

# **The U.S. Funeral Homes, Cemeteries & Crematories Industry**

## **Data Pack**

- July 2022 -

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- \* **Revenue data sources:** where growth comes from, estimates of no. of no. of U.S. funeral homes, sources of industry receipts data (Census Bureau, Service Annual Survey, County Business Patterns, competitors)
- \* **Effects of the Covid-19 pandemic** on revenues and operations – views of NFDA, competitors
- \* Analysis of top 4 chains’ performance (sales for 2020, 2021, 2022 1<sup>st</sup> quarter)
- \* Marketdata estimates of 2020 & 2021 receipts growth, discussion of recent price increases (avg. cost per funeral),
- \* **2022 & 2025 Forecasts & Rationale:** Marketdata forecasted receipts growth, value of industry revenues, long-term outlook, positive & negative factors.

Tables:

- Total industry national receipts: 1985-2020 actual, for Funeral Homes, Cemeteries & Crematories, combined total, annual percent change.
- Profile of The Leaders – Revenues: 2019-2021, Q1 2022

**Economic Structure & Operating Ratios of the Industry**

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(Census Bureau data)

- \* Text/Discussion & analysis of 2020, 2017, 2012- major Operating Performance ratios; the industry’s structure at a glance, ratios by: Legal Form of Organization, by Single/Multi-Unit, by top 50 firms’ Market Share (Concentration Ratios), by Receipts by Size of Firm, by Receipts by Size of Establishment, Geographic Analysis: Share of National Receipts and Average Receipts Per Establishment-- by State,

Census Tables

- **Snapshot of the Funeral Homes industry:** summary statistics, 2002, 2007, 2012, 2017
- **Snapshot of the Cemeteries & Crematories industry:** summary statistics, 2002, 2007, 2012, 2017
- Labor Productivity Ratios: Funeral Homes: 2002-2020
- Labor Productivity Ratios: Cemeteries & Crematories: 2002-2020
- Funeral Home Receipts, by Type: 2017
- **Funeral Homes Industry: Expenses & Profit Margins:** 2013-2019
- **Cemeteries & Crematories Industry: Expenses & Profit Margins:** 2013-2019
- **Legal Form of Organization** 2017 & 2012 - Total funeral service & crematory **firms**, by legal form of organization - corporations, sole proprietorships, partnerships: (no. of firms, receipts, payroll as % receipts, no. of employees)
- Ratios by **Single vs. Multi-Unit Companies** 2017 & 2012 - (ratios as above)
- **Market Share** (Concentration Ratios) 2017 & 2012 - ratios for top 4, 8, 20, 50 largest firms (no. of estabs., firms, receipts as a % total, payroll as % receipts)

- Ratios by **Receipts by Size of Firm** 2017 & 2012 - (under \$100,000 to \$100 + million.); (no. of firms, estabs., receipts, payroll, avg. receipts per firm)
- Ratios by **Receipts by Size of Facility** 2017 & 2012 - (under \$10,000 to \$10+ million.); no. of firms, estabs., receipts, payroll, avg. receipts per firm)
- Average Receipts Per Establishment **by State** 2020 - (no. of estabs., yearly receipts, % of U.S. total, avg. sales per facility)

## **The Competition**

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Table: 2019-2021 revenues of Service Corp., Carriage Services, StoneMor Inc., Park Lawn Corp.

## **Reference Directory of Industry Information Sources**

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\* Addresses, phones, contacts at major industry trade associations, trade journals, industry research reports by brokerage firms.