

Funeral Ceremony/Service Business Market in Japan: Key Research Findings 2017

◆ **Research Outline**

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

1. Research period: August to October, 2017
2. Research targets: Businesses related with funeral ceremonies and services
3. Research methodologies: Face-to-face interviews by the expert researchers, survey via telephone and at over the counter

What is the Funeral Ceremony/Service Business Market?

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

◆ **Key Findings**

■ **Funeral Ceremony/Service Business Market Size in 2016 Attained 1,794.453 Billion Yen, 100.7% 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 of price competition among funeral service providers have made the domestic funeral ceremony/service business market in 2016 to rise only slightly to 1,794.453 billion yen, 100.7% of the size of the previous year, based on the sales of the businesses.

■ **Future Funeral Ceremony/Service Business Projected to Change Forms, Focusing More on Second Lives**

There have been various attempts made in the funeral ceremony/service business which have improved the services during the lifetime, such as to reserve the funeral service in advance and broaden the consulting services while the person in concern is still alive. In addition to such endeavors, there have been innovative experiments to focus more on making the second lives (the retired lives) more sufficient by providing enhanced services of sharing the time with the people with the same hobbies at culture centers, or of providing information on and holding some events regarding health, and etc. In the future, the funeral service providers are likely to serve more from comprehensive points of view, offering both material and immaterial services, not only limited to the ceremonies themselves but also the services in advance of the ceremony for the person dying and in the wake of it for the family members and friends connected with the deceased.

◆ **Report Format:**

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

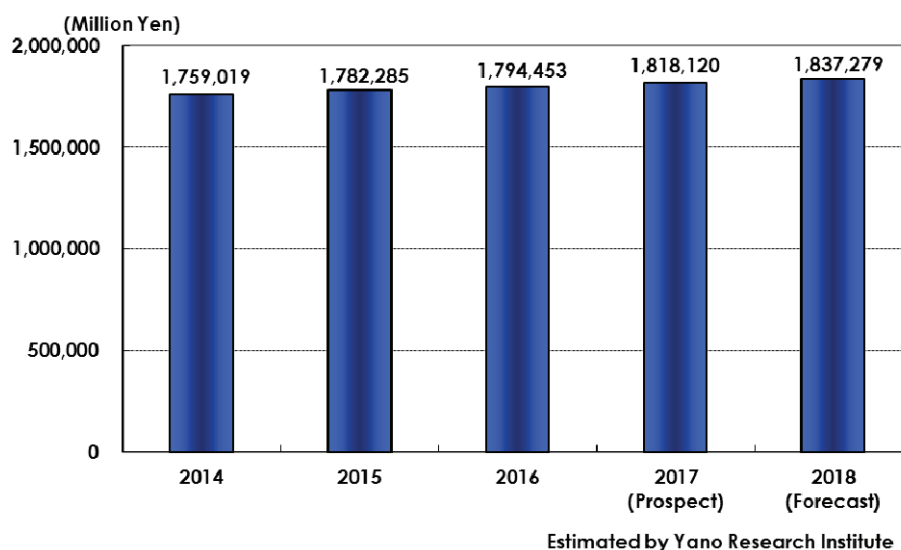
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■ **Figure 1. Transition and Forecast of Funeral Business Market Size**



Notes:

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