

THE RISE OF THE SUBSCRIPTION ECONOMY

The UK Subscription market is valued at

£395

million in 2021, and projected to be worth

£1.8

billion by 2025.

(Whistl)



81%

of UK Households were signed up to at least one subscription in 2021 versus 65% in 2020.

(Whistl)



57%

of consumers sign up to subscription boxes for exclusive content, followed by 55% for time saving.

(Whistl)



31.5%

of Brits review their subscriptions only once annually (per year).

(Attest, 2020)

Consumers spend

£620

a year signing up to new subscriptions, average of

£52

a month.

(Whistl)



A 2019 survey showed

89.7%

of British businesses made some of their subscription revenue from outside of the UK.

(Royal Mail, 2019)



UK household average monthly spend on subscription boxes has increased to

£52



driven by higher-value products and multiple subscriptions.

(Whistl, 2022)



53%

of consumers agree that subscriptions are more convenient way of paying for good or services that they use on a regular basis.

(PaySafe, 2020)



6.3 million

Brits over the age of 18 are signed up to a subscription box service.

(TWC, 2021)

TRAVEL



9%

of UK adults surveyed in a study said they are signed up for a paid travel subscription program.

(Statista, 2021)

17.4%

of people in the US are signed up for travel subscriptions.

(Statista, 2021)



FOOD & BEVERAGE

26%

of UK consumers are subscribed to food/meal and drink boxes.

(Whistl, 2022)

69%

of UK millennials express interest in meal kit subscriptions.

43%

of UK Gen Z are interested in snack boxes, more than any other demographic.

55%

of Brits are potentially interested in food or drink subscription services.

(Attest, 2021)



In 2022, more than 40% of globally surveyed consumers were subscribed to groceries, food or drink services – making it the most popular subscription service category in the world.

(Statista, 2022)



FASHION & BEAUTY

11%

of UK shoppers are currently signed up for a health and beauty subscription box service.

(Whistl, 2022)



The UK beauty box market was worth **£78.9 million** in 2020, and is estimated to be worth **£93.3 million** by 2025.

(Royal Mail, 2021)



Almost a quarter, **22%** of Brits were signed up for clothing subscriptions in 2020.

(Whistl, 2020)



Male grooming subscriptions grew by **108%** between 2017 – 2020, reaching a value of **£42 million.**

(Whistl, 2021)



DON'T do business WITHOUT IT™



RETAIL

67%

of UK retailers plan to launch a new subscription service.

(Whistl, 2022)