PETCREMATION.ORG · PROVIDER INTELLIGENCE SERIES

State of the Pet Cremation Industry

The first data analysis of 2,435 U.S. providers

June 2026

PetCremation.org

Based on analysis of 2,435 pet cremation providers across all 50 states and D.C., with live Google Places data, population-adjusted density metrics, and external benchmarks from AVMA, APPA, and U.S. Census Bureau.

Contents

1. Executive Summary

PetCremation.org exists to serve both the families who are navigating one of the hardest moments they will face, and the providers who care for them. Our mission is to create genuine value through information and transparency: helping consumers find qualified, trustworthy providers in their area, and helping providers understand their market, benchmark their operations, and grow their businesses through data-driven insight. This report is a direct expression of that mission.

Short on time? Skip to the five numbered Paw Print boxes for actionable takeaways. Full read: about 10 minutes.

Questions this report answers:

- How many pet cremation providers are actually operating in my state, and am I in a crowded market or an underserved one?
- What Google rating and review count do I need to be considered credible by families searching online?
- Is the pet cremation market still growing, or has it peaked?
- Are funeral homes taking my business, and how many of them have added pet cremation?
- What are my competitors doing online that I'm probably not?
- What's the single fastest way to stand out in local search without spending money on ads?

This report represents a comprehensive, data-driven analysis of the U.S. pet cremation industry. Using a database of 2,435 pet cremation and aftercare providers across all 50 states and the District of Columbia, combined with live Google Places data and external benchmarks from AVMA, APPA, and the U.S. Census Bureau, we mapped the industry that serves the roughly 77.5 million pet-owning American households.

Until now, no independent organization has published an industry-wide dataset on pet cremation providers in the United States. Individual price guides exist, and market research firms publish top-line revenue projections, but the operational landscape — including who these providers are, where they operate, how they are reviewed, and what services they offer — has never been systematically documented. This report fills that gap.

Headline findings

1. 2,435 providers serve a population of 347 million across 50 states and D.C. The national average is 7.0 providers per million residents.

2. Provider access varies wildly by state. South Dakota has 28.8 providers per million residents; Washington has just 2.1, a 13.7x spread. Seven states fall below 3 per million, leaving millions of pet owners with limited local options.

3. The industry rates exceptionally well. The average Google rating across all providers is 4.70 out of 5.0. More than 82% of rated providers score 4.5 or higher. A total of 238 providers maintain a perfect 5.0 with 50 or more reviews.

4. Nearly 296,000 Google reviews have been left across all providers in our database, with a median of 45 reviews per provider. Review volume correlates with higher ratings, up to a ceiling.

5. One in five providers (20.2%) are funeral homes or mortuaries that also offer pet cremation services. Only 3.7% show indicators of chain or multi-location operation.

6. Aquamation remains a niche offering. Just 2.3% of providers mention aquamation or water cremation in their business name, despite growing consumer interest.

7. 9.5% of providers have no website at all — making them effectively invisible to families searching online.

8. Fewer than 1% of providers have social media profiles linked in their Google Business listing, representing a significant missed opportunity for community presence and social proof.

Look for the Paw Prints. Throughout this report, you'll find five numbered "Paw Print" callout boxes. These are actionable takeaways: specific moves you can make in your business based on what the data shows. Think of them as the signal extracted from the noise.

This is Study #1 in an ongoing series. Future studies are already in development. To receive them as they publish, including the 2026 Provider Benchmark Survey:

Stay informed. Get future studies the day they drop.
To receive all future Provider Intelligence studies and the 2026 Provider Benchmark Survey, visit:

PetCremation.org/provider-intel
Or scan the QR code →

2. Industry at a Glance

The following table summarizes the core metrics from our analysis of 2,435 providers.

Metric	Value
Total providers in database	2,435
States + D.C. covered	51
Providers matched to Google Places	2,433 (99.9%)
Providers with Google rating	2,236 (91.8%)
Average Google rating	4.70 / 5.0
Total Google reviews across all providers	295,922
Median reviews per provider	45
Providers with perfect 5.0 (50+ reviews)	238
Providers with a website	2,204 (90.5%)
Providers open 24 hours	463 (43% of those with hours data)
Providers open 7 days/week	628 (58% of those with hours data)
Funeral home / mortuary crossovers	491 (20.2%)
Toll-free phone (chain indicator)	90 (3.7%)
Aquamation in business name	55 (2.3%)
National avg: providers per million pop.	7.0

Table 1. Industry snapshot. Key metrics from 2,435 U.S. pet cremation providers (June 2026). Source: PetCremation.org directory plus Google Places API.

3. Geographic Distribution and Provider Density

Pet cremation providers are distributed unevenly across the United States. California leads with 236 providers, followed by Florida (222) and Texas (178). However, raw provider counts are misleading without adjusting for population. When measured as providers per million residents, the picture shifts dramatically.

The most served state is South Dakota, with 28.8 providers per million residents, more than four times the national average of 7.0. Other highly served states include Vermont (24.7), Wyoming (21.9), and Maine (20.5). These tend to be rural states with smaller populations where even a modest number of providers creates high per-capita coverage.

At the other end, Washington state has just 2.1 providers per million, making it 13.7 times less served than South Dakota. Arizona (2.8), Mississippi (3.1), Michigan (3.1), and Massachusetts (3.2) round out the bottom five. These are states with millions of pet-owning households and relatively few dedicated cremation providers.

Top 15 states by provider count

State	Providers	Population	Per Million
California	236	39.9M	5.9
Florida	222	24.3M	9.1
Texas	178	32.4M	5.5
North Carolina	137	11.4M	12.0
Pennsylvania	122	13.2M	9.2
New York	115	20.1M	5.7
Ohio	81	12.0M	6.7
Illinois	74	12.8M	5.8
Missouri	69	6.3M	10.9
Tennessee	64	7.4M	8.7
Colorado	63	6.1M	10.4
South Carolina	57	5.7M	10.1
Maryland	52	6.4M	8.2
Alabama	52	5.2M	9.9
Wisconsin	52	6.0M	8.6

Table 2. Top 15 states by provider count with population-adjusted density. Population data: U.S. Census Bureau 2025 estimates.

Most underserved states

State	Providers	Population	Per Million
Washington	17	8.2M	2.1

Arizona	22	7.8M	2.8
Mississippi	9	2.9M	3.1
Michigan	32	10.3M	3.1
Massachusetts	23	7.3M	3.2
Virginia	30	9.0M	3.3
Georgia	45	11.4M	3.9
Delaware	5	1.1M	4.6
New Jersey	45	9.7M	4.6
D.C.	4	0.7M	5.5

Table 3. Ten most underserved states by providers per million residents. National average: 7.0. These states represent a combined 68 million residents with below-average provider access.

Paw Print #1. Use a thin market to your advantage.

If your state has fewer than 7 providers per million residents, you have a geographic moat. Expand your pickup radius and make sure every veterinarian within 30 miles knows your name. In underserved markets, awareness is the only thing between you and uncaptured demand.

4. Google Ratings and Review Landscape

The pet cremation industry is, by the numbers, one of the most highly rated service categories on Google. Across 2,236 providers with ratings, the average score is 4.70 out of 5.0. For context, the typical Google rating for U.S. local businesses hovers around 4.1 to 4.2. Pet cremation providers consistently outperform that benchmark by a wide margin.

More than a third of rated providers (788, or 35.2%) hold a perfect 5.0 rating. Another 46.9% fall between 4.5 and 4.9. Combined, 82.1% of pet cremation providers in our database rate 4.5 or above. Only 1.2% rate below 3.0.

Rating distribution

Rating Range	Providers	% of Rated
5.0 (perfect)	788	35.2%
4.5 – 4.9	1,048	46.9%
4.0 – 4.4	290	13.0%
3.5 – 3.9	54	2.4%
3.0 – 3.4	29	1.3%
Below 3.0	27	1.2%

Table 4. Google rating distribution across 2,236 rated providers. Source: Google Places API, June 2026.

Review volume and the rating correlation

We found a clear relationship between review volume and rating quality. Providers with more reviews tend to rate higher, but only up to a point. The data shows a plateau and slight decline at the highest review volumes:

Review Volume	Providers	Avg. Rating
1 – 9 reviews	446	4.54
10 – 49 reviews	711	4.70
50 – 99 reviews	406	4.77
100 – 249 reviews	385	4.80
250+ reviews	263	4.69

Table 5. Average Google rating by review volume band. Ratings peak at 100 to 249 reviews, then dip slightly for the highest-volume providers. Source: PetCremation.org plus Google Places API.

This pattern suggests that providers with the highest review counts — often larger operations, chains, or funeral homes with high foot traffic — encounter a broader range of customer expectations. Meanwhile, providers in the 50 to 249 review range appear to hit the "trust sweet spot": enough reviews to be credible, with ratings that reflect consistently personal service.

Paw Print #2. 50 to 249 reviews is the credibility sweet spot.

That's where ratings peak at 4.77 to 4.80. Set up an automated post-service text or email asking families for a Google review. One extra review per week gets you from zero to 50 in under a year. Don't overthink it. A simple, heartfelt ask at the right moment converts at 30% or higher.

Ratings by state (top 10 by provider count)

State	Providers	Avg. Rating	Avg. Reviews
California	236	4.62	119
Florida	222	4.71	134
Texas	178	4.67	163
North Carolina	137	4.67	162
Pennsylvania	122	4.82	69
New York	115	4.71	245
Ohio	81	4.70	87
Illinois	74	4.72	93
Missouri	69	4.75	161
Tennessee	64	4.70	205

Table 6. Average Google rating and review count for the ten largest states by provider count. Pennsylvania leads in average rating (4.82); New York leads in average reviews per provider (245).

5. Industry Structure

The U.S. pet cremation industry is overwhelmingly composed of independent, locally owned businesses. Our analysis identifies structural patterns by examining business names, phone numbers, and operational indicators.

Funeral home and mortuary crossover

Of 2,435 providers, 491 (20.2%) include terms such as "funeral," "mortuary," "memorial park," or "cemetery" in their business name. These are human funeral homes that have added pet cremation as an additional service line. This crossover rate is significant: it means roughly one in five pet cremation providers in the U.S. is primarily a human funeral business.

Notably, these crossover providers rate identically to dedicated pet cremation businesses (average 4.70 for both groups). However, crossover providers tend to accumulate more total Google reviews on average, likely because they have been in operation longer and serve a broader customer base.

Chain vs. independent operators

Only 90 providers (3.7%) have toll-free phone numbers (area codes 800, 844, 855, 866, 877, or 888), which serves as a rough proxy for chain or multi-location operators. This confirms that the pet cremation industry remains a predominantly local, independent business. Unlike human funeral services, which have seen significant corporate consolidation, pet aftercare is still driven by small operators serving their communities.

Paw Print #3. Independence is the advantage, not the limitation.

96.3% of this industry is local. Pet owners overwhelmingly choose providers who feel personal and community rooted. Lead with your name, your face, and your story. That's exactly what families want when they're trusting you with their companion.

6. Service Availability

Hours of operation

Among the 1,075 providers with Google hours data available, 463 (43%) indicate 24-hour availability. This is a critical factor for families who lose a pet overnight or on weekends. Additionally, 628 providers (58.4%) are open seven days a week, 800 are open on Saturdays, and 663 on Sundays.

Availability	Providers	% (of 1,075 with hours)
24-hour availability	463	43.1%
Open 7 days/week	628	58.4%
Open Saturdays	800	74.4%
Open Sundays	663	61.7%

Table 7. Provider availability based on Google Business Profile hours. Note: 1,360 providers (55.9%) do not have hours listed on Google.

Paw Print #4. 56% of providers don't show their hours on Google.

If you add hours — especially 24/7 or weekend availability — you instantly stand out to the family Googling "pet cremation near me" at 11 PM. Pets don't pass away on a schedule. Be the provider who's clearly there when families need you most.

Aquamation (water cremation) adoption

Only 55 providers (2.3%) include terms related to aquamation, water cremation, or alkaline hydrolysis in their business name. While consumer interest in aquamation is growing — driven by environmental concerns and the fact that it returns more cremated remains than traditional flame cremation — availability remains extremely limited. This represents a potential market opportunity for providers in states where aquamation is legal but not yet widely offered.

It is worth noting that the 2.3% figure is based on business name analysis only. Some providers may offer aquamation without mentioning it in their name. A deeper analysis of individual provider websites and service menus would be needed to establish the true availability rate. This will be explored in a future study.

7. Digital Presence and Transparency Gaps

In an industry where families typically make urgent, emotional decisions — often within hours of a pet's death — digital visibility is not optional. Our analysis reveals notable gaps in how providers present themselves online.

Digital Presence Indicator	Providers	% of Total
Has a website	2,204	90.5%
No website	231	9.5%
Has social media links (sameAs)	16	0.7%
No social links	2,419	99.3%
Google hours listed	1,075	44.1%
No Google hours listed	1,360	55.9%

Table 8. Digital presence across 2,435 providers. Source: PetCremation.org directory and Google Places API.

Nearly one in ten providers has no website at all, making them effectively invisible to families searching online. More striking is the social media gap: fewer than 1% of providers have linked social media profiles in their Google Business listing. In an era when families increasingly look for social proof and community presence, this represents a significant missed opportunity.

The hours gap is also notable: 55.9% of providers do not list their hours on Google. For grieving families making urgent decisions — often outside of normal business hours — not knowing whether a provider is open creates friction and often pushes them to the first provider who clearly shows availability.

Paw Print #5. Complete profile + basic site beats ~40% of competitors.
A complete Google Business Profile (website plus hours plus photos plus services) and a basic website together put you ahead of roughly 40% of competitors who are missing at least one of these fundamentals. It's the lowest effort, highest return move in local search — and it's free.

8. Market Context

The pet cremation industry operates within the broader pet aftercare and funeral services market, which is experiencing strong growth driven by rising pet ownership and the increasing "humanization" of companion animals.

Metric	Value
U.S. pet-owning households (AVMA 2025)	77.5 million
U.S. pet-owning households (APPA 2025)	95 million
Total U.S. pet industry spending (2025)	$158 billion
Projected pet industry spending (2026)	$165 billion
Pet funeral services market (2025)	$1.7 – 2.0 billion
Projected pet funeral services (2030 – 2033)	$3.0 – 3.6 billion
Cremation share of pet funeral services	~66%
North America share of global market	~42%
CAGR (pet funeral services, 2025 – 2030)	9.6 – 11.1%
Total dogs in U.S. (AVMA)	87.3 million
Total cats in U.S. (AVMA)	76.3 million

Table 9. Market context for U.S. pet cremation services. Sources: AVMA (2025), APPA (2025), Grand View Research, U.S. Census Bureau.

The gap between AVMA and APPA household counts (77.5M vs. 95M) reflects different survey methodologies and definitions. Regardless of which figure is used, the ratio of providers to pet-owning households is strikingly low: between 1 provider for every 31,900 households (AVMA) and 1 for every 39,000 households (APPA). By comparison, the human funeral industry has approximately 19,000 funeral homes serving 132 million U.S. households — roughly 1 per 6,950 households. Pet aftercare is, by this measure, significantly less accessible than its human equivalent.

The regulatory environment for pet cremation remains largely unregulated at the federal level. Unlike human funerals, which fall under the FTC Funeral Rule requiring itemized price disclosure, pet cremation providers have no federal transparency mandates. Some states have introduced oversight in response to mishandling incidents, but comprehensive regulation remains the exception rather than the rule. This absence of regulation makes voluntary transparency — such as publishing pricing and chain-of-custody protocols — a meaningful competitive differentiator.

9. Implications for Providers

This data offers several actionable takeaways for pet cremation providers, whether you operate a dedicated crematory, offer pet services through a funeral home, or are considering entering the market.

Know your market position.

If your state has fewer than 7 providers per million residents, you are in an underserved market. This may mean less price competition but also less consumer awareness of local options. If you are in a saturated market (above 10 per million), differentiation through service quality, transparency, and digital presence becomes critical.

Invest in Google reviews.

Our data shows that providers with 50 to 249 Google reviews hit the credibility sweet spot, averaging ratings of 4.77 to 4.80. If you have fewer than 50 reviews, a consistent review request process is one of the highest-return investments you can make. The data clearly shows that more reviews correlate with higher ratings — until the very highest volumes.

Fill digital gaps before competitors do.

With 9.5% of providers lacking a website, 55.9% missing Google hours, and 99.3% missing social links, basic digital hygiene is a real competitive advantage. Families making urgent decisions will choose the provider who clearly shows their hours, location, and services online.

Consider aquamation.

At 2.3% adoption by name, aquamation is still a niche. But consumer interest is growing, and early movers in states where it is legal may capture significant market share before competitors enter. If you are already offering aquamation, make sure it is prominently featured in your business name, Google listing, and website.

10. What Comes Next

This report is the first in a series of free provider intelligence studies published by PetCremation.org. The next two studies are already in development:

Study #2: The 13.7x Gap. Where pet cremation access falls short.

A 13.7x gap in provider access between states is a headline. But what does it look like at the metro level? Study #2 maps underserved markets down to individual cities, cross-referencing provider counts with AVMA pet ownership data and Census household estimates to pinpoint exactly where demand outstrips supply. If you've ever considered a second location or expanding your service radius, this report will show you where the whitespace is.

Study #3: The transparency paradox.

Why do better-reviewed providers win? We already know that more reviews correlate with higher ratings — until they don't. Study #3 digs into why. Do providers who publish pricing online rate higher than those who don't? What do the top-rated providers (4.9+ with 100+ reviews) have in common that the rest are missing? This one will include a self-assessment scorecard you can use to benchmark your own operation against the data.

Join the 2026 Provider Benchmark Survey

Starting this summer, PetCremation.org will conduct its first annual provider survey. Providers who contribute their data will receive the full benchmark report — including detailed regional comparisons and competitive positioning analysis — at no charge.

Stay informed. Get future studies the day they drop.
To receive all future Provider Intelligence studies and the 2026 Provider Benchmark Survey, visit:

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11. Citation-Ready Findings, Methodology, and Sources

Citation-Ready Findings

The following statements may be quoted or excerpted with attribution to PetCremation.org:

"Based on PetCremation.org's June 2026 analysis of 2,435 U.S. pet cremation and aftercare providers, the national average is 7.0 providers per million residents, but access varies by 13.7x between the most served and least served states."

"The average Google rating among rated U.S. pet cremation providers is 4.70 out of 5.0, with 82.1% rated 4.5 or higher, making pet cremation one of the highest-rated local service categories on Google."

"55.9% of pet cremation providers with Google Business listings do not publish their business hours, creating a major visibility gap for families making urgent after-hours decisions."

"9.5% of pet cremation providers have no website, and fewer than 1% have linked social media profiles in their Google Business listing — representing a significant digital presence gap across the industry."

Cite as: Wright, C. (2026). State of the Pet Cremation Industry. PetCremation.org Provider Intelligence Series, June 2026.

Methodology

This study draws on three categories of data: our proprietary provider directory, live Google Places API data, and published external benchmarks.

Primary data: PetCremation.org provider directory. PetCremation.org maintains a continuously updated directory of pet cremation and aftercare providers across the United States. As of June 2026, the directory contains 2,435 entries. Each record includes business name, address, city, state, ZIP code, phone number, and website URL. Providers were sourced through Google Maps searches across U.S. metropolitan and rural areas, cross-referenced with state licensing databases, and verified for active operation.

Google Places enrichment. Each provider was matched to a Google Places record using the Places API (New). The match rate was 99.9% (2,433 of 2,435 providers). For matched providers, we captured the current Google rating, total review count, business hours, and Google Place ID. Data was collected in June 2026 and represents a point-in-time snapshot.

External benchmarks. Market context was drawn from the AVMA 2025 Pet Ownership and Demographic Sourcebook, the APPA 2025 State of the Industry Report, Grand View Research pet funeral services market projections, and U.S. Census Bureau 2025 state population estimates.

Limitations. This analysis is based on providers identified and verified as of June 2026. The actual number of U.S. pet cremation providers may be higher, as some small operators may lack a Google Business Profile or web presence. Provider categorizations (funeral home crossover, aquamation) are based on business name analysis only. Review and rating data reflects Google users only and may not capture all customer feedback. PetCremation.org is independent and unaffiliated with Google, AVMA, APPA, or Grand View Research; this analysis does not represent their views or endorsement.

Sources

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Data access and citation

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For data inquiries, partnership opportunities, or to request custom analysis, contact Cheryl@PetCremation.org.

Cheryl Wright, Founder

Cheryl@PetCremation.org