



PURE BECOMES SECOND FUNERAL PROVIDER WITH WIDESPREAD BRAND RECOGNITION

The Co-op is no longer the only funeral brand UK consumers recognise thanks to the rise of direct cremation

The UK funeral market is made up of thousands of small firms and the Co-op was the only big name known to the public – until now.

New research has unveiled how Pure Cremation, the UK's leading provider of direct cremation services, is now second only to the biggest name in UK funerals, The Co-op.

The recent YouGov¹ survey, commissioned by Pure, shows 36% of those surveyed recognise the brand, rising to 54% in those aged 55 and over.

The research into consumer views of direct cremation, where the deceased is collected, cared for and cremated without a funeral service, revealed how quickly awareness of the new service and Pure Cremation, its leading provider, has grown in just two years.

When first conducted in August 2020 fewer than a third of those surveyed had heard of direct cremation, a figure that has jumped to nearly 50% in the latest survey.

And comments on social media demonstrate that the Pure Cremation name has even become the generic term for a simple unattended cremation, in the same way vacuum cleaners are known as 'Hoovers'.

Catherine Powell, co-founder of Pure Cremation, said: "This is an incredible survey result, but it is the number of people turning to us to arrange a cremation for a loved one or a funeral plan for themselves that matters.

"Our phenomenal growth in just seven years signals a profound shift in attitudes towards farewell events, and there is more to come."

Statistics from The Cremation Society² show that 10% of all 2021 cremations were recorded as 'direct'. However, this is an underestimate because not all venues differentiate between service styles.

One in ten of these simple services were held at Pure Cremation's state-of-the-art Charlton Park Crematorium in Hampshire, making it the busiest venue in the UK for the second year running.

Pure expects this trend to continue – while other funeral providers are reporting reduced funeral sales for the first half of the year, Pure Cremation has already experienced a 50% increase in demand

from just under 6,000 for the period January to September 2021 to almost 9,000 for the same period this year.

The Pure Cremation brand has also made a big impact on the market for pre-paid funeral plans. In 2021 the simple Pure Cremation Funeral Plan became the UK's best-seller³, taking on more than 64,000 new clients.

Since its formation in 2015, Pure Cremation has helped catalyse a shift in how Britain's families choose to say goodbye to someone special, promoting a move away from traditional formal funerals in favour of a more relaxed and personalised farewell. This has ruffled more than a few industry feathers.

"We set out to provide a very simple, cost-effective, and high-quality service to a few people, but we uncovered a huge need" added Catherine.

"We've threatened a comfortable status-quo but are proud to offer a new choice and put the consumer in charge of funerals for the very first time."

Catherine continued: "The roadmap ahead is an exciting one. Our growth trajectory has been based on delivering superb customer care, utilising both traditional and non-traditional marketing tools such as our highly successful animations whilst at the same time being sufficiently agile and flexible in our approach to accommodate ever changing consumer needs – a formula that will ensure that we continue to maintain our market leading position."

Ends

Ref 1. YouGov Data Sept 2022 – data incorporated

Ref 2. Cremation Society data 2021 -

<https://www.cremation.org.uk/content/files/Table%20of%20Cremations%202021%285%29.pdf>

Ref 3. Pure Cremation substantiation data <https://www.purecremation.tv>

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