

Funeral Business Market in Japan: Key Research Findings 2015

◆ **Research Outline**

Yano Research Institute has conducted a study on the domestic funeral business market with the following conditions:

1. Research period: From February to June, 2015
2. Research targets: Funeral related businesses
3. Research methodologies: Face-to-face interviews by the expert researchers, survey via telephone and at over the counter

What is the Funeral Business Market?

The funeral business market in this research targets the items needed for funeral ceremonies (i.e., altars, coffins, pictures for the defunct, containers to put cremated bones, dry ice, offerings to be presented, flowers, teas, Oshibori or wiping towels, a Buddhist mortuary tablets, hearses, pickup buses, sleeping cars, the ceremony operation fees, sign boards, and office supplies), thanks letters, gifts, and meals/food for the attendees, and etc.

◆ **Key Findings**

■ **Funeral Business Market Size in 2013 Reached 1,759.321 Billion Yen, 100.3% on Y-o-Y Basis**

Because of changes in population composition, the number of deaths has been increasing year by year in Japan, according to Ministry of Health, Labour and Welfare. However, the recent tendency to downsize the funeral ceremonies and price competition among funeral ceremony service providers, the domestic funeral business market in 2013 has been 100.3%, about the same size as the previous year to attain 1,759.321 billion yen, based on the turnover of the businesses.

■ **Fiercer Price Competition Stemming from Influx of Market Entry**

There are increasing numbers of enterprises nationwide entering the funeral business market. It is because the market is relatively easy to enter, with no legal restriction and no initial investment needed to launch the business. In the recent years, companies and organizations from various industries have launched the funeral business, including those companies from distribution, railways, JA-ZENCHU, and Co-op, bringing about fiercer competition.

◆ **Report format:**

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Price: 125,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

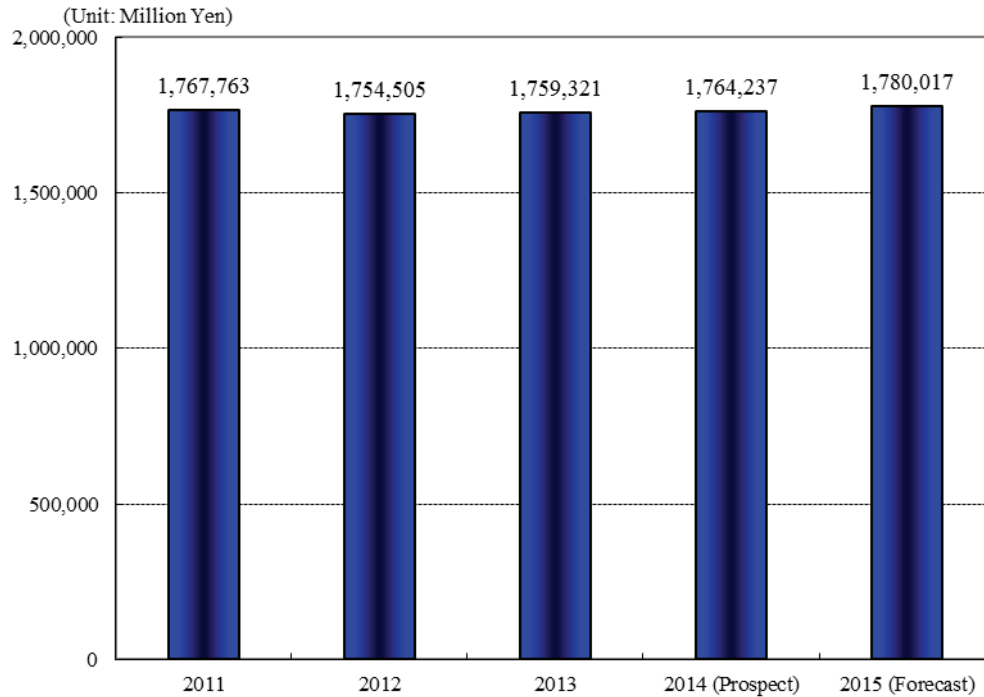
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■ **Figure 1. Transition and Forecast of Funeral Business Market Size**



Estimated by Yano Research Institute

Notes:

1. Market size is based on the sales of businesses
2. The funeral business market in this research targets the items needed for funeral ceremonies (i.e., altars, coffins, pictures for the defunct, containers to put cremated bones, dry ice, offerings to be presented, flowers, teas, Oshibori or wiping towels, a Buddhist mortuary tablets, hearses, pickup buses, sleeping cars, the ceremony operation fees, sign boards, and office supplies), thanks letters, gifts, and meals/food for the attendees, and etc.