

Funerals and Funeral Planning - UK - August 2014

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“Death is becoming less of a taboo and the majority of over-50s are open to discussing their end-of-life wishes with their loved ones. Financial brands would benefit from promoting more open conversations about people’s end-of-life requirements, whilst taking into account the often sensitive nature of the subject.”

- Ina Mitskavets, Senior Lifestyles and Consumer Analyst

This report looks at the following areas:

- Overcoming the perception that talking about funerals is a taboo
- Encouraging adults to formalise their end-of-life plans
- Opportunities for less conventional approaches to drive further growth in the market

This report looks at how the market for funerals is performing and examines the factors and innovations that are driving the growth. It will further illustrate consumer attitudes towards discussing their funeral wishes, the types of funerals they would prefer, the steps they took to prepare for their end-of-life and their attitudes towards meeting future funeral costs.

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Table of Contents

Introduction

Methodology

Abbreviations

Executive Summary

Over half of over-50s have not been involved in organising a funeral in the past 10 years

Figure 1: What people did to help with funeral arrangements in the past 10 years, May 2014

Nearly half rely on their property to finance future funeral

Figure 2: Preparedness for own funeral, May 2014

Over-50s express conventional preferences

Figure 3: Selected funeral wishes, May 2014

Nearly seven in 10 prefer a funeral as a celebration of life

Figure 4: Attitudes towards funeral arrangements and ceremony, May 2014

What we think

Issues and Insights

Overcoming the perception that talking about funerals is a taboo

The facts

The implications

Encouraging adults to formalise their end-of-life plans

The facts

The implications

Opportunities for less conventional approaches to drive further growth in the market

The facts

The implications

Trend Application

Trend: Open Diary

Trend: Make it Mine

Trend: Prepare for the Worst

Market Drivers

Key points

Trends in population age structure

Figure 5: Trends in the age structure of the UK population, 2009-19

Mortality rate

Figure 6: Trends in the number of deaths and crude death rate, UK, 2002-12

General life expectancy

Figure 7: Life expectancy at birth, UK, 1980-82 to 2010-12

Home ownership

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Figure 8: Home ownership, by age, May 2014

Acorn group

Figure 9: Acorn group, by age, May 2014

Living situation

Figure 10: Detailed lifestage, by age, May 2014

State support for funerals

Impending shortage of burial sites

Figure 11: Trends in the proportion of cremations, 1980-2012

Burials mired in time delays

Who's Innovating?

Key points

Personalisation

Figure 12: Examples of coffin designs from Creative Coffins, July 2014

Eco-friendly innovation

Digital innovation

Fashion and celebrity influence

Funerals on a budget

Market Size and Forecast

Key points

Components of funeral cost

Figure 13: Components of basic funeral cost

Strong growth in the funerals market, despite falling mortality rate

Figure 14: UK funerals market value, at current and constant prices, 2009-19

Market will repeat its strong performance in the next five years

Figure 15: Best- and worst-case forecast of UK funerals market, 2009-19

Forecast methodology

Companies and Services

Market overview

Figure 16: Market shares of the UK funeral business, 2014

The Co-operative

Dignity

The Consumer – Involvement in Funeral Arrangements

Key points

Females are key decision-makers in times of grief

Figure 17: Involvement in funeral arrangements, May 2014

ABC1s adopt a more proactive approach to funeral organisation

Figure 18: Involvement in funeral arrangements, by social grade, May 2014

Women more involved with funeral planning, whilst men contribute financially

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Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 19: What people did to help with funeral arrangements, by gender, May 2014

Approach to funeral organisation varies by social grade

Figure 20: What people did to help with funeral arrangements, by social grade, May 2014

The Consumer – Willingness to Discuss Funeral Wishes

Key points

The topic of death is steadily becoming less of a taboo

Figure 21: Willingness to talk about funeral arrangements with family, May 2014

Mortality becomes more 'real' with age

Figure 22: Willingness to talk about funeral arrangements with family, by age, May 2014

Openness to talking about funeral wishes wanes with education and social grade

Figure 23: Willingness to talk about funeral arrangements with family, by social grade and highest education level, May 2014

Involvement in someone else's funeral as trigger for thinking about one's own

Figure 24: Willingness to talk about funeral arrangements with family, by prior involvement in funeral arrangements, May 2014

The Consumer – How Prepared are People for their Funeral

Key points

Over a quarter unaware of the actual funeral costs

Figure 25: Awareness of funeral costs, March 2014

Over-50s overconfident about meeting costs of their funeral

Figure 26: Level of consumer confidence in affording funeral costs, March 2014

Over eight in 10 over-50s have done at least something to prepare for their deaths

Figure 27: Number of steps people have taken to prepare for their funeral, May 2014

Making a will as a more cost-effective way of outlining final wishes

Figure 28: Preparedness for own funeral, May 2014

Financial products related to funeral planning have lower uptake

Figure 29: Selected ways of preparing for own funeral, by age, May 2014

Home-owners rely on value of their home to finance their funeral

Figure 30: Selected ways of preparing for own funeral, by housing situation, May 2014

The Consumer – Funeral Wishes

Key points

Demand for cremations far outstrips that for burials

Figure 31: Selected funeral wishes, May 2014

Interest in cremations rises with household income

Figure 32: Selected funeral wishes, by household income, May 2014

Over-50s express conventional preferences for their funerals

Figure 33: Selected funeral wishes, May 2014

Men show less engagement with own funeral planning

Figure 34: Selected funeral wishes, by gender and age, May 2014

The Consumer – Attitudes to Funeral Costs and Impact on Family

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Report Price: £1750.00 | \$2834.04 | €2223.04

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Key points

Funerals as a celebration of life

Figure 35: Attitudes towards funeral arrangements and ceremony, May 2014

Cost – not an issue

Figure 36: Attitudes to cost of funerals and impact on family, May 2014

Women worry more about being a burden on their family

Figure 37: Attitudes to funeral arrangements and impact on family, May 2014

Appendix – The Consumer – Demographic Overview

Figure 38: Demographic overview – Gender and age, May 2014

Figure 39: Demographic overview – Age within gender, May 2014

Figure 40: Demographic overview – Social grade, May 2014

Figure 41: Demographic overview – Marital status and working status, May 2014

Figure 42: Demographic overview – Gross annual household income, May 2014

Figure 43: Demographic overview – Region, May 2014

Figure 44: Demographic overview – Household tenure and cards held, May 2014

Figure 45: Demographic overview – Acorn group, May 2014

Figure 46: Demographic overview – Household size, May 2014

Appendix – The Consumer – Involvement in Funeral Arrangements

Figure 47: Involvement in funeral arrangements, May 2014

Figure 48: Involvement in funeral arrangements, by demographics, May 2014

Figure 49: What people did to help with funeral arrangements, May 2014

Figure 50: Most popular what people did to help with funeral arrangements, by demographics, May 2014

Figure 51: What people did to help with funeral arrangements, by involvement in funeral arrangements, May 2014

Figure 52: Willingness to talk about the topic of funerals, by involvement in funeral arrangements, May 2014

Figure 53: Preparedness for own funeral, by Involvement in funeral arrangements, May 2014

Figure 54: Funeral wishes, by involvement in funeral arrangements, May 2014

Figure 55: Attitudes to cost of funerals and impact on family, by involvement in funeral arrangements, May 2014

Appendix – The Consumer – Willingness to Discuss Funeral Wishes

Figure 56: Willingness to talk about the topic of funerals, May 2014

Figure 57: Willingness to talk about the topic of funerals, by demographics, May 2014

Figure 58: Involvement in funeral arrangements by willingness to talk about the topic of funerals, May 2014

Figure 59: What people did to help with funeral arrangements by willingness to talk about the topic of funerals, May 2014

Figure 60: Preparedness for own funeral by willingness to talk about the topic of funerals, May 2014

Figure 61: Funeral wishes by willingness to talk about the topic of funerals, May 2014

Figure 62: Attitudes to cost of funerals and impact on family by willingness to talk about the topic of funerals, May 2014

Appendix – The Consumer – How Prepared are People for their Funeral

Figure 63: Preparedness for own funeral, May 2014

Figure 64: Preparedness for own funeral – I have made a will, by demographics, May 2014

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Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 65: Preparedness for own funeral – All/part of the cost of my funeral will be met from the value of my estate, by demographics, May 2014

Figure 66: Preparedness for own funeral – I have discussed my wishes for my funeral with a family member, by demographics, May 2014

Figure 67: Preparedness for own funeral – I have savings set aside specifically to cover my funeral, by demographics, May 2014

Figure 68: Preparedness for own funeral – I have a whole-of-life insurance plan that will cover some or all of my future funeral costs, by demographics, May 2014

Figure 69: Preparedness for own funeral – I have a written set of funeral arrangements in place, by demographics, May 2014

Figure 70: Preparedness for own funeral – I have a pre-paid funeral plan that will cover some or all of my funeral costs, by demographics, May 2014

Figure 71: Funeral wishes, by preparedness for own funeral – I have discussed my wishes for my funeral with a family member, May 2014

Figure 72: Funeral wishes, by preparedness for own funeral – I have made a will, May 2014

Figure 73: Funeral wishes, by preparedness for own funeral – I have a whole-of-life insurance plan that will cover some or all of my future funeral costs, May 2014

Figure 74: Funeral wishes, by preparedness for own funeral – I have a pre-paid funeral plan that will cover some or all of my funeral costs, May 2014

Figure 75: Funeral wishes, by preparedness for own funeral – I have a written set of funeral arrangements in place, May 2014

Figure 76: Funeral wishes, by preparedness for own funeral – I have savings set aside specifically to cover my funeral, May 2014

Figure 77: Funeral wishes, by preparedness for own funeral – All/part of the cost of my funeral will be met from the value of my estate, May 2014

Figure 78: Attitudes to cost of funerals and impact on family, by preparedness for own funeral – I have discussed my wishes for my funeral with a family member, May 2014

Figure 79: Attitudes to cost of funerals and impact on family, by preparedness for own funeral – I have made a will, May 2014

Figure 80: Attitudes to cost of funerals and impact on family, by preparedness for own funeral – I have a whole-of-life insurance plan that will cover some or all of my future funeral costs, May 2014

Figure 81: Attitudes to cost of funerals and impact on family, by preparedness for own funeral – I have a pre-paid funeral plan that will cover some or all of my funeral costs, May 2014

Figure 82: Attitudes to cost of funerals and impact on family, by preparedness for own funeral – I have a written set of funeral arrangements in place, May 2014

Figure 83: Attitudes to cost of funerals and impact on family, by preparedness for own funeral – I have savings set aside specifically to cover my funeral, May 2014

Figure 84: Attitudes to cost of funerals and impact on family, by preparedness for own funeral – All/part of the cost of my funeral will be met from the value of my estate, May 2014

Repertoire of preparedness for own funeral

Figure 85: Repertoire of preparedness for own funeral, May 2014

Figure 86: Repertoire of preparedness for own funeral, by demographics, May 2014

Figure 87: Preparedness for own funeral, by repertoire of preparedness for own funeral, May 2014

Appendix – The Consumer – Funeral Wishes

Figure 88: Funeral wishes, May 2014

Figure 89: Most popular funeral wishes, by demographics, May 2014

Appendix – The Consumer – Attitudes to Funeral Costs and Impact on Family

Figure 90: Attitudes to cost of funerals and impact on family, May 2014

Figure 91: Agreement with the statement 'I like the idea of a funeral being a celebration of life, rather than a more traditional ceremony', by demographics, May 2014

Figure 92: Agreement with the statement 'It is important to make at least some plans for the kind of funeral you would like to have', by demographics, May 2014

Figure 93: Agreement with the statement 'It is important that wider family and/or friends are present at a funeral', by demographics, May 2014

Figure 94: Agreement with the statement 'Having a religious aspect to a funeral is important', by demographics, May 2014

Figure 95: Agreement with the statement 'If I were arranging a funeral the cost is not something I would worry about', by demographics, May 2014

Figure 96: Agreement with the statement 'I would be interested in pre-paying for a funeral planning service to reduce the burden on my family', by demographics, May 2014

Figure 97: Agreement with the statement 'I worry that my family will struggle to cover the costs of my funeral', by demographics, May 2014

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