



# Healthcare & Life Sciences



## Industry Focus: Death Care

**Welcome to the U.S. Department of Commerce's website for U.S. Death Care Firms. This site is your resource for market research reports, trade leads, upcoming industry related events and assistance.** Life goes hand in hand with death and we are here to offer our expertise and professional resources for all facets of funeral service.

**Death Care Industry:** According to analysts, the Death Care industry is divided into three segments: the ceremony and tribute (funeral or memorial service); the disposition of remains through cremation or burial (internment); and memorialization in the form of monuments, marker inscriptions or memorial art.

**Industry Summary:** Death Care is a highly fragmented industry with the majority of the funeral businesses being small, local, and typically family-owned independent businesses. In the U.S. some branding has been underway by a couple of publicly traded consolidators of funeral homes and cemeteries. This also is beginning in some foreign markets.

In 2016, the annual revenue of the U.S. funeral industry amounted to about \$14.2 billion; this being generated from 15,818 funeral homes, approximately 7,000 crematoriums and cemeteries and over 4,000 industry suppliers.

The main products of the funeral service industry are caskets, urns, vehicles, embalming supplies and chemicals, burial vaults, burial garments, casket lowering devices, flowers, memorial products and cremation products. As far as it concerns the process of memorialization, the products most in demand are jewelry, paperweights, garden memorials, sympathy prints, replica urns, teddy bears, display cases and pet memorials. In the embalming room, every product that can restore and preserve the body are used. These include: adhesives, embalming fluids, body/casket lifts, brushes, cosmetics, dressing tables, embalming tables, instruments, OSHA equipment, soaps, disinfectants, waste receptacles and miscellaneous preparatory room supplies. In order to fill the need of today's demanding markets, including growing interest in "green" burials, suppliers are adding new types of products such as environmentally friendly and biodegradable caskets and urns.

Funeral vehicles - hearses - are highly customized for their particular purpose. There are two main providers of chassis for funeral coaches, limousines and flower cars. Generally, there are over 20 manufacturers of funeral vehicles.

As for caskets, 12 companies manufacture 90% of metal caskets, 12 companies manufacture hardwood caskets and 30 companies assemble metal caskets. Some casket manufacturers build hardware and interior designs, whereas a few provide decorative and functional hardware for the remaining casket manufacturers, and only a small group provides interior materials (cloth and interior panels).

The Death Care industry is currently experiencing a period of major transition. More and more people choose cremation instead of traditional internment, basically due to new traditions of grieving rituals for beloved ones, the

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personalization that cremation offers and also due to cremation's low cost and better value for memorialization. For many, traditional funeral and internment remains a significant expense, one not always prepared for through insurance, the median cost of which has increased 28.6% during the last decade. Additionally, there is increasing demand from people who prefer a more personalized funeral with unique products and services that offer a meaningful service.

In addition, a new and growing segment of the Death Care sector is pet services. For this reason, the number of suppliers has increased to cover the services and products needed in pet funerals, which are similar to those used for humans. The bestselling products are caskets, urns or memorial items.

Furthermore, web casting of funerals is beginning to increase, hence introducing a new service into the market which is expected to have high demand in the future.

**Unique opportunities of the industry:**

- Growing demand with aging baby-boomers
- Global markets with growing middle classes
- New products and services

**Unique challenges of the industry:**

- External business risks
- Global economy
- Rising cost of raw materials
- Price changes
- Government regulations
- Growing competition and lower profitability
- Increase in labor costs
- Consistent increase in cremation rate and non-viewing memorial services

**Market of interest:** In respect to the last point – cremations and non-viewing services - the projections provided by the National Funeral Directors Association reveal that the rate of cremation will be 56.2% in 2020, while the rate of burial will be 37.8%. This difference will increase significantly by 2030 when the cremation rate is expected to reach 71.3%, whereas burial rate will decrease to 22.7%. In consideration of the shrinking U.S. market for burials, many funeral product companies seek to maintain or expand sales by exporting their products/services.

It is to be noted that foreign markets have an interest in U.S. funeral products and services, particularly in embalming and restoration services, and cemetery devices.

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## Death Care Subsectors:

Answering Services	
Automotive Enthusiasts	
Autopsy Services	3808.94.0000 Disinfectants, Embalming fluid
	3808.99.0000 Disinfectants, Other, Containing any aromatic or modified aromatic pesticide
Bereavement Resources	
Brokerage & Financial Services	
Caskets	314999 Linings, casket, manufacturing
	339995 Burial Caskets and cases manufacturing
	339995 Caskets, Burial, Manufacturing
	4002.99.0000 Rubber head block
	423850 Burial Caskets merchant, Wholesalers
	5407.42.0000 Straps, Woven fabrics of nylon, dyed
Casket Hardware	314999 Linings, Casket, Manufacturing
	332510 Casket hardware, metal, manufacturing
Cemeteries & Combos	5703.20.0000 Carpets, tufted of nylon or polyamides (Turf grass)
	812220 Cemetery associations (i.e., operators)
	812220 Cemetery management services
	8428.31.0000 Lowering devices
	8431.39.0010 Lowering device, parts & accessories
Cemetery Plot Brokers	561730 Cemetery plot care services
	812220 Cemeteries and Crematories
Chapel Furnishings	
Collectibles & Novelties	
Consulting/Succession Planning	
Consumer Consultant Groups	
Cremation providers	812210 Funeral homes combined with crematories
	812220 Cemeteries and Crematories
Crematory Equipment	812220 Crematories (except combined with Funeral homes)
Cryogenic Suspension	
Death Care Provider Software	
Design & Construction	
Directories & Listings	812220 Cemetery associations (i.e., operators)
Embalming	2905.11.0000 Feature builder (Methyl Alcohol)
	2912.60.0000 Paraformaldehyde, UN2213, PGIII, Class 4.1, Flammable (Paulex/ Safe Powder)
	2933.21.0000 Autopsy compound (Hydantoin - Glycolylurea - and its derivatives)
	3307.90.0000 Cosmetic or toilet preparations, other (Velva cream)
	3506.10.0000 Products suitable for use as glues
	3808.94.0000 Disinfectants, Embalming fluid
	3808.99.0000 Disinfectants, Other, Containing any aromatic or modified aromatic pesticide

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	3926.20.5000 Other articles of plastic, apparel, accessories (Mouthformers, eyecaps)
	4002.99.0000 Rubber head block
	4818.20.0020 towels of paper pulp, paper, cellulose wadding or webs of cellulose fibers (Webril towels)
	5306.10.0000 Linen thread, Flax yarn, single
	8413.81.0040 Pumps, other (Duotronic)
	9018.90.0000 Embalming instruments, Instruments and appliances used in medical, surgical, dental or veterinary sciences
Foreign Funeral Homes & Companies	812210 Funeral Homes
	812210 Funeral Homes and Funeral Services
	812210 Funeral homes combined with crematories
	8428.31.0000 Lowering devices
	8431.39.0010 Lowering device, parts & accessories
Funeral Directors Associations	812210 Funeral Homes and Funeral Services
Funeral Industry Criticism/Consumer Groups	
Funeral Related Publications	
Funeral Service Franchises	812210 Funeral Homes and Funeral Services
Funeral Service Providers	812210 Funeral Homes and Funeral Services
	8428.31.0000 Lowering devices
	8431.39.0010 Lowering device, parts & accessories
	8431.39.0010 Lowering device, parts & accessories
	8716.80.5070 Church trucks, cars, cots, Other vehicles not mechanical, Propelled, carts
General Interest	
General Product & Service Providers	8716.80.5070 Church trucks, cars, cots, Other vehicles not mechanical, Propelled, carts
	3307.90.0000 Preparations for perfuming or deodorizing rooms
Memorial products & Services	315211 Burial garments, men's and boys', cut and sew apparel contractors
	315212 Burial garments, women's, girls' and infants', cut and sew apparel contractors
	315299 Burial garments cut and sewn from purchased fabric (except apparel contractors)
	5703.20.0000 Carpets, tufted of nylon or polyamides (Turf grass)
	812220 memorial gardens (i.e., Burial places)
	8716.80.5070 Church trucks, cars, cots, Other vehicles not mechanical, Propelled, carts
Mergers & Acquisitions	
Message Board & Clubs	
Monuments & Markers	453998 Cemetery memorial dealers (e.g., headstones, markers, vaults)
	812210453998 Monument (i.e., Burial marker) dealers
Mortuary & Cemetery Boards	812220 Cemeteries and Crematories
Mortuary Lifts	8428.31.0000 Lowering devices

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	8431.39.0010 Lowering device, parts & accessories
Mortuary Science Education & CE	
Music & Music Systems	
Organizations & Associations	
Pet Related Death Care	
Preneed	524128 Funeral Insurance carriers, direct
	524128 Burial Insurance carriers, direct
Printed Funeral products	
Professional Cars & Coach Companies	8716.80.5070 Church trucks, cars, cots, Other vehicles not mechanical, Propelled, carts
Retail Merchandise	
Scattering & Ash Memorialization	
Specialties	812210 Funeral parlors
Trauma Scene Management	
Urns & Cremation Containers	
Vaults	327390 Burial Vaults (except concrete, stone) manufacturing
	327991 Burial Vaults, stone, manufacturing
	332999 Vaults (except Burial), metal, manufacturing
	339995 burial vaults (except concrete, stone) manufacturing
	453998 Cemetery Memorial dealers (e.g. Headstones, markers, vaults)
Virtual Cemeteries, memorials & Obits	453998 Cemetery memorial dealers (e.g. Headstones, markers, vaults)
Website Development (Funeral)	

### MAJOR INTERNATIONAL TRADE SHOWS and TRADE ASSOCIATIONS

AFDA/FDANZ Convention New Zealand and Australia - <http://www.afda.org.au/>; <https://www.fdanz.co.nz/>

AFE Asia Funeral Expo – Macau, China – <https://www.asiafuneralexpo.com/>

BEFA (quadrennial) - <http://www.befa-forum.com/>

ENDEX-Japan - <http://www.ifcx.jp/en/>

Expo Mexico Funerario – Mexico - <http://expofuneraria.com.mx/>

FSAC (annual) – <http://www.fsac.ca/>

Funeraire (biannual exhibition) Paris, France - <http://www.salon-funeraire.com/>

FUNERAL@WORK – Belgium – <http://www.funeralatwork.be/index.php/nl/>

FUNERGAL (biannual) –Spain <http://www.funergal.com/>

FUNERMOSTRA – Spain - <http://funermostra.feriavalencia.com/en/>

Funexpo – France, Lyon - <http://www.funexpo-expo.com/>

ICCFA Conference, US - <https://www.iccfa.com/annual>

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Leben und Tod – (annual) Germany <http://leben-und-tod.de/>

MEMENTO (biannual) – Poland <http://www.mementopoznan.pl/en/>

Miami Funer – Miami, USA - <https://www.miamifuner.com/>

National Funeral Exposition (biannual) UK <http://www.nationalfuneralexhibition.co.uk/>

NECROPOLIS (biannual) Russia – <http://www.necropol-moscow.ru/eng>

NekroExpo (biannual) Poland – <http://targikielce.pl/pl/necroexpo.htm>

NFDA International Convention & Expo – US – <https://convention.nfda.org/>

NFDA S. Afr. South Africa – <http://nfda.org.za/>

PAX April 15-16 2016 – Germany <https://www.tradefairdates.com/Pax-M7226/Giessen.html>

Pieta – (biannual) Germany <http://www.pieta-messe.de/>

Slovak Funeral (biannual) Slovak Republic– <http://www.slovak-funeral.sk/104-sk/slovak-funeral/>

TANEXPO (biannual) – Italy - <http://www.tanexpo.com/>

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