

# 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.**

If you would like to know how we can help your business

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Call **01628 702 988**