

Funeral Planning - UK - October 2019

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

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Pre-paid plans need more flexibility to widen appeal

The facts

The implications

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

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Co-op Funeralcare and Dignity hold a 28% share of market
Three providers account for more than 70% of pre-paid funeral plan sales
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Pushing for higher standards
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Advertising and Marketing Activity

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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

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