

Funerals and Funeral Planning - UK - August 2014

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"Death is becoming less of a taboo and the majority of over-50s are open to discussing their end-of-life wishes with their loved ones. Financial brands would benefit from promoting more open conversations about people's end-of-life requirements, whilst taking into account the often sensitive nature of the subject."

- Ina Mitskavets, Senior Lifestyles and Consumer Analyst

This report looks at the following areas:

- Overcoming the perception that talking about funerals is a taboo
- Encouraging adults to formalise their end-of-life plans
- Opportunities for less conventional approaches to drive further growth in the market

This report looks at how the market for funerals is performing and examines the factors and innovations that are driving the growth. It will further illustrate consumer attitudes towards discussing their funeral wishes, the types of funerals they would prefer, the steps they took to prepare for their end-of-life and their attitudes towards meeting future funeral costs.

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