



Press Release

A NEW WAY TO MOURN: Pure Cremation highlights the UK's post-COVID acceptance of direct cremation

A recent report has predicted that British families will continue to turn towards direct cremation for their end-of-life plans even after the COVID-19 pandemic subsides – and leading provider Pure Cremation welcomes this shift.

The popularity of direct cremation – an affordable alternative to traditional funerals where the deceased is collected, cared for, and then cremated without a service or mourners present – has been rising and there are strong signs COVID has been a catalyst for greater awareness and appreciation of the freedom this funeral option offers.

Direct cremation allows the bereaved to hold a personalised and meaningful event commemorating their loved-one's life and have been a financial lifeline for the many families who have faced multiple bereavements.

And analysts at Fitch Ratings have predicted that the UK public will continue to embrace direct cremation even as COVID-related deaths decline.

Catherine Powell, the Director of Customer Experience at Pure Cremation, said: "The marketplace was becoming more receptive to the numerous benefits of direct cremation before COVID-19.

"The pandemic has accelerated awareness of how the service combines personal and meaningful farewells with affordability.

"Society's needs and attitudes are constantly evolving, and now we are seeing this impact funeral choices. Direct cremation appeals because a commemorative event held separately from the cremation allows a more personal and tailored send-off. For many, a toast at the deceased's favourite beach or a family lunch at their beloved local pub are much more appealing than the traditional format. People are waking up to that."

Since its formation in 2015, Pure Cremation has been a major catalyst in this cultural change by not only providing a service which is growing in popularity, but more importantly, by provoking conversations about a new freedom to choose.

Indeed, Pure Cremation's success showcases how more and more people are embracing a simple, cost-effective and heartfelt send-off.

Analysts at Fitch said: "While the successful vaccination roll-out should reduce the number of deaths in the country, the trend towards simpler funerals is likely to continue.

"Average funeral prices had been rising well above inflation due to limited competition and customer insensitivity to price.

"We believe that the use of these (direct cremation) options will continue post-pandemic as the disposable incomes of certain household groups remain under pressure, while the approach to funerals and associated expenses is changing."

For further information contact Celeste Clarke Century PR
M: 07799064066 | E: celeste@centurypr.co.uk