

The 2023-2028 Outlook for Death Care Services in the United States

<https://marketpublishers.com/r/2517849D40DFEN.html>

Date: October 2022

Pages: 502

Price: US\$ 595.00 (Single User License)

ID: 2517849D40DFEN

Abstracts

This study covers the latent demand outlook for death care services across the states and cities of the United States. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across some 12,600 cities in the United States. For each city in question, the percent share the city is of its state and of the United States as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city vis-à-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each state and city, latent demand estimates are created for death care services. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

This study covers death care services as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for death care services is 8122. It is for this definition that aggregate latent demand estimates are derived. Death care services is specifically defined as follows:

8122 Death Care Services

81221 See industry description for 812210.

81222 See industry description for 812220.

812210 This industry comprises establishments primarily engaged in preparing the dead for burial or interment and conducting funerals (i.e., providing facilities for wakes, arranging transportation for the dead, selling caskets and related merchandise). Funeral homes combined with crematories are included in this industry.

812220 This industry comprises establishments primarily engaged in operating sites or structures reserved for the interment of human or animal remains and/or cremating the dead.

8122101 Establishments primarily engaged in providing services, such as preparing the dead for burial, providing facilities for wakes, arranging transportation for the dead, and conducting funerals. The sale of caskets and related merchandise is often an integral part of the service provided by establishments in this industry. Independent funeral directors and embalmers are included in this industry.

8122102 Establishments primarily engaged in providing funeral services (except funeral homes and crematories).

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