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# Deathcare:

## United States

January 2018



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# About This Report

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## Scope & Method

This report forecasts to 2021 US deathcare service revenues in nominal US dollars. US burial casket shipments in nominal US dollars at the manufacturer level, as well as total resident population and deaths, are also forecast to 2021. Total deathcare service revenue is segmented by service in terms of:

- funeral homes and services
- cemeteries and crematories

Total burial casket shipments are segmented by product as follows:

- adult metal caskets and coffins
- adult wood caskets and coffins
- boxes, vaults, and other caskets and coffins such as children's caskets and coffins

Total resident population and deaths are segmented by major age group in terms of:

- under 35 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- 75-84 years
- 85 years and older

To illustrate historical trends, total revenues, shipments, population, deaths, and the various segments are provided in annual series from 2006 to 2016.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

## About This Report

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## Sources

*Deathcare: United States* (FF95065) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

Table 6 | Industry Codes Related to Deathcare

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
339995	Burial Casket Manufacturing	3995	Burial Caskets
812210	Funeral Homes and Funeral Services	6553	Cemetery Subdividers and Developers
812220	Cemeteries and Crematories	7261	Funeral Service and Crematories

Source: US Census Bureau

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## Resources

### The Freedonia Group

#### Freedonia Industry Studies

*Elder Care Services in the US*, November 2017

*World Medical Disposables*, August 2016

#### Freedonia Focus Reports

*Demographics: United States*

*Elder Care Services: United States*

*Healthcare: United States*

*Healthcare Insurance: United States*

*Insurance: United States*

*Medical Services: United States*

#### Freedonia Custom Research

### Trade Publications

*American Funeral Director*

*ConnectingDirectors.com*

*The Director*

*Funeral Business Advisor*

*Funeral Home & Cemetery News*

*Mortuary Management*

### Agencies & Associations

Casket and Funeral Supply Association of America

Cremation Association of North America

Federal Trade Commission

International Cemetery, Cremation and Funeral Association

National Funeral Directors Association

United States Census Bureau

United States Department of Health & Human Services

Centers for Disease Control and Prevention