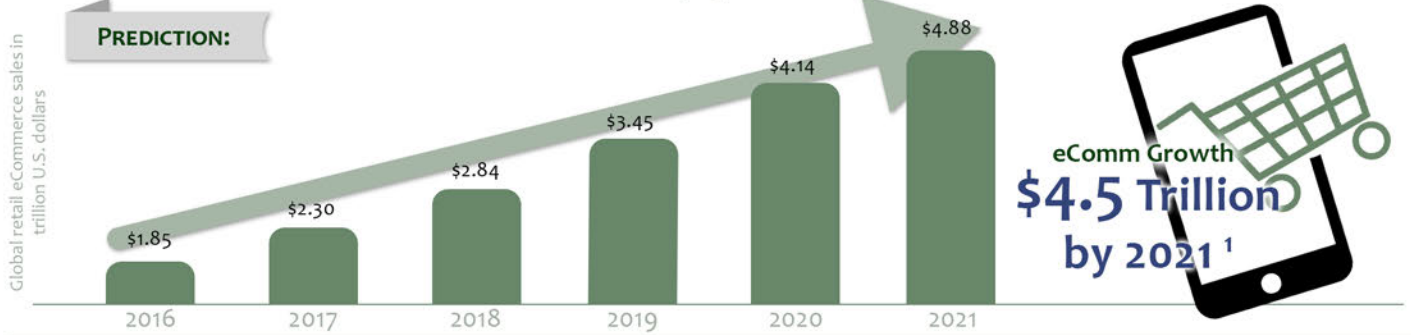


Top 10 Subscription eCommerce Consumer Trends

May 25, 2018



SEGMENTS:

Buy groceries Online at more than **2X** consumers as a whole²

Parents

A LOOK BACK:

Subscription Company Website Visitors³

800% Growth

37 million

Apr. 2014 → Apr. 2017

THE NEW NORM:

65% FREE SHIPPING

11% increase over the last 2 years⁶



SPREADING THE WEALTH:

2 subscriptions per active subscriber⁴

but, 35% have 3+

MEDIAN

LOOK-A-LIKES:

365 Days

Most eCommerce subscribers also have streaming-media subscriptions.⁴

NEED ALIGNMENT:

Long-term subscription rates⁴

type of subscription	percent of members subscribed for at least one year
Replenishment	45%
Curatation	35%
Access	35%

FICKLE + COMPETITION = CHURN

1/3 cancel in 3 months

1/2 cancel in 6 months

60-70%+ meal-kits

Average time to cancel subscription⁴

PERSONALIZATION & FLEXIBILITY:

Products piling up increase likelihood to cancel.⁴

SUPPLY vs DEMAND

¹ <https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>
² <https://www.digitalcommerce360.com/2018/05/02/parents-likely-buy-groceries-online/>
³ <https://www.forbes.com/sites/richardkostenbaum/2017/08/10/subscription-businesses-are-exploding-with-growth/#95d74ef6678b>
⁴ <https://www.mckinsey.com/industries/high-tech/our-insights/thinking-inside-the-subscription-box-new-research-on-e-commerce-consumers>
⁵ <https://www.hackernoon.com/how-big-is-the-global-subscription-box-industry-4b8dcb756937>
⁶ <https://www.salesforce.com/company/news-press/stories/2018/5/050218-a/>