

## Funeral Planning - UK - October 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Mainstream providers in both the at-need and pre-paid funerals market have to meet the needs of those seeking more traditional services, along with developing more flexible and personal options for customers.”

– **Deborah Osguthorpe, Category Director, UK Financial Services**

This report looks at the following areas:

Serving these diverging sets of expectations is challenging and will result the development of new products, services and brands over the next few years designed to meet the growing demand for something different and more personal.

- **Not wanting to think about death is not the main barrier to funeral planning**
- **Pre-paid plans need more flexibility to widen appeal**

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Overview

What you need to know  
Products covered in this Report

### Executive Summary

The market

Value of overall funerals market will near £2.5 billion in 2019

Figure 1: Value of the funerals market, 2014-24

Regulation on the horizon for funerals market

Sales of pre-paid plans in decline as regulatory pressure mounts...

...but are expected to rebound as the market adjusts to new framework

Figure 2: Fan chart of forecast for volume of pre-paid funeral plan sales, 2014-24

Number of deaths in UK up in 2018, but death rate remains stable

Cremations make up 78% of UK funerals

Cost of funerals continues to rise

Companies and brands

Co-op Funeralcare and Dignity hold a 28% share of market

Figure 3: Provider share of number of funerals, 2018

Three providers account for more than 70% of pre-paid funeral plan sales

Figure 4: Market share of volume sales of pre-paid funeral plans, 2018

Pricing competition intensifies between major players

Low-cost funerals and direct cremations are focus of activity

Funeral related adspend grew strongly in 2018/19

Figure 5: Total above-the-line, online display and direct mail advertising expenditure on funeral expenses insurance, funeral directors and over-50s life protection, 2014/15-2018/19

The consumer

Most over-50s have given their own funeral some thought

Figure 6: Consideration given to planning own funeral, June 2019

Taking a passive approach

Figure 7: Barriers to funeral planning, June 2019

Pre-paid funeral plans lead the way

Figure 8: How people expect to pay for funeral costs, June 2019

Limited interest in taking out pre-paid funeral plans

Figure 9: Interest in pre-paid funeral plans, June 2019

Majority say they are aware of the cost of a funeral

Figure 10: Agreement with attitude statements towards funeral planning, June 2019

What we think

### Issues and Insights

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Not wanting to think about death is not the main barrier to funeral planning

The facts

The implications

Pre-paid plans need more flexibility to widen appeal

The facts

The implications

## The Market – What You Need to Know

Value of overall funerals market will near £2.5 billion in 2019

Regulation on the horizon for funerals market

Sales of pre-paid plans in decline as regulatory pressure mounts...

...but are expected to rebound as the market adjusts to new framework

Number of deaths in UK up in 2018, but death rate remains stable

Cremations make up 78% of UK funerals

Cost of funerals continues to rise

## Market Size and Forecast – Value of Overall Funerals Market

Funerals market expected to reach almost £2.5 billion in 2019

Figure 11: Value of the UK funerals market, 2014-19

Market forecast

Figure 12: Value of the funerals market, 2014-24

Figure 13: Value of the funerals market, 2014-24

Forecast methodology

## Market Size and Forecast – Volume of Pre-Paid Funeral Plans

Pre-paid funeral plan sales decline as regulatory pressure mounts

Figure 14: Number of pre-paid funeral plan sales, 2014-19

Almost 100,000 plans drawn down per year, with 1.4 million in force

Figure 15: Number of plans drawn down and number of undrawn plans, 2009-19

Market forecast

Figure 16: Fan chart of forecast for volume of pre-paid funeral plan sales, 2014-24

Figure 17: Forecast for volume of pre-paid funeral plan sales, 2014-24

Forecast methodology

## Market Drivers

The number of deaths peaked in 2018...

Figure 18: Annual number of deaths in the UK, 2005-19\*

...but underlying death rate has been flat since 2011

Figure 19: Age standardised mortality rates (ASMR), England and Wales, 2001-17

Cremations account for growing proportion of funerals

Cost of funerals continues to increase

Sales of over-50s life insurance boosted in 2018

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Figure 20: Value and volume of guaranteed acceptance plan sales, 2014-19 (HY)

Growth in alternative funerals  
...and direct cremations

## Regulatory and Legislative Environment

Regulation on the horizon for funerals market  
FCA to take on regulation of pre-paid funeral plans  
Scotland leading the way in tackling funeral poverty  
Quicker access to Funeral Expenses Payments  
Children's Funeral Fund established in England

## Companies and Brands – What You Need to Know

Co-op Funeralcare and Dignity hold a 28% share of market  
Three providers account for more than 70% of pre-paid funeral plan sales  
Pricing competition intensifies between major players  
Low-cost funerals and direct cremations are focus of activity  
Funeral related adspend grew strongly in 2018/19

## Market Share – Number of Funerals

Co-op Funeralcare and Dignity hold a 28% share of market  
Figure 21: Provider share of number of funerals, 2018

## Market Share – Pre-paid Funeral Plans

Three providers account for more than 70% of plan sales  
Figure 22: Market share of volume sales of pre-paid funeral plans, 2018

## Competitive Strategies and Launch Activity

Pricing competition intensifies between major players  
Dignity undertakes a business Transformation Plan  
Low-cost funerals and direct cremations are focus of activity  
Co-op reduces cost of Simple Funeral and adds Cremation Without Ceremony service  
Simplicity Cremations adds a small gathering option and a flexible low-cost option  
Pure Cremation attracts significant investment  
Major players focus on brand building and raising standards  
Rebranding and increasing promotion  
Pushing for higher standards  
Moving funeral planning online  
Comparison services expand  
Online death notices and memorials  
DeathTech starts to emerge  
Royal London launches a pre-paid funeral plan

## Advertising and Marketing Activity

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Funeral related adspend grew strongly in 2018/19...

...but is still overshadowed by advertising of over-50s life insurance

Figure 23: Total above-the-line, online display and direct mail advertising expenditure on funeral expenses insurance, funeral directors and over-50s life protection, 2014/15-2018/19

TV and press account for highest proportion of adspend

Figure 24: Total above-the-line, online display and direct mail advertising expenditure on funeral expenses insurance and funeral directors by media type, 2018/19

Promis Life is leading advertiser of funeral plans/insurance

Figure 25: Total above-the-line, online display and direct mail advertising expenditure for top 11 funeral expenses insurance advertisers, 2016/17 to 2018/19

Dignity leads the way with its new Simplicity Cremations brand

Figure 26: Total above-the-line, online display and direct mail advertising expenditure for top eight funeral directors advertisers, 2016/17 to 2018/19

Nielsen Ad Intel coverage

## The Consumer – What You Need to Know

ABs are more likely to have funeral planning experience

Most over-50s have given their own funeral some thought

Taking a passive approach

Pre-paid funeral plans lead the way

Limited interest in taking out pre-paid funeral plans

Majority say they are aware of the cost of a funeral

## Previous Experience of Planning a Funeral

60% of over-50s have some funeral planning experience

ABs are more likely to take the lead on family funeral arrangements

Figure 27: Previous experience of planning a funeral, June 2019

## Consideration Given to Planning Own Funeral

30% of over-50s don't expect to make own funeral plan

Over-75s are more likely to have made plans

Figure 28: Consideration given to planning own funeral, June 2019

Retirement leads to a shift in priorities

Figure 29: Consideration given to own funeral planning by age, June 2019

Women are more engaged than men

Past experience doesn't necessarily prompt action on funeral planning

Figure 30: Consideration given to own funeral planning by previous experience of planning a funeral, June 2019

## Barriers to Funeral Planning

Taking a passive approach

Providers have scope to address many of the main barriers

Figure 31: Barriers to funeral planning, June 2019

65-74s are more likely to be receptive to funeral planning

## How People Expect to Pay for Funeral Costs

Pre-paid funeral plans lead the way...

Figure 32: How people expect to pay for funeral costs, June 2019

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...and are more likely to be held by 65-74 year olds

Figure 33: How people expect to pay for funeral costs, by age group, June 2019

## Interest in Pre-Paid Funeral Plans

Limited interest in taking out pre-paid funeral plans...

...with negative headlines undermining perceptions for some

Figure 34: Interest in pre-paid funeral plans, June 2019

Concerns about cost are holding back sales

Promoting a clearer understanding of funeral plans could boost sales

Figure 35: Barriers to funeral planning by interest in pre-paid funeral plans, June 2019

## Attitudes Towards Funeral Planning

Majority say they are aware of the cost of a funeral...

...and want to help limit any stress for their family

Scope for a more flexible funeral planning product?

Figure 36: Attitudes towards funeral planning, June 2019

Around one in three want a personalised funeral

Higher income married couples prefer to leave money to family

Figure 37: Funeral Planning – CHAID – Tree output, June 2019

## Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

CHAID analysis

Methodology

Figure 38: Funeral Planning – CHAID – Tree output, June 2019

Figure 39: Funeral Planning – CHAID – Table output, June 2019

## Appendix – Market Size and Forecast – Value of Overall Funerals Market

Figure 40: Best- and worst-case for Value of the funerals market, 2014-24

Forecast methodology

## Appendix – Market Size and Forecast – Volume of Pre-Paid Funeral Plans

Figure 41: Best- and worst-case forecast for volume of pre-paid funeral plan sales, 2014-24

Forecast methodology

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