MARKET DATA: CREMATION & BURIALS IN THE U.S.
In 2015, the national cremation rate surpassed the burial rate for the first time in U.S. history.

In 2020, the projected burial rate is 37.5% (down 7.7% from 2015) and projected cremation rate is 56.0% (up 8.1% from 2015).

Projections for 2025 are indicating that the burial rate will be 30.6% (down 14.6% from 2015) and the cremation rate 63.3% (up 15.4% from 2015).

Why has cremation become more popular?

- Religious institutions are expanding their rules
- Traditions are changing
- People might choose options with more personalization
- Fewer decisions need to be made compared to burials
- Saves space in a cemetery
- Families aren’t tied to a plot in a cemetery