



**FUNÉRAIRE
PARIS | 2025**

EUROPEAN FUNERAL
TRADE EXHIBITION
FROM NOVEMBER 19 TO 21
PARIS LE BOURGET EXHIBITION CENTER

Press release

November 2025

FUNÉRAIRE PARIS 2025: AN OUTSTANDING 20TH EDITION!

From Wednesday 19 to Friday 21 of November 2025, the entire funeral sector gathered at the **Paris Le Bourget Exhibition Center** for the **20th edition of FUNÉRAIRE PARIS**, the leading European trade exhibition for nearly 40 years. Three intense days filled with meetings, panel discussions, innovations, press visits, competitions, orders and conviviality... with **people placed at the heart of it all**.

Organised by the **SAF (The French Trade Association for Funeral Art)**, the trade exhibition confirmed its status as the unmissable event for funeral professionals, including manufacturers, distributors, operators, local authorities, associations, researchers and institutional partners. This outstanding edition showcased the breadth of professions within the sector.

Exhibitors: a comprehensive and representative offering

FUNÉRAIRE PARIS 2025 brought together:

- **246 exhibitors**, 29 more companies than in 2023, representing a 13% increase, offering a diverse range of products and a showcase of today's and tomorrow's market;
- **91 new participants**, accounting for more than one third of the total and representing a 24% increase compared with the previous edition;
- **40 international companies**, representing 16% of all exhibitors and originating from 16 countries (Germany, Austria, Belgium, Bulgaria, Canada, Spain, Estonia, Italy, Luxembourg, Mauritius, the Netherlands, Poland, Portugal, the United Kingdom, Switzerland and Ukraine).

Visitors: highly qualified and steadily increasing numbers

Exhibitors once again praised the high quality of the visitor base, composed of decision-makers and core target audiences. Visitors attend to meet their suppliers, discover new ones and seek out concrete solutions.

This anniversary edition attracted **over 6,200 professionals**, a **3.5% increase** on an already buoyant previous edition, a level not reached for 22 years!

French visitors came in large numbers from all regions of France, including the overseas territories, with attendance peaking on Thursday.

International visitors came from **53 countries**, representing **15%** of total attendance, a significant **9%** rise, returning to pre-Covid levels.

An **exceptional performance** confirming the appeal and leadership of the Paris-based trade exhibition.

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Organisé par :

Paris People Show

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An edition focused on responsibility and sustainable innovation

The SAF, which had its own dedicated space, and the organisers reinforced their commitment to an eco-responsible and **sustainable event**:

- locally sourced catering, short supply chains and selection of service providers;
- reduction of single-use plastics and printed materials;
- waste sorting and optimisation of energy consumption;
- calculation of participants' carbon footprint, free shuttle buses and encouragement of eco-mobility;
- creation of a Sustainable Development Award within the FUNÉRAIRE D'OR competition;
- promotion of exhibitors' environmentally responsible initiatives on the trade exhibition website.

These concrete and measurable actions demonstrate a shared determination to guide the sector towards a more environmentally respectful model, attentive to families' needs.

A strengthened openness to mainstream media

The 2025 edition also saw an **unprecedented opening** to mainstream press on behalf of the SAF, which had its own dedicated space for discussions and hospitality.

Numerous media outlets attended to explore behind the scenes of the funeral sector and shed light on its professional realities. The team from *Quotidien*, led by Paul Moisson, visited the trade exhibition on Wednesday. Their report, broadcast the following evening on TMC. Exhibitors were thus able to demonstrate their professionalism and the usefulness of their professions for bereaved families.

Many other media were also present: *Arte*, *RFI*, *Ouest France*, *AFP*, *Guillaume Pley's podcast LEGEND*, among others. Exhibitors welcomed them warmly.

This extensive media coverage, supported by the SAF's press agency *Le Bonheur est dans la Com'*, reflects the SAF's commitment to opening the sector more widely to the public and **highlighting** the essential role of funeral professionals.

A rich, balanced and committed program

The professional and institutional organisations partnering with the trade exhibition, alongside the SAF, the **CREDOC** (Research Centre for the Study and Observation of Living Conditions), the **FNF** (French National Funeral Federation), **UPFP** (Union of the Public Funeral Pole), **DGCL** (General Directorate of Local Authorities), **DGS** (General Directorate for Health), **CPME** (Confederation of Small and Medium-sized Companies), **CRAMIF** (Île-de-France Regional Health Insurance Fund) and **Empreintes « Accompagner le deuil »** (Supporting grief), hosted an informative and complementary three-day program, combining conferences, screenings and award ceremonies.

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The conference area welcomed a large and attentive audience each day, captivated by the topics of the 2025 program. Highlights included:

- **Health and safety in the funeral industry: a chain of action and actors for prevention** - organised by FNF and CRAMIF.
- **Presentation of the 2025 barometer 'Les Français face au deuil' (The French and grief) conducted by Crédoc** - organised by Empreintes « Accompagner le deuil » (Supporting grief) and SAF.
- **Artificial intelligence in the funeral industry: opportunities, limitations and prospects** - organised by FNF and CPME.
- **Dematerialization of death certificates (presentation of the Funeral Operations Portal - POF and CertDc)** - organised by DGCL and DGS.
- **CSR at the heart of funeral services and public cemeteries** - organised by UPPF.

Additional events punctuated this rich program:

- **The university awards ceremony**, organised by SAF and the scientific network "Les Morts". This prize supports research on funeral practices. The jury, made up of academics and funeral professionals, shortlisted 11 dissertations and 8 theses from the 37 applications received. On November 20, prizes were awarded to **Manon Walin** (Contemporary History), **Valérie Cuzol** (Sociology) and **Louise Pichon-Collet** (Urban Planning).
- **Screening of the first three episodes of the documentary series Du formol dans le cœur**, directed by Inès Berdugo, organised by FNF, followed by a discussion with the director.
- The final of the third and eagerly awaited **Masters of Ceremonies eloquence contest**, organised by the FNF, which drew a full house and confirmed strong enthusiasm. **Maxime Rolland**, from Pompes Funèbres Société Nouvelle Vaugelade, won this edition dedicated to Josephine Baker, artist, resistance fighter and activist, interred in the Panthéon in 2021, succeeding Brieuc Cazouret, winner of the previous edition.

A highly successful FUNÉRAIRE D'OR competition

FUNÉRAIRE D'OR is an **event within the event**, co-organised by SAF and FNF, showcasing manufacturers, distributors and service providers exhibiting at FUNÉRAIRE PARIS.

It offers a unique opportunity for established companies and start-ups alike to highlight their new products and services at the must-attend event of the funeral market.

The FUNÉRAIRE D'OR award ceremony was an emotional moment celebrating and recognising the creative expertise of the winners, with the addition of a **new Sustainable Development Award**.

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The 2025 winners are:

- **FUNÉRAIRE D'OR Products Award** (elected by the jury): **HISTOIRES DE VIE** a set of biographies in the form of a QR Code.
- **FUNÉRAIRE D'OR Services Award** (elected by the jury): **REPOS DIGITAL** with a managing service of digital legacy.
- **FUNÉRAIRE D'OR Sustainable Development Award** (elected by the jury): **ART LIGHT EPOXY** with 100% eco-friendly wooden coffin emblems.
- **FUNÉRAIRE D'OR Visitors' Award** (elected by the visitors): **PIMPMYCOFFIN** with a Coffin Customization Kit.

The **Jury** of this prestigious competition was composed of 5 renowned experts:

- **Nuria Capdevila**, FIAT-IFTA member and director of CIRCLE Corporation, specialising in sustainability and eco-design;
- **Sarah Dumont**, founder and director of Happy End;
- **Maria Da Silva**, managing director of SIFUREP (Intercommunal Funeral Union in the Paris Region);
- **Didier Belluard**, former administrator and SAF representative;
- **Guillaume Fontaine**, former president and FNF representative.

Present at the ceremony (with the exception of Nuria Capdevila), the experts selected their **favourites** among the innovations and had the difficult task of choosing the three winners of the Products, Services and Sustainable Development Awards, as well as selecting the 10 finalists submitted for the Visitors' Award.

For this 2nd edition, exhibitors submitted **60 entries**, compared with 37 in 2023, an increase of 62% over the 1st edition.

Senator of the Loiret, **Mr Christophe Chaillou**, spoke at the end of the ceremony, highlighting the dynamism of the profession and expressing his support for the sector. His speech brought a political and institutional dimension to the event.

The entire programme for this 20th edition - competitions, ceremonies, conferences, films - can be watched on the [trade exhibition's official website](#) and [YouTube](#) page.

The 2025 edition of FUNÉRAIRE PARIS was marked by **new arrivals** and **openness**: new synergies, new spaces, new events, new partners, new exhibitors, reflecting a **resilient, dynamic, innovative** and **welcoming sector**.

Thank you to all the members of the industry present: exhibitors, visitors, partners, associations, press and professional organisations. FUNÉRAIRE PARIS 2025 will be remembered!

See you next:

On the 17, 18 and 19 of November 2027 at Paris Le Bourget Exhibition Center.

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