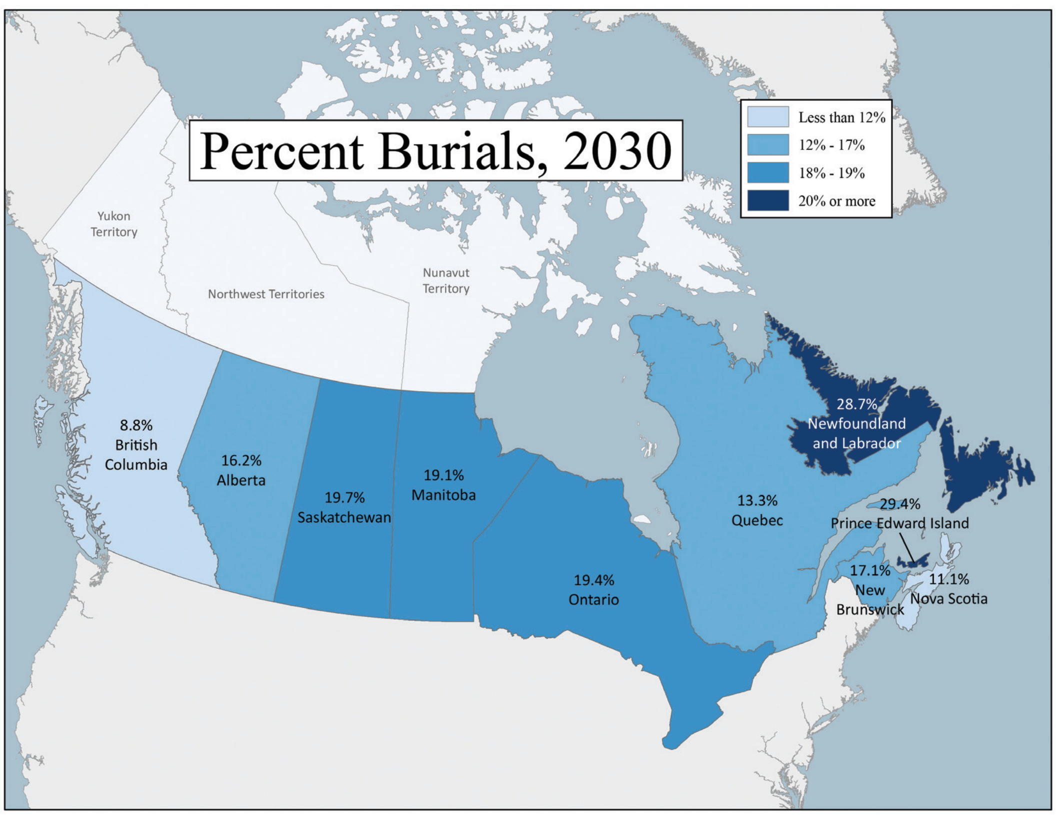


Projected Deaths by Method of Disposition, by Province, 2022 - 2040 (with Base Year 2020), Percent of Total

	Burials							Cremations						
Province	**2015^**	**2020^**	**2022**	**2025**	**2030**	**2035**	**2040**	**2015^**	**2020^**	**2022**	**2025**	**2030**	**2035**	**2040**
Alberta	28.3%	24.6%	22.4%	18.9%	16.2%	13.4%	10.5%	70.8%	74.6%	76.8%	80.2%	83.0%	85.8%	88.6%
British Columbia	15.1%	13.6%	12.5%	10.8%	8.8%	7.4%	6.0%	84.3%	85.7%	86.8%	88.5%	90.5%	91.9%	93.3%
Manitoba	34.7%	30.0%	27.6%	24.3%	19.1%	16.2%	13.4%	63.3%	67.9%	70.6%	73.9%	79.2%	82.0%	84.6%
New Brunswick	40.1%	26.2%	23.9%	20.5%	17.1%	14.2%	11.5%	59.4%	73.4%	75.5%	78.7%	82.2%	84.9%	87.7%
Newfoundland and Labrador	62.0%	43.8%	40.2%	35.6%	28.7%	23.3%	18.5%	37.8%	56.1%	59.7%	64.2%	71.1%	76.6%	81.3%
Nova Scotia	26.0%	16.7%	15.6%	13.9%	11.1%	9.0%	7.6%	73.9%	83.3%	84.4%	86.0%	88.8%	90.9%	92.3%
Ontario	36.2%	31.1%	28.5%	25.1%	19.4%	16.6%	13.7%	62.3%	68.3%	70.9%	74.3%	79.7%	82.6%	84.9%
Prince Edward Island	64.0%	44.8%	41.3%	36.8%	29.4%	24.0%	18.6%	35.6%	54.8%	58.0%	62.6%	70.0%	75.5%	80.9%
Québec**	27.3%	19.0%	17.8%	16.1%	13.3%	10.5%	8.7%	72.0%	81.0%	81.6%	83.2%	85.6%	88.5%	90.3%
Saskatchewan	37.9%	31.6%	28.8%	25.4%	19.7%	16.9%	14.1%	62.1%	68.3%	71.1%	74.5%	80.2%	83.1%	85.8%
TOTAL (Provinces)	**30.8%**	**24.9%**	**22.9%**	**20.2%**	**16.1%**	**13.4%**	**11.0%**	**68.2%**	**74.6%**	**76.5%**	**79.2%**	**83.1%**	**85.8%**	**88.0%**

^Final data





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Global Cremation Rates

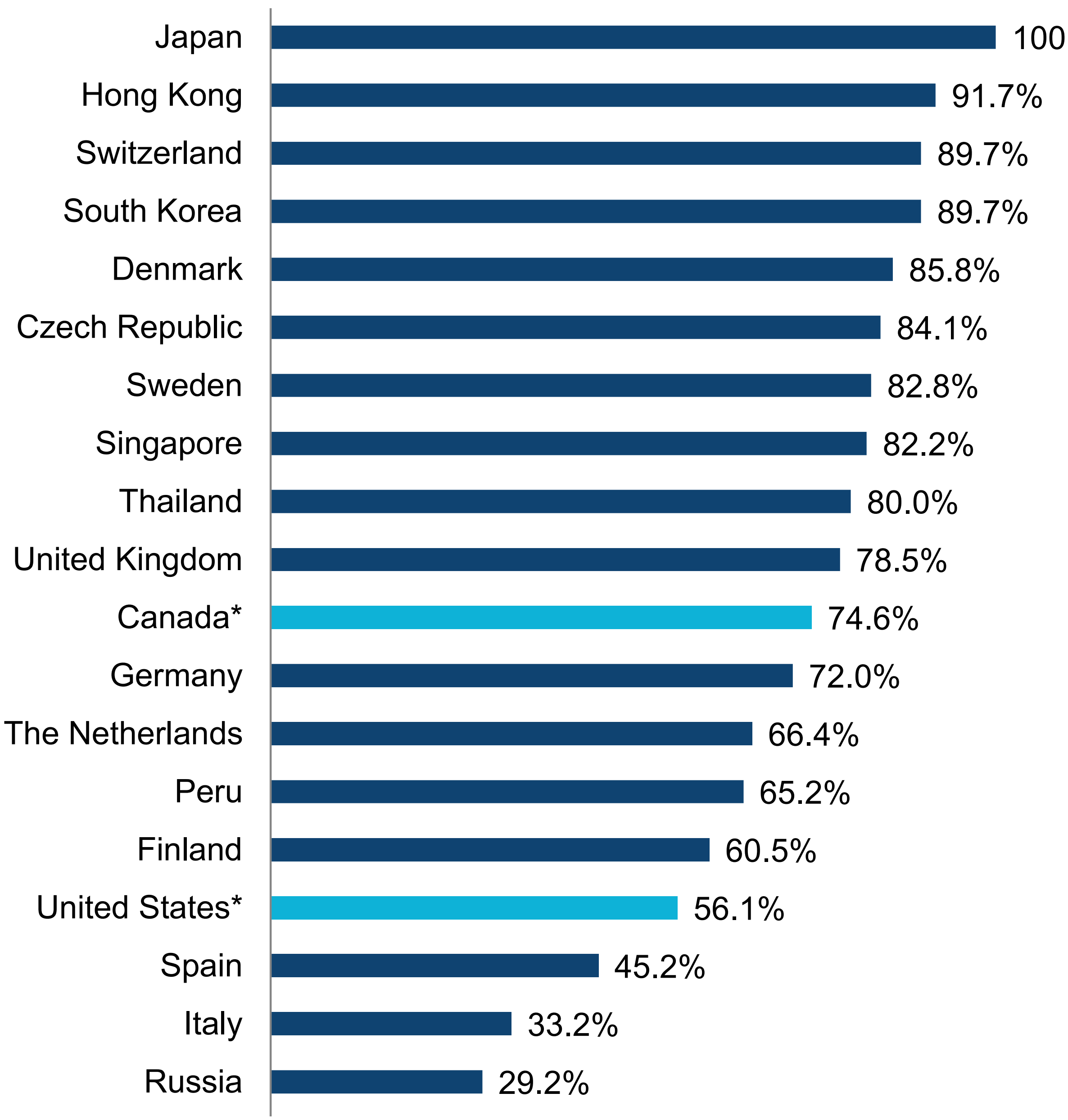
Cremation is the prevailing practice where the custom is ancient and most of the population adheres to Hinduism, Sikhism, Buddhism and/or Jainism. Cremation is discouraged, if not prohibited, however, in Abrahamic religious traditions.

Nations with the highest cremation rates (80% or higher) include Japan, Hong Kong, Switzerland, South Korea, Denmark, Czech Republic, Sweden, Singapore, and Thailand. In Japan, the practice is universal (Cremation Society of Great Britain, International Cremation Statistics 2020).

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.

Global Cremation Statistics

(Selected countries, 2020 or latest year available)



*Sources: The Cremation Society of Great Britain, 2020 Report; *U.S. and Canada numbers provided by NFDA (2020).*

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Methodology & Copyright

The University of Wisconsin – Madison Applied Population Laboratory Department of Community and Environmental Sociology prepared the statistical projections for the "2022 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 2002-2020.

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 2021, 2022, 2023, 2025, 2030, 2035 and 2040. An upper bound for cremations and a lower bound for burials were established for 2025-40.

To establish projected state deaths and, hence, the future number of burials and cremations, age-/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: The COVID-19 pandemic has created a discontinuity in these projections for at least 2020, 2021 and 2022. At the time of this report's preparation (May 31, 2022), solid estimates of total deaths by state for 2021 were available from the CDC; these values were substituted for those generated by the model used. For 2022, enough death data had been compiled in early 2022 to permit reasonable short-range forecasts of the likely total deaths attributable to the pandemic for the entire year. The forecasted deaths rely on the work of the University of Washington's Institute for Health Metrics and Evaluation, a leading source of COVID-19 case and mortality statistics.

In sum, the COVID-19 pandemic is estimated to have increased the number of deaths above our normal modeling scenario by 543,000 in 2021, and is forecasted to generate 289,000 additional deaths in 2022. Because method-of-disposition data are not yet available for these years, it is assumed that the additional deaths will follow the pattern within each state as predicted for "non-COVID-19" deaths.

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.

There is only one crematory in the Yukon Territory, which estimates its cremation rate at 48%.

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. Thus, the deaths predicted, for both the nation and its provinces and territories, are used in this report, with adjustments made for COVID-19-related deaths in 2021 and 2022.

The calculated percentages of burials and cremations for future years were multiplied by the model for projected deaths (with 2021 and 2022 COVID-19 adjustments) 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.

The COVID-19 pandemic has created a discontinuity in these projections for 2020, 2021 and 2022. At the time of this report's preparation (May 31, 2022), the Canadian national statistical agency, Statistics Canada, had estimated 11,500 excess deaths related to the pandemic in 2021. No solid forecast could be found for 2022. Excess death reports in early 2022 paralleled those in early 2021 so the 11,500 figure was also used to add deaths to the initial 2022 prediction. These excess deaths were apportioned to the provinces based on the initial "non-COVID-19" projected deaths for these two years.

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