

The Rise of Subscription Boxes



The UK Subscription market valued at **£395m in 2021** vs £332m in 2020, a 18.9% yoy increase and set to be worth **£1.8b by 2025**.



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



Spend £620 a year signing up to new subscriptions, average of £52 a month.



Shoppers stay signed up for an average of 9 months versus 5.6 months in 2017

Consumers are signing up to boxes for:



57% Exclusive content



55% Time saving



54% Good value



40% Convenience



52% Tailored products

Most popular subscription boxes:



52% Food



24% Shaving products



22% Clothing



18% Perfume and cosmetics



14% Pets

Outsource Subscription Fulfilment to Whistl to Improve Efficiencies, Scale and Quality Control.

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