2025 NFDA Cremation & Burial Report

Published August 2025

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

NFDA NATIONAL FUNERAL DIRECTORS ASSOCIATION

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NFDA

NATIONAL FUNERAL DIRECTORS ASSOCIATION

NFDA 2025 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. COVID-19 is now the tenth leading cause of death in the U.S. Total deaths nationally are projected to be nearly 300,000 fewer in 2025 than in 2022.

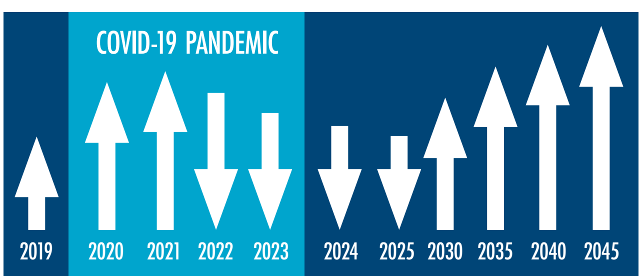
In 2025, the overall number of deaths nationally is projected to continually increase through 2045. Deaths in 2045 are projected to be 26% higher than they were in 2023.

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

4%

EMPLOYMENT of funeral service workers is projected **TO GROW ONLY 4%** from 2023-2033. NFDA-member firms feel their **GREATEST BUSINESS CHALLENGE OVER THE NEXT FOUR YEARS** will be availability of qualified personnel.

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



The overall U.S. death rate **INCREASED DURING THE COVID-19 PANDEMIC,** but total deaths were projected to decrease through 2024.

From 2025 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 **2.3% TO $20.6 BILLION BY 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 **82.3%** and the burial rate **13.0%**

IN CANADA, THE 2045 CREMATION RATE is projected to reach **91.2%** and the burial rate **8.7%**

36.3 %

36.3% of NFDA-member firms offer the option to make **CREMATION ARRANGEMENTS ONLINE.**

25.0% plan to offer online cremation-arrangement options **WITHIN THE NEXT FOUR YEARS.**

25.0 %

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.

POST PANDEMIC, FUNERAL SERVICE PERFORMANCE REMAINS STRONG

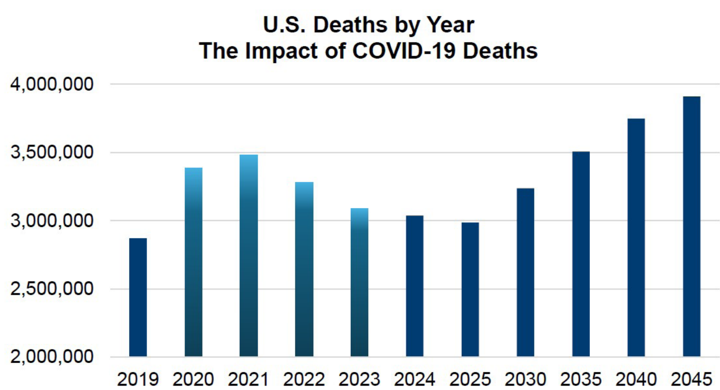
Prior to the COVID-19 pandemic, death rates in the U.S. increased at a relatively steady rate due to the aging population. When the pandemic hit the U.S. in 2020, it caused a dramatic increase in death rates, especially during the peak years of 2020 and 2021. This surge created a higher-than-normal need for funeral services, creating an irregular spike in industry demand.

During the pandemic, funeral homes (like most businesses) encountered operational obstacles. They implemented increased health and safety protocols to safeguard employees and grieving families while providing essential services amid heightened risks and regulatory demands.

Demand for funeral services has dropped since the surge in deaths during the pandemic and, after slowly readjusting to pre-pandemic levels, death rates are now resuming their pre-pandemic trend of slowly increasing again, until the year 2045.

In 2022, COVID-19 was the fourth leading cause of death and accounted for 5.7% of all U.S. deaths. The following year, COVID-19 fell to the tenth leading cause of death, accounting for 1.6% of all U.S. deaths. In 2023, deaths for which COVID-19 was listed as the underlying cause fell by more than 73%. 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,* December 19, 2024).

Preliminary death-rate estimates provide insight into shifts in mortality trends. The overall increase in life expectancy is primarily due to decreases in mortality in nine of the top-10 leading causes of death, including COVID-19, which remains the tenth leading cause of death in the U.S.



Shifting to the funeral service profession, U.S. cremation rates are expected to increase from 63.4% in 2025, to 75.0% in 2035, to 82.3% 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 (NFDA 2023).

As of April 2025, the U.S. labor market has come back into balance after years of a labor shortage. For all occupations in the U.S., there are 7.4 million job openings and 7.2 million unemployed workers (Bureau of Labor Statistics, April 2025). The funeral service profession, however, is still 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, November 2024).

Overall employment of funeral service workers is projected to grow 4% from 2023 to 2033. Despite limited employment growth, about 5,800 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 18, 2025).

With the rise of e-commerce sales in the U.S., funeral homes are shifting to more service offerings. Approximately 36.3% of NFDA-member funeral homes offer the option to make cremation arrangements online (a significant increase from 25.2% in 2019). In addition, 25.0% plan to offer online cremation arrangement options within the next four years (NFDA, November 2024).

Despite recession concerns lingering, the job market has remained relatively strong and the economy continued to grow at a slow pace. The cost of living and interest rates remain high, however, which will most likely affect disposable income levels into late 2025. Per capita disposable income levels only grew 1.8% during 2024.

In addition, despite economic fluctuations, overall per capita disposable income has increased by 2.6% so far in 2025 (IBISWorld, 2025). This is primarily due to lower energy costs (due to increased domestic gas production) and stable interest rates. If the current presidential administration continues imposing tariffs, however, it will increase consumer costs in 2025. That could limit the growth of disposable income as this will negatively affect household spending. That said, deathcare remains a consistent and necessary business because it addresses an inevitable life event, making it less susceptible to economic fluctuations.

According to the U.S. Bureau of Economic Analysis, personal income increased 0.8% in April 2025. Disposable personal income (personal income less personal current taxes) also increased 0.8%, and personal consumption expenditures increased 0.2%.

The U.S. economy is influenced by several factors, including interest rates, the U.S. political landscape, consumer spending, inflation and corporate growth rates. According to Ernst & Young Global Limited, the current U.S. presidential administration has created economic uncertainty. Some of the factors that might impact the hiring and purchasing practices of funeral homes include:

- On again, off again tariff policies that decrease economic confidence with businesses favoring a wait-and-see approach to making business decisions.
- U.S. consumer sentiment and business confidence measures have dropped significantly.
- The unemployment rate is low and measured 4.2% in March 2025.
- The economy is set to cool sharply in the near future, and consumers are price-sensitive and predicted to become more frugal with their spending and reduce non-essential purchases. Consumer spending growth of 1.7% is predicted in 2025, following a 2.8% increase in 2024 (Ernst & Young Global Limited, 2025).

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. More than one-third of funeral homes in the country now operate their own crematories; another 10% plan to open their own within the next four years (NFDA Member Survey, 2024).

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 in terms of the growing consumer preference for direct cremation (cremation without formal viewing, visitation or ceremony with the body present).

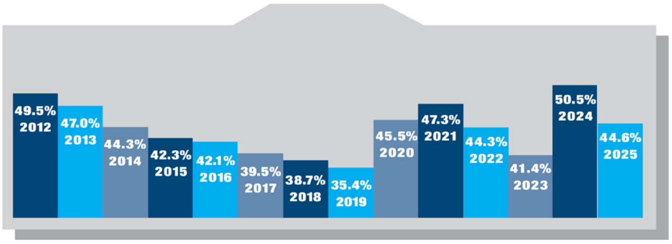
The primary reason consumers select direct cremation is its perceived cost-effectiveness. Despite this, a growing number of families follow the direct cremation of a loved one with some type of memorialization event involving family and friends – but frequently *without* the services of a funeral director.

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, April 2025). 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. Its significance rose again in 2020-21, most likely due to the COVID-19 pandemic's impact, and has been fluctuating slightly since 2022. Currently, 44.6% of Americans feel it is "very important" to have religion as part of a funeral, and 31.3% feel it is "somewhat important."

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



It is interesting to note that members of Gen Z are more likely to feel it is "very important" or "somewhat important" to include a religious component in a funeral of a loved one compared to other generations. This group will be more likely to plan funerals in the next couple of decades.

As the overall cremation rate increases, the forecast for gains in funeral home revenue remains moderate because cremation services generally produce lower revenue. Typically, cremations cost much 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.)

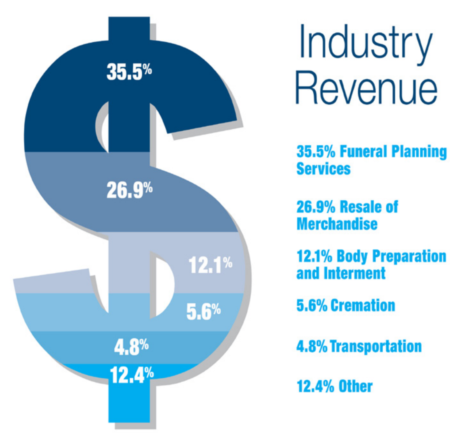
To meet the business challenges created by the ongoing rise in cremation rates and the continued decrease in consumer preferences for a traditional funeral, funeral homes, crematories (if allowed by state law) and cemeteries will likely offer more products and services associated with cremation, along 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 themed funerals, eco-friendly funerals, webcasting services and serving groups with diverse cultural and religious preferences (IBISWorld, Inc., 81221, November 2024).

Funeral planning services (35.5%) and the resale of merchandise (26.9%) comprise the greatest sources of revenue for funeral homes. As burial rates decrease, however, the demand for caskets, burial vaults and monuments will decline. Therefore, funeral homes must diversify their product offerings to include more urns and memorial keepsakes. In addition, the growth of online retailers offering funeral merchandise at competitive prices has pressured funeral homes to adapt by either lowering prices or improving their value propositions through unique, personalized services. (IBISWorld, Inc., 81221, November 2024

Fewer burials also decreases the need for services involving body preparation, such as embalming and visitation. Overall industry revenue is expected to slowly grow at an annualized rate of 2.3% to $20.6 billion by 2029 (IBISWorld, Inc., 81221, November 2024).

Although annual cremation services now outnumber burials in the U.S., cremation only accounts for 5.6% 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.

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 2.3% 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.

Number of U.S. Deaths

The annual number of U.S. deaths is related to the age structure of the American population. From 2022 to 2023, U.S. life expectancy increased 0.9 years (from 77.5 years to 78.4), the highest since 2019, before the COVID-19 pandemic. The increase of 0.9 years in life expectancy is primarily due to decreases in mortality in nine of the top-10 leading causes of death in 2023. (Cancer was the only cause of death to see an increase.) (*U.S. News and World Report*, December 19, 2024). The top leading causes of death in the U.S. are:

1. Heart disease
2. Cancer
3. Accidents/Unintentional injuries
4. Cerebrovascular diseases
5. Chronic lower-respiratory diseases
6. Alzheimer's disease
7. Diabetes
8. Kidney disease
9. Chronic liver disease and cirrhosis
10. COVID-19

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.

After Years of Decline, U.S. Death Rate Rising Again

Death rates in 2020-2022 spiked due to the COVID-19 pandemic. In 2023 and 2024, however, COVID-19 death rates declined due to increased immunity and the development of immunizations. After restabilizing near their pre-pandemic levels, U.S. death rates are starting to rise again. Total deaths nationally are projected to be nearly 59,600 greater in 2025 than in 2023.

In the U.S., 33.5% of dispositions in 2023 (the most recent year with final reported data) will involve burials and 61.4% will involve cremations. These two major methods of disposition will continue to diverge, with burials projected to decline to 31.6% and cremations to increase to 63.4% in 2025. In other words, the number of cremations will be slightly more than 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	1,064,074	1,012,300	999,800
Cremations	1,943,155	1,880,141	1,906,300	2,003,100
Other	160,350	154,383	152,550	155,300
Total Deaths	**3,282,735**	**3,098,598**	**3,071,150**	**3,158,200**

From 2023, the total number of deaths is projected to rise from 3.1 million to 3.91 million in 2045, a percentage change of 26%. Even with this expected increase, the shifting preference for cremation will result in the number of burials declining from 1.06 million in 2023 to 999,800 in 2025, to 708,350 in 2035, and to 509,100 in 2045. Conversely, the number of cremations is expected to rise from 1.88 million in 2023 to 2.0 million in 2025, to 2.63 million in 2035, and to 3.22 million in 2045.

U.S. Death Rate Increase: 2025-45

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

- 50,800 more deaths per year on average from 2025 through 2030.
- 53,150 more per year from 2030 through 2035.
- 47,550 more per year from 2035 through 2040.
- 33,800 more per year from 2040 through 2045.

Deaths in 2045 are projected to total 3,911,150, which is more than 812,550 (more than 26% higher) than calendar year 2023 (3,098,598).

Even though the number of total deaths will rise, the growing preference for cremation is predicted to continue rising. This will result in a decline in the number of burials and a substantial gain in the number of cremations, which is projected to total more than six times that of burials in 2045.

Nationwide, burials are likely to fall from 25.4% in 2030 to 13.0% in 2045. Conversely, the percentage of cremations is anticipated to rise from 69.6% in 2030 to 82.3% 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**

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 2.6% during 2025. This means that consumers might be more likely to spend more on funeral service options. The current presidential administration, however, has created uncertainty about spending because of the potential increased costs of consumer goods because of tariff increases (IBISWorld, 2025).

The U.S. labor market is showing signs of cooling, with fewer job openings available. In April 2025, the unemployment rate was 4.2% and has increased slightly since 2024. As of April 2025, there are 7.4 million job openings in the U.S. and 7.2 million unemployed workers (U.S. Bureau of Labor Statistics, April 2025).

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 or 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 46.8% of revenue, and individuals age 85 and older account for 27.3%.

The Growing Cremation Rate

The U.S. cremation rate is expected to increase from 63.4% in 2025 to 82.3% 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 burial site is becoming less relevant.

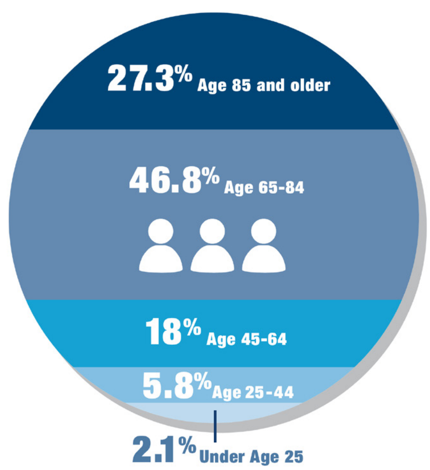
E-commerce Sales

U.S. e-commerce sales are expected to continue growing in 2025 and beyond. Projections indicate that e-commerce revenue will reach $1.3 trillion in 2025. This represents an increase of 8.9% from 2024. The U.S. e-commerce market is expected to maintain a strong positive-growth trend, with an estimated 8.22% annual growth rate between 2025 and 2029 (Statista, December 2024). 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 service providers to adapt.

Consumers are increasingly shifting to online funeral planning. Approximately 36.3% of NFDA-member funeral homes offer the option to make cremation arrangements online (a significant increase from 25.2% in 2019). In addition, 25.0% plan to offer online cremation-arrangement options within the next four years (NFDA, February 2024).

When planning a funeral or memorial service, half of consumers visited a funeral home website. Twenty-nine percent of those visitors made all of the arrangements online, and 47.9% started the arrangement process online. When asked about preplanning a funeral online, 12.9% of consumers stated they would prefer to make funeral prearrangements online versus speaking directly to a funeral director (NFDA, March 2025).

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. In 2025, the number of cremations is expected to be slightly more than double the number of burials.

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.

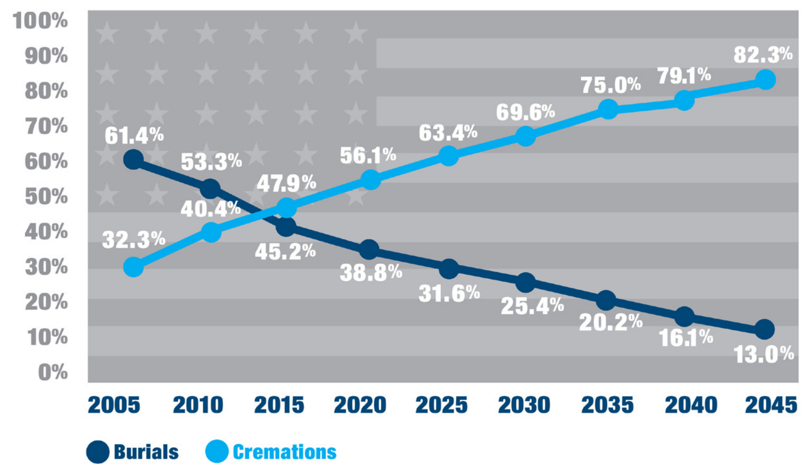
The annual number of cremations in the United States is expected to rise from 1.88 million in 2023 to 2.63 million in 2035, and to 3.22 million in 2045. (For comparison, the number of cremations in 2010 was 1 million.)

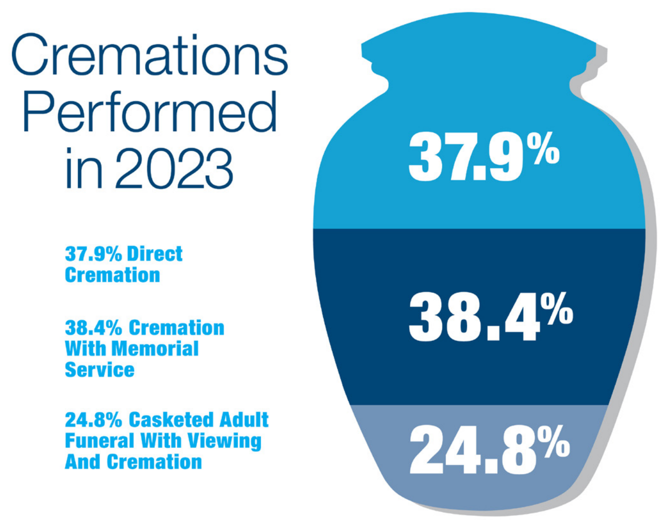
By 2045, the cremation rate is projected to grow to 82.3% of all U.S. deaths.

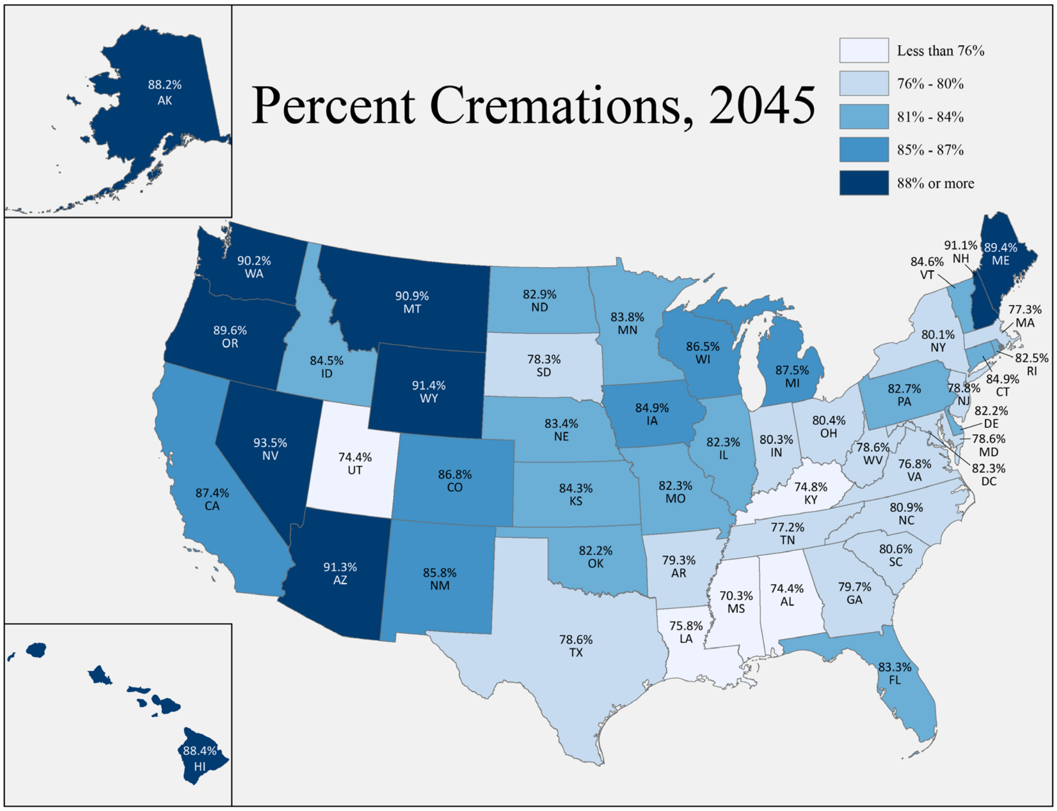
In 2023, six states had burial rates at 50% or greater, with Utah falling to exactly 50% from 51.2% in 2022. By 2025, only three states are projected to maintain the majority of death dispositions as burials. By 2035, no states are predicted to have more than one-half of deaths dispositioned as burials.

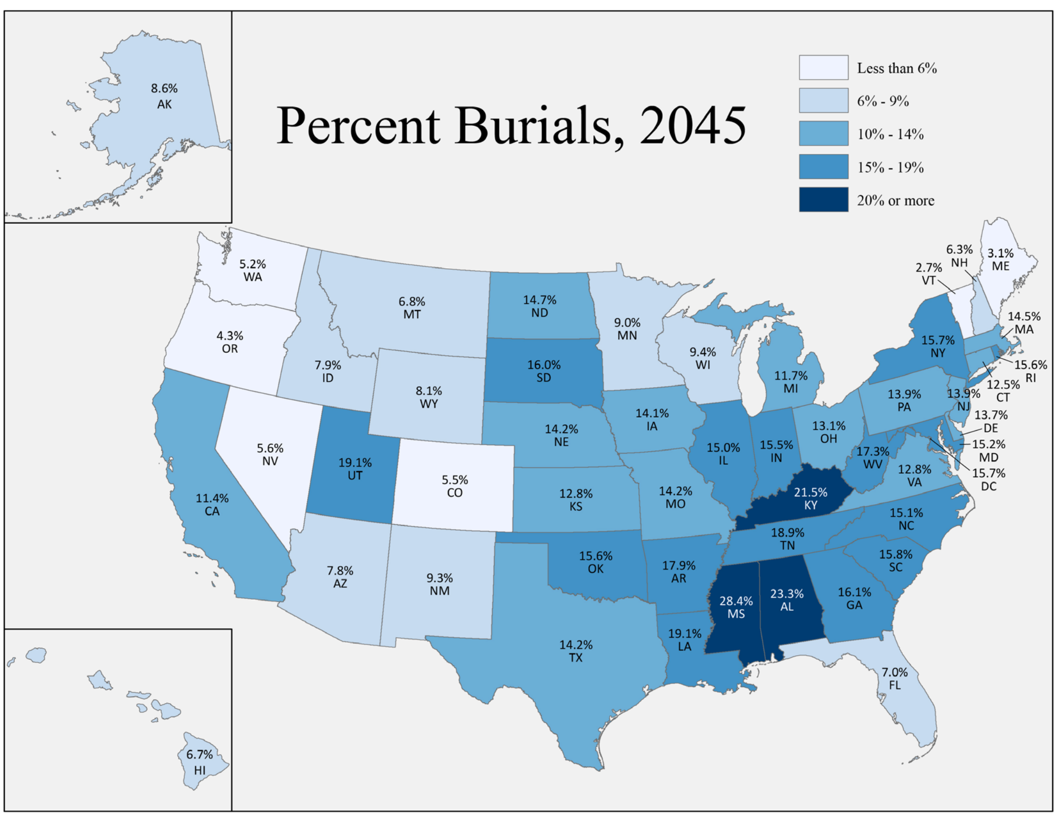
The total number of deaths is projected to rise from 3.1 million in 2023 to 3.91 million in 2045, an increase of 26%. Even with this increase, the growing preference for cremation will result in the number of burials declining from 1.06 million in 2023 to 999,800 in 2025, to 708,350 in 2035, and to 509,100 in 2045. (For comparison, the number of burials in 2010 was 1.3 million.)

U.S. Projected Cremation and Burial Rates






Percent Cremations, 2045
Less than 76%
76% - 80%
81% - 84%
85% - 87%
88% or more
88.2% AK
90.2% WA
89.6% OR
90.9% MT
84.5% ID
91.4% WY
82.9% ND
78.3% SD
83.8% MN
86.5% WI
87.5% MI
84.9% IA
83.4% NE
93.5% NV
74.4% UT
86.8% CO
87.4% CA
84.3% KS
82.3% MO
82.3% IL
80.3% IN
80.4% OH
91.3% AZ
85.8% NM
82.2% OK
79.3% AR
78.6% TX
75.8% LA
70.3% MS
74.4% AL
77.2% TN
74.8% KY
79.7% GA
83.3% FL
80.6% SC
80.9% NC
76.8% VA
78.6% WV
82.7% PA
80.1% NY
84.6% VT
91.1% NH
89.4% ME
77.3% MA
82.5% RI
84.9% CT
78.8% NJ
82.2% DE
78.6% MD
82.3% DC
88.4% HI


Percent Burials, 2045
Less than 6%
6% - 9%
10% - 14%
15% - 19%
20% or more
8.6% AK
5.2% WA
4.3% OR
6.8% MT
7.9% ID
8.1% WY
14.7% ND
16.0% SD
9.0% MN
9.4% WI
11.7% MI
14.1% IA
14.2% NE
5.6% NV
19.1% UT
5.5% CO
11.4% CA
12.8% KS
14.2% MO
15.0% IL
15.5% IN
13.1% OH
7.8% AZ
9.3% NM
15.6% OK
17.9% AR
14.2% TX
19.1% LA
28.4% MS
23.3% AL
18.9% TN
21.5% KY
16.1% GA
7.0% FL
15.8% SC
15.1% NC
12.8% VA
17.3% WV
13.9% PA
15.7% NY
2.7% VT
6.3% NH
3.1% ME
14.5% MA
15.6% RI
12.5% CT
13.9% NJ
13.7% DE
15.2% MD
15.7% DC
6.7% HI

Projected Deaths by Method of Disposition, by State, 2025 - 2045 (with Base Year 2023), Percent of Total

	Burials						Cremations					
State	**2020^**	**2025**	**2030**	**2035**	**2040**	**2045**	**2020^**	**2025**	**2030**	**2035**	**2040**	**2045**
Alabama	64.1%	53.4%	44.4%	36.4%	29.3%	23.3%	34.4%	44.3%	53.3%	61.3%	68.4%	74.4%
Alaska	25.0%	20.9%	17.2%	14.1%	11.1%	8.6%	71.3%	75.1%	79.7%	82.7%	85.7%	88.2%
Arizona	20.9%	17.7%	14.7%	11.7%	9.2%	7.8%	68.2%	81.3%	84.3%	87.4%	89.8%	91.3%
Arkansas	52.7%	42.8%	35.0%	28.1%	22.2%	17.9%	45.0%	54.4%	62.0%	68.7%	74.6%	79.3%
California	32.2%	27.2%	21.1%	17.5%	14.5%	11.4%	65.2%	71.5%	77.1%	81.3%	84.3%	87.4%
Colorado	17.2%	13.9%	10.8%	8.6%	7.0%	5.5%	75.1%	78.1%	81.5%	83.7%	85.3%	86.8%
Connecticut	35.7%	29.5%	23.6%	18.7%	15.5%	12.5%	61.7%	67.7%	73.7%	78.6%	81.9%	84.9%
Delaware	38.6%	32.3%	25.9%	19.9%	16.9%	13.7%	55.8%	61.3%	68.0%	73.8%	78.9%	82.2%
District of Columbia	45.3%	37.4%	30.4%	24.2%	18.8%	15.7%	53.1%	60.2%	67.2%	73.4%	78.7%	82.3%
Florida	21.0%	17.0%	13.7%	10.7%	8.6%	7.0%	69.2%	73.3%	76.6%	79.5%	81.7%	83.3%
Georgia	47.8%	38.9%	31.7%	25.3%	19.4%	16.1%	48.0%	56.2%	63.6%	70.3%	75.8%	79.7%
Hawaii	19.8%	16.3%	13.1%	10.1%	8.2%	6.7%	75.1%	78.9%	82.0%	85.0%	86.9%	88.4%
Idaho	25.6%	19.1%	15.9%	12.7%	9.7%	7.9%	66.7%	72.6%	76.5%	79.7%	82.6%	84.5%
Illinois	42.0%	35.2%	28.3%	22.3%	18.1%	15.0%	55.2%	61.8%	68.5%	74.3%	79.2%	82.3%
Indiana	46.3%	37.5%	30.4%	24.2%	18.8%	15.5%	49.2%	58.1%	65.3%	71.7%	76.8%	80.3%
Iowa	42.3%	33.4%	26.8%	21.0%	17.1%	14.1%	56.6%	65.3%	72.0%	77.8%	81.7%	84.9%
Kansas	38.3%	30.6%	24.4%	19.0%	15.9%	12.8%	58.4%	65.9%	72.4%	77.5%	81.2%	84.3%
Kentucky	59.3%	50.8%	41.8%	34.0%	27.4%	21.5%	37.3%	45.9%	54.6%	62.2%	69.0%	74.8%
Louisiana	55.9%	47.5%	38.7%	31.5%	25.1%	19.1%	39.8%	48.2%	56.3%	63.7%	70.5%	75.8%
Maine	11.9%	9.2%	7.6%	6.0%	4.5%	3.1%	80.0%	83.2%	84.9%	86.5%	87.9%	89.4%
Maryland	43.1%	36.5%	29.4%	23.3%	18.4%	15.2%	50.3%	56.8%	64.2%	70.5%	75.3%	78.6%
Massachusetts	40.2%	35.9%	28.8%	22.7%	17.8%	14.5%	51.5%	54.9%	62.5%	69.0%	74.0%	77.3%
Michigan	34.9%	27.9%	21.9%	17.7%	14.7%	11.7%	64.5%	71.3%	76.4%	81.2%	84.6%	87.5%
Minnesota	29.3%	22.3%	17.9%	14.6%	11.6%	9.0%	63.4%	70.2%	74.8%	78.1%	81.1%	83.8%
Mississippi	70.2%	61.2%	51.9%	43.0%	35.2%	28.4%	29.1%	38.1%	47.4%	56.0%	63.4%	70.3%
Missouri	43.2%	34.4%	27.5%	21.5%	17.3%	14.2%	53.3%	61.2%	67.9%	73.7%	78.9%	82.3%
Montana	21.4%	16.0%	13.0%	9.9%	8.3%	6.8%	76.3%	81.4%	84.8%	87.8%	89.4%	90.9%
Nebraska	41.2%	33.6%	26.9%	21.1%	17.3%	14.2%	56.4%	63.5%	70.2%	76.0%	80.4%	83.4%
Nevada	16.7%	13.7%	10.7%	8.6%	7.1%	5.6%	81.6%	85.3%	88.4%	90.5%	92.0%	93.5%
New Hampshire	19.9%	15.1%	12.1%	9.3%	7.8%	6.3%	77.5%	82.3%	85.3%	88.1%	89.6%	91.1%
New Jersey	39.1%	33.5%	26.9%	20.9%	17.3%	13.9%	51.5%	56.1%	63.5%	70.3%	75.4%	78.8%
New Mexico	29.9%	23.5%	18.6%	15.3%	12.3%	9.3%	64.8%	71.7%	76.6%	79.9%	82.9%	85.8%
New York	45.9%	38.3%	31.2%	24.9%	19.0%	15.7%	49.9%	57.3%	64.5%	71.0%	76.4%	80.1%
North Carolina	44.9%	36.8%	29.7%	23.7%	18.3%	15.1%	51.1%	59.2%	66.2%	72.3%	77.4%	80.9%
North Dakota	45.6%	35.4%	28.5%	22.5%	17.7%	14.7%	52.4%	61.4%	68.2%	74.1%	79.1%	82.9%
Ohio	40.2%	32.5%	26.0%	20.0%	16.2%	13.1%	53.2%	61.0%	67.5%	73.5%	77.3%	80.4%
Oklahoma	46.1%	37.4%	30.3%	24.1%	18.7%	15.6%	51.5%	60.4%	67.3%	73.4%	78.5%	82.2%
Oregon	14.4%	11.0%	8.9%	7.3%	5.7%	4.3%	79.5%	81.9%	84.9%	86.6%	88.1%	89.6%
Pennsylvania	40.9%	33.4%	26.7%	20.7%	17.0%	13.9%	55.6%	62.8%	69.5%	75.5%	79.6%	82.7%
Rhode Island	45.9%	37.1%	30.1%	24.1%	18.7%	15.6%	52.7%	60.7%	67.7%	73.7%	79.1%	82.5%
South Carolina	47.8%	38.3%	31.2%	24.9%	19.0%	15.8%	48.4%	57.7%	64.9%	71.3%	76.5%	80.6%
South Dakota	46.2%	38.1%	31.0%	24.7%	19.3%	16.0%	48.0%	55.5%	62.9%	69.5%	74.9%	78.3%
Tennessee	55.6%	46.1%	37.6%	30.5%	24.3%	18.9%	41.4%	50.8%	58.6%	65.6%	72.0%	77.2%
Texas	43.0%	34.8%	27.9%	21.8%	17.5%	14.2%	49.8%	57.7%	64.9%	71.0%	75.4%	78.6%
Utah	54.3%	46.4%	38.0%	30.8%	24.5%	19.1%	38.9%	46.4%	54.9%	62.5%	69.0%	74.4%
Vermont	11.2%	8.8%	7.1%	5.6%	4.1%	2.7%	76.1%	78.5%	80.1%	81.7%	83.2%	84.6%
Virginia*	39.2%	32.0%	25.4%	19.3%	15.9%	12.8%	47.3%	57.4%	64.2%	70.3%	73.7%	76.8%
Washington	16.8%	12.8%	9.8%	8.2%	6.6%	5.2%	78.5%	81.5%	84.9%	87.2%	88.8%	90.2%
West Virginia	50.1%	41.2%	33.7%	27.0%	21.2%	17.3%	45.0%	54.7%	62.2%	68.9%	74.6%	78.6%
Wisconsin	30.3%	23.7%	18.3%	15.1%	12.1%	9.4%	65.4%	72.2%	77.4%	80.8%	83.8%	86.5%
Wyoming	24.6%	18.3%	15.3%	12.3%	9.6%	8.1%	74.9%	78.4%	82.6%	86.0%	89.5%	91.4%
UNITED STATES	**38.8%**	**31.6%**	**25.4%**	**20.2%**	**16.1%**	**13.0%**	**56.1%**	**63.4%**	**69.6%**	**75.0%**	**79.1%**	**82.3%**

**State has eight or fewer years' data in base period 2008-2023, indicating greater uncertainty in the projections.*

^Final data

U.S. Crematory Ownership

Approximately 35% 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, 10% plan to open their own crematories within the next four years (NFDA Member Study, 2024).

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., 81221, November 2024). 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		

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 18.0% offer virtual funeral services through a third party.

Pet Cremation Services

Thirty-two percent of U.S. funeral homes offer pet cremation services while most funeral homes (68.1%) have no plans to offer pet cremation in the future.

TRENDS IN DEATHCARE PREFERENCES AMONG U.S. CONSUMERS

2025 Annual NFDA Consumer Study Findings

Today's consumers increasingly shop online, and half (48.9%) visited a funeral home website when they planned a funeral or memorial service. Older generations are less likely to visit a funeral home website when planning a funeral or memorial service compared to younger generations.

Also, 15.0% of consumers said their first interaction with a funeral home was online. Almost 30% of those made all arrangements online, and 39.4% started the arrangement process online but followed up with a funeral director. Overall, 47.9% of consumers felt the online planning process was a good experience but still needed the assistance of a funeral director. Millennials were most likely to make arrangements online, while baby boomers were least likely to do so.

Just under 13% of consumers would prefer to make funeral prearrangements online versus speaking directly to a funeral director. Similarly, almost one third (30.2%) would feel "confident" or "very confident" planning a funeral without the help of a funeral director.

Almost 74% 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, 21.9% of consumers who use Facebook have visited a funeral home's Facebook page, primarily to look for an obituary. Of those who use Facebook, 40.0% said they have used the services of a funeral home they found on Facebook (up from 21.3% since 2023).

When selecting a funeral home, more than half of consumers (34.8%) said an online review either solidified their decision and/or steered them toward a particular funeral home.

Along with a large online presence, many consumers shop around for a funeral home. Over one-third of consumers (37.4%) called/visited more than one funeral home when they planned a funeral. When planning a funeral, 66.9% obtained pricing information in person from the funeral home, and 20.7% obtained it by phoning the funeral home. Most people felt it was either "very easy" or "easy" to obtain price information.

The main reasons consumers chose a particular funeral home is based on its perceived affordable price (18.4%), they had an existing relationship with a funeral director (15.8%), or its location (11.7%).

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, 52.6% received a GPL. Almost all of those (90.1%) felt the GPL was helpful and easy to understand, and 64.3% thought it should be mandatory for funeral homes to post their prices online. When selecting a funeral home, 44.9% of consumers stated they would be much more likely to engage a funeral home if it had its GPL posted online.

In addition, six in 10 consumers (61.4%) would be interested in exploring "green" funeral options; nearly two-thirds (63.6%) would arrange for friends/relatives to participate in a funeral/memorial via a streaming service; and more than half (58.3%) have attended a funeral at a nontraditional location, such as an outdoor setting, cemetery, personal residence and/or a public venue.

When making prearrangements, 55.3% would prefer to make those arrangements by speaking directly to a funeral director, 12.9% would prefer to make prearrangements online, and 31.8% would prefer a combination of both. Only 11.3% have actually made prearrangements in writing with a funeral director, and 19.4% have prearranged and prepaid for their funerals.

Consumers seek more non-traditional funeral service options. More than half (51.2%) have attended a funeral service at which a non-clergy officiant presided, and 36.3% of consumers would consider using a celebrant.

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 2026. 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

CANADA CREMATION AND BURIAL RATES

In 2023, the number of cremations in Canada's provinces was more than three times the number of burials: 250,276 cremations versus 72,886 burials. Cremation accounted for 76.9% of total dispositions, and burials 22.4%.

The rise in the percentage of cremations, and the corresponding percentage decline in burials, has followed a relatively steady pattern nationally – averaging about 0.9% annually during the past 10 years.

The percentage of burials is projected to decline to 20.5% in 2025, 13.4% in 2035, and 8.7% in 2045. The percentage of cremations is projected to increase to 78.7% in 2025, 86.3% in 2035, and 91.2% in 2045.

In 2023, two provinces had a burial rate above 30% (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 325,370 in 2023 to 486,000 in 2045, a percentage change of 49%. Even with this expected increase, the growing preference for cremation will result in the number of burials in the 10 provinces declining from 74,640 in 2025, to 56,540 in 2035, and 41,490 in 2045. (For comparison, the number of burials in Canada in 2010 was 94,473.)

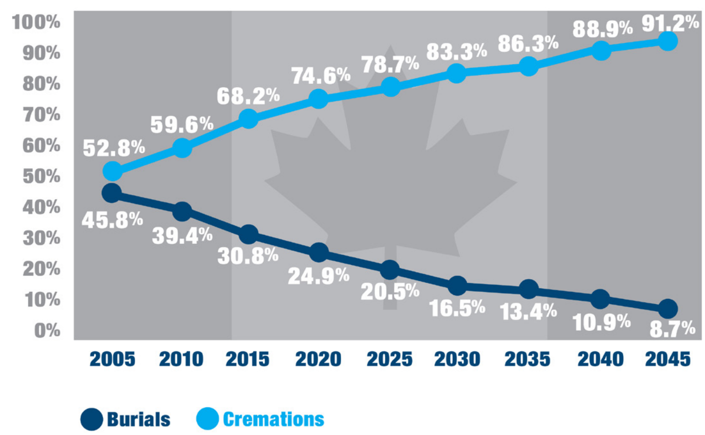
Conversely, the number of cremations is expected to rise from 250,276 in 2023 to 286,170 in 2025, to 368,580 in 2035, and to 443,090 in 2045.

Similar to the U.S., there are regional differences when looking at individual provinces. In 2025, preference for burial is highest in two Atlantic provinces – Prince Edward Island, and Newfoundland and Labrador. The other two Atlantic provinces, New Brunswick and Nova Scotia, have much lower burial rates, and much higher cremation rates.

Provinces in the center of the country – Ontario and the prairie provinces of Manitoba and Saskatchewan – had similar burial and cremation percentages in 2025.

Like the American states of the West Coast, the westernmost province, British Columbia, had the highest cremation and lowest burial percentages (as estimated in 2025) in the country.

Canada Projected Cremation and Burial Rates

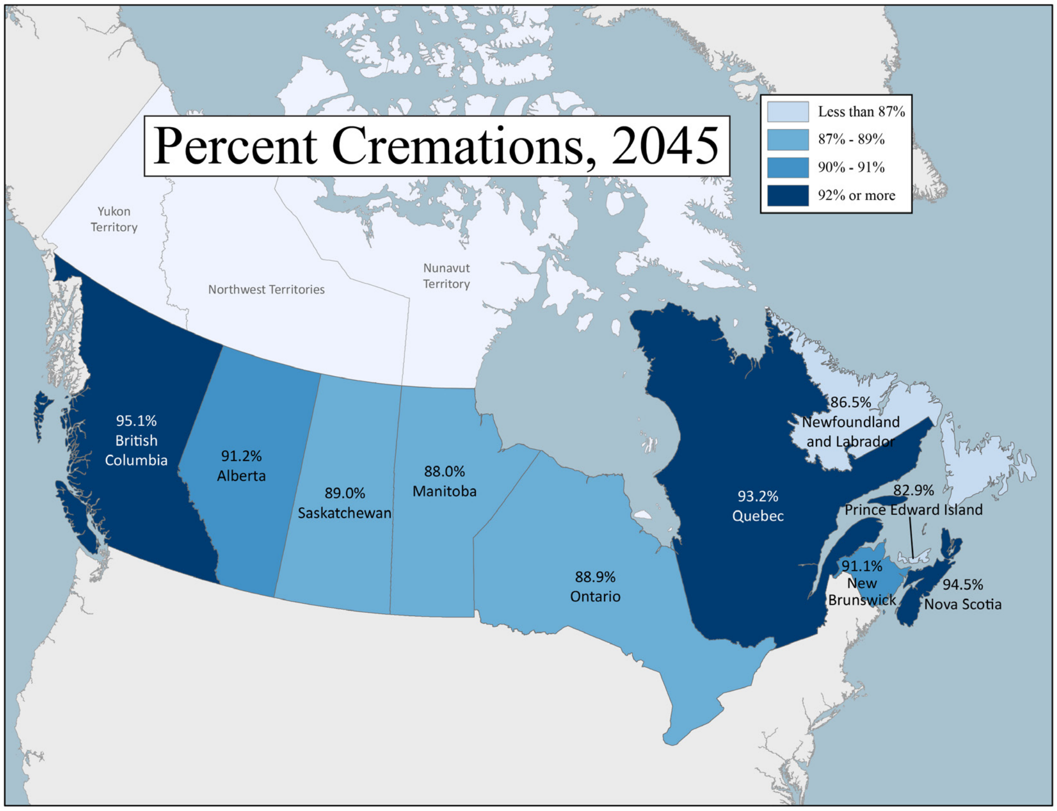


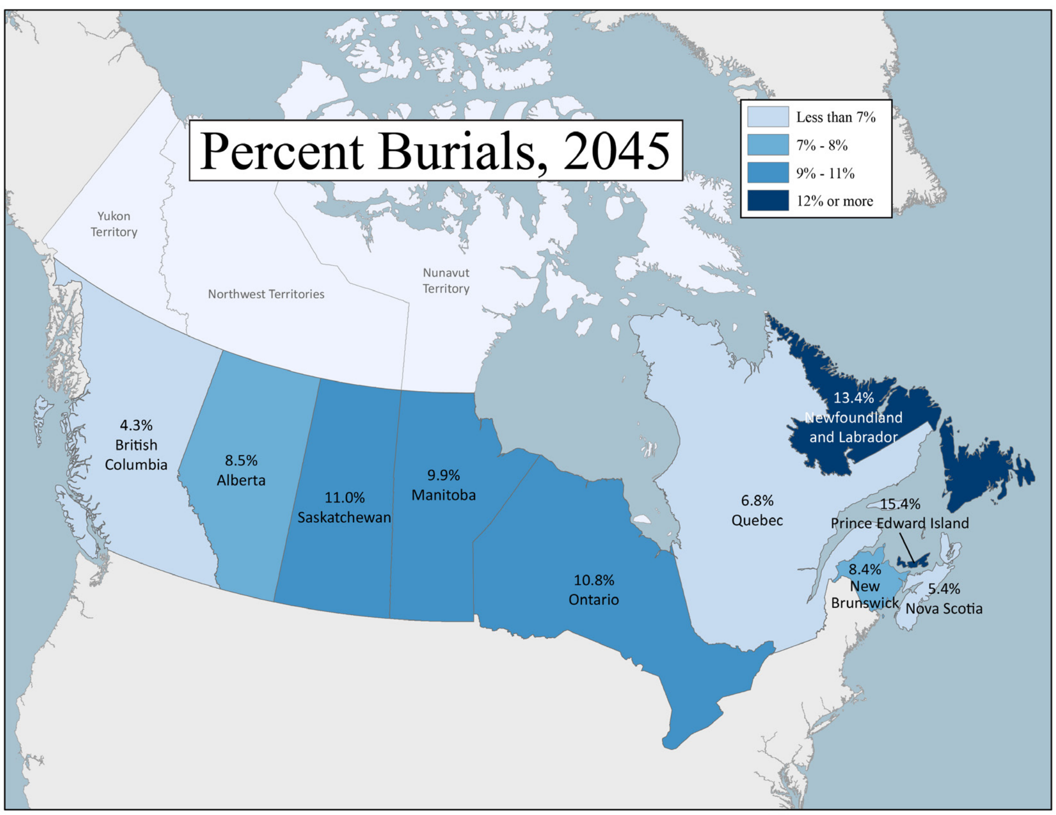
Projected Deaths by Method of Disposition, by Province, 2025 - 2045 (with Base Year 2023), Percent of Total

	Burials						Cremations					
Province	**2020^**	**2025**	**2030**	**2035**	**2040**	**2045**	**2020^**	**2025**	**2030**	**2035**	**2040**	**2045**
Alberta	24.6%	20.3%	16.6%	13.6%	10.6%	8.5%	74.6%	78.8%	82.7%	86.1%	89.1%	91.2%
British Columbia*	13.6%	11.3%	8.8%	7.3%	5.8%	4.3%	85.7%	88.2%	90.6%	92.1%	93.6%	95.1%
Manitoba*	30.0%	25.1%	19.3%	16.0%	13.0%	9.9%	67.9%	72.7%	78.5%	82.0%	85.0%	88.0%
New Brunswick	26.2%	19.0%	15.9%	12.9%	9.9%	8.4%	73.4%	80.2%	83.5%	86.6%	89.7%	91.1%
Newfoundland and Labrador	43.8%	31.0%	24.8%	19.4%	16.4%	13.4%	56.1%	68.4%	74.2%	79.5%	83.3%	86.5%
Nova Scotia	16.7%	13.3%	10.2%	8.4%	6.9%	5.4%	83.3%	86.7%	89.8%	91.6%	93.0%	94.5%
Ontario	31.1%	25.9%	20.1%	16.9%	13.9%	10.8%	68.3%	73.4%	79.4%	82.6%	85.9%	88.9%
Prince Edward Island*	44.8%	37.2%	30.0%	24.1%	18.7%	15.4%	54.8%	61.1%	68.5%	74.5%	79.6%	82.9%
Québec	19.0%	15.8%	12.8%	9.8%	8.3%	6.8%	81.0%	83.4%	86.8%	90.2%	91.7%	93.2%
Saskatchewan	31.6%	26.8%	20.9%	17.1%	14.0%	11.0%	68.3%	72.7%	78.6%	82.4%	85.5%	89.0%
Provinces' Totals	**24.9%**	**20.5%**	**16.2%**	**13.2%**	**10.8%**	**8.5%**	**74.6%**	**78.7%**	**83.3%**	**86.3%**	**88.9%**	**91.2%**

**Deaths and deaths by method of disposition estimated for 2023.*

^Final data


Percent Cremations, 2045
Less than 87%
87% - 89%
90% - 91%
92% or more
Yukon Territory
Northwest Territories
Nunavut Territory
95.1% British Columbia
91.2% Alberta
89.0% Saskatchewan
88.0% Manitoba
88.9% Ontario
93.2% Quebec
86.5% Newfoundland and Labrador
82.9% Prince Edward Island
91.1% New Brunswick
94.5% Nova Scotia

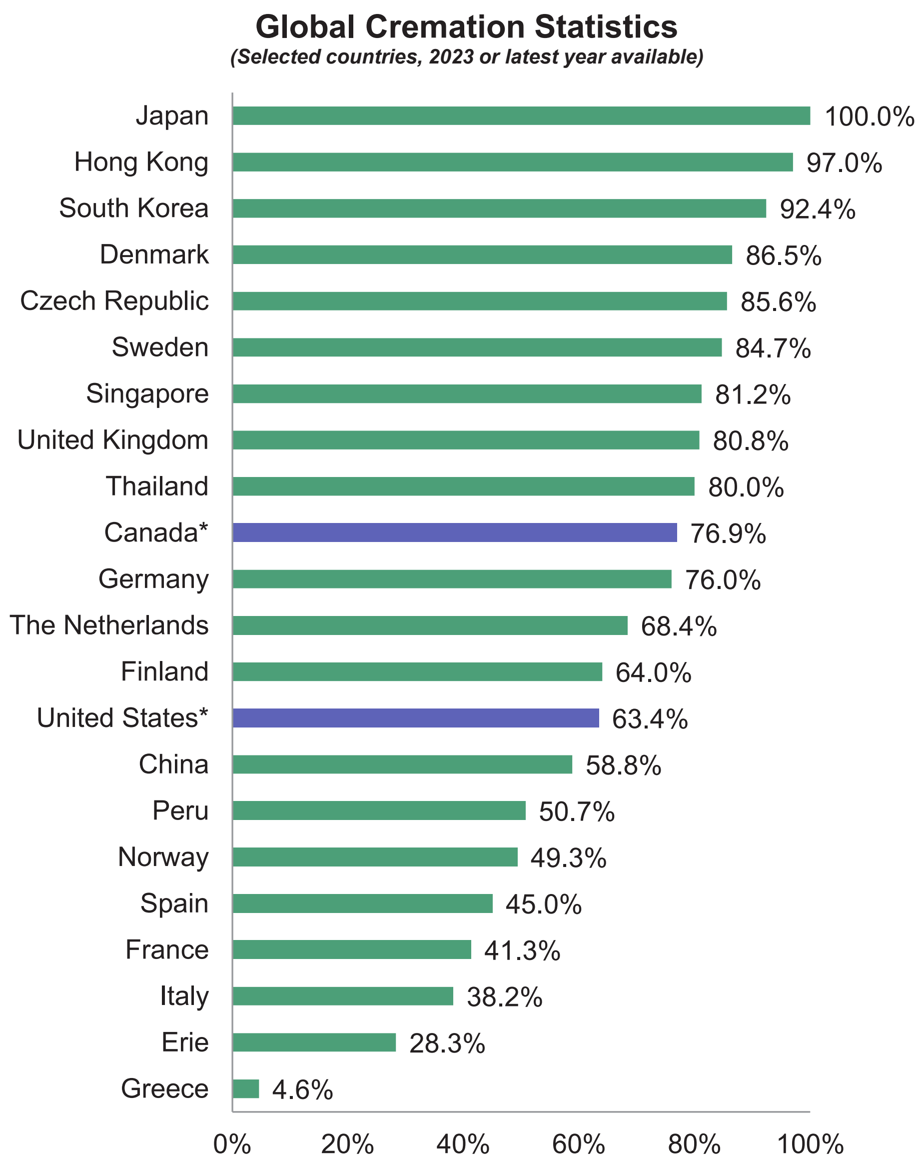

Percent Burials, 2045
Less than 7%
7% - 8%
9% - 11%
12% or more
Yukon Territory
Northwest Territories
Nunavut Territory
4.3% British Columbia
8.5% Alberta
11.0% Saskatchewan
9.9% Manitoba
10.8% Ontario
6.8% Quebec
13.4% Newfoundland and Labrador
15.4% Prince Edward Island
8.4% New Brunswick
5.4% Nova 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, 2023).

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, 2023 Report; *U.S. and Canada numbers provided by NFDA (2023).*

METHODOLOGY & COPYRIGHT

The University of Wisconsin – Madison Applied Population Laboratory Department of Community and Environmental Sociology prepared the statistical projections for the "2025 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 2002-2023.

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. Under the spline model, unlike linear models, the rate of increase for cremations and decrease for burials slow as the predicted cremation percentages rise and burial percentages decline. The annualized rates of change calculated in the spline method were applied to each state's base year percentages across the projection time frame to 2045.

The values at each of the short-term (2024 through 2025) and mid- to long-term (2030 through 2045) target years were then reviewed and then, for each state, the sum of the projected burial and cremation percentages at each projection year was constrained to a minimum-maximum range observed in the state's reported data.

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: 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. No special calculations were made to estimate and forecast excess deaths related to the COVID-19 pandemic.

Once projected total deaths by state were established, the projected burial and cremation percentages were applied to generate projected state-level burial and cremation counts.

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 2024 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.

The National Funeral Directors Association is the world's leading, largest and most trusted association dedicated to the support of funeral professionals. NFDA provides its members with critical information, innovative tools, resources and the professional community they need to serve families, run sustainable businesses and become pillars in their communities. For more information, visit NFDA.org or call 800-228-NFDA.

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