PYMNTS.com | sticky.io

DRIVING CONVERSION AMONG THE

"Subscription Curious"

SPEED AND CONVENIENCE ARE SUBSCRIPTION MUST-HAVES.

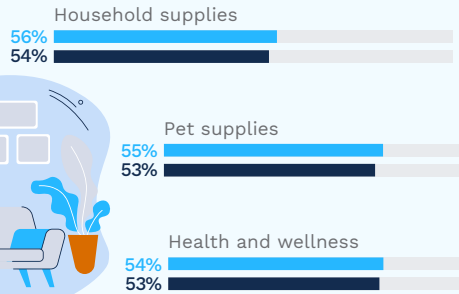
Share of subscribers in different segments who have subscriptions for select reasons







CONVENIENCE
SAVING TIME

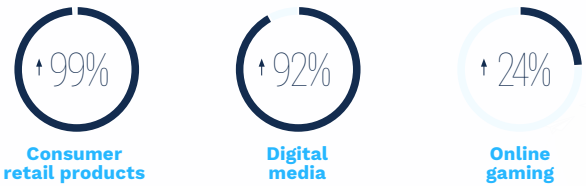


CONSUMERS ARE GOING ON SUBSCRIPTION SIGN-UP SPREES.

34 percent of United States adults — **14 million** individuals — on average have signed up for at least one new subscription product since February 2020.

SIGN-UPS FOR CONSUMER RETAIL PRODUCT SUBSCRIPTIONS HAVE OUTPACED ALL OTHERS.

Subscription segments' average growth since July 2020





SUBSCRIBERS TRUST D2C TO DELIVER NICE-TO-HAVES.

Share of consumers who subscribe directly to brands





Share who have D2C subscriptions for select reasons

ENJOYMENT AND FUN — EXCLUSIVE PRODUCT ACCESS



Subscription
COMMERCE CONVERSION INDEX

Download the report to learn more at pymnts.com/subscription-commerce-conversion-index/

© 2021 PYMNTS.com All Rights Reserved