

Global Subscription E-commerce Market: Analysis
By Application Type (Beauty and Personal Care,
Food and Beverages, Entertainment and Others),
By End User (Women, Men and Kids), By Mode of
Payment (Online Payment and Cash On Delivery),
By Region Size and Trends with Impact of
COVID-19 and Forecast up to 2028

January 2023



Global Subscription E-commerce Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact Of COVID 19

Dynamics

Competitive Landscape

Company Profiling

Global Subscription E-commerce Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Subscription E-commerce Market: Analysis By Application Type (Beauty and Personal Care, Food and Beverages, Entertainment and Others), By End User (Women, Men and Kids), By Mode of Payment (Online Payment and Cash On Delivery), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2028
Coverage	Global and Regional
Regional Coverage	North America (The US, Canada, and Mexico), Europe (UK, Germany, France, Spain and Rest of Europe), Asia Pacific (China, Japan, India, South Korea and Rest of Asia Pacific), and Rest of the World
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2023-2028
Competition in the Market	Moderately Fragmented
Key Players	Amazon.com, Inc.; Unilever PLC (Dollar Shave Club); Blue Apron Holdings, Inc.; Beauty For All Industries (IPSY); HelloFresh SE; Netflix, Inc.; The Walt Disney Company; Femtec Health, Inc. (Birchbox, Inc.); Peloton Interactive, Inc.; Stitch Fix, Inc.; Loot Crate, Inc. and FabFitFun, Inc.

Global Subscription E-commerce Market: Coverage

Executive Summary

Subscription e-commerce is a way of purchasing goods and services online in which customers can sign up for subscriptions to receive the products or services on a recurring basis. Customers who opt for subscriptions receive their products through monthly or weekly boxes, known as subscription boxes. Customers can subscribe to certain products with the seller which are required by them cyclically. They can sign up for subscriptions by paying a subscription fee at the beginning or end of each cycle, in addition to the cost of the product. The global subscription e-commerce market in 2022 stood at US\$96.61 billion, and is likely to reach US\$2419.69 billion by 2028. The market would grow at a CAGR of 70.97% over the projected period of 2023-2028.

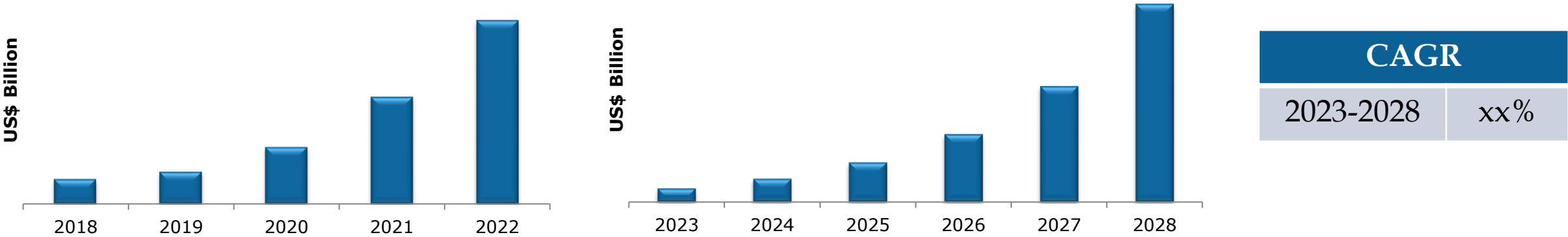
The global subscription e-commerce market can be segmented on the basis of application type (beauty and personal care, food and beverages, entertainment and others), end user (women, men and kids) and mode of payment (online payment and cash on delivery). Online payment subscription e-commerce market is both the largest and fastest growing segment of global subscription e-commerce market owing to digitalization, increasing trend of online shopping, many digital subscription services complying to online payments, increasing government initiatives to promote cashless economy and rising scope of payment wallets among younger generation who more likely to use smart payment options while subscribing to these services.

The COVID-19 brought in many changes in the world in terms of reduced productivity, loss of life, business closures, lockdown and closing down of factories and organizations. Lockdown policies, imposed by the government to prevent the spread of virus led to the closure of local retail shops, malls and supermarkets, incentivizing consumers to shift towards online shopping and use of e-commerce websites for the purchase of essential items, increasing the demand for e-commerce services and boosting the growth of subscription e-commerce market as a result of rising awareness about online shopping and a positive shift in people's attitude towards the use of subscription services which were able to offer predictability and convenience in terms of availability and home delivery of essential items.

The global subscription e-commerce market has increased from 2021-2022 and projections are made that the market would continue to rise in the next five years i.e. 2023-2028. The market has seen a positive growth in the recent years owing to growing use of subscriptions among millennials, rapid urbanization, rising popularity of online streaming services, etc. Further, the market is expected to grow as a result of rising use of social media in marketing, increasing integration of artificial intelligence, busy and hectic lifestyles, etc. Yet the market faces some challenges such as e-commerce fraud, low adoption of subscription boxes in developing countries, etc.

Subscription E-commerce Market: Global Analysis

Global Subscription E-commerce Market by Value



Global Subscription E-commerce market was valued at US\$... billion in 2022 and is anticipated to reach up to US\$... billion by 2028 from US\$... billion in 2023, with a CAGR of xx%.

Subscription E-commerce Market: Global Analysis

Global Subscription E-commerce Market by Application Type; 2022



Application Type	Share
Beauty and Personal Care	xx%
Food and Beverages	xx%
Entertainment	xx%
Others	xx%

Global Subscription E-commerce Market by End User; 2022



End User	Share
Women	xx%
Men	xx%
Kids	xx%

Subscription E-commerce Market: Global Analysis

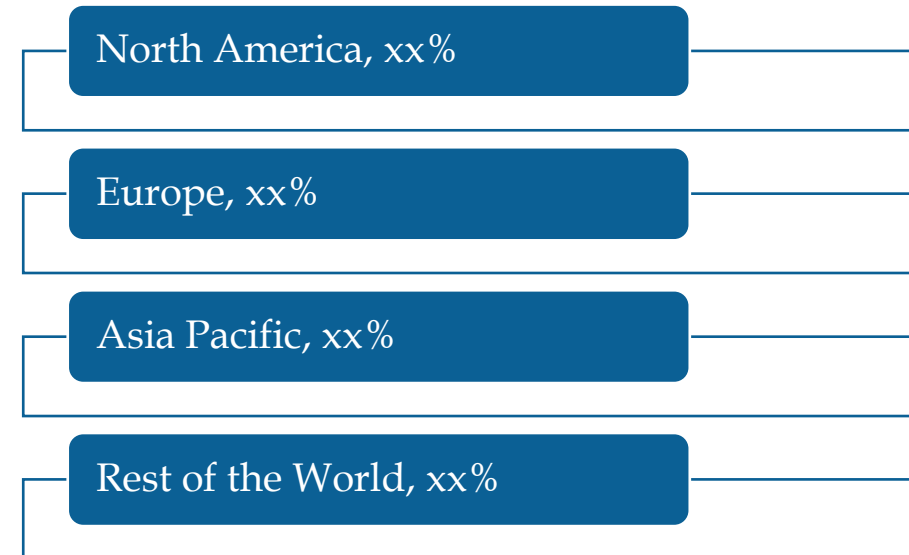
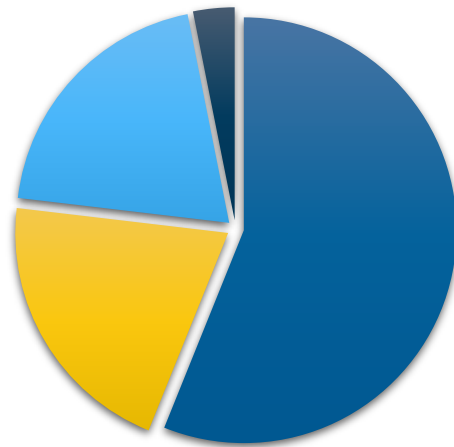
Global Subscription E-commerce Market by Mode of Payment; 2022



Mode of Payment	Share
Online Payment	xx%
Cash on Delivery	xx%

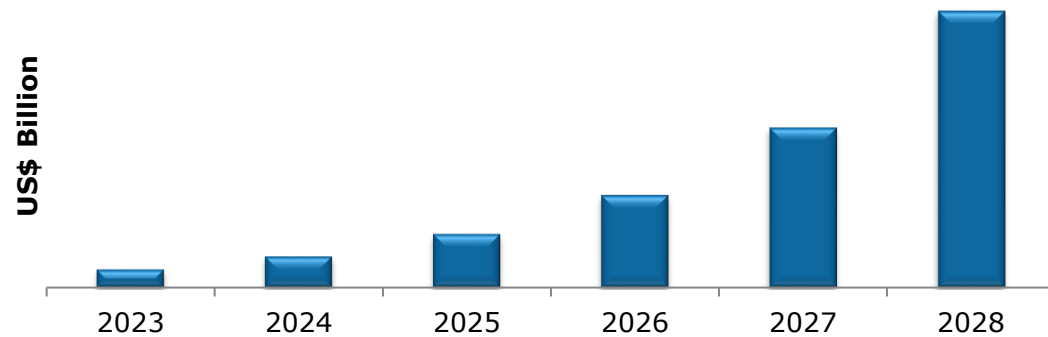
Subscription E-commerce Market: Global Analysis

Global Subscription E-commerce Market by Region; 2022

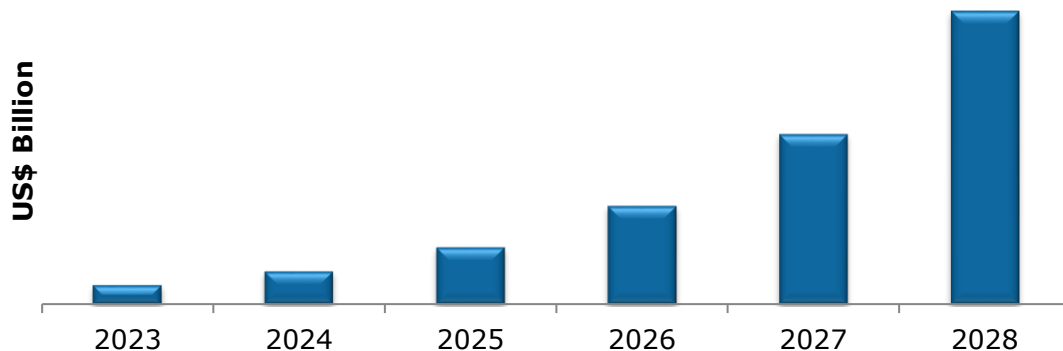


Subscription E-commerce Market: Application Type Analysis

Global Beauty and Personal Care Subscription E-commerce Market by Value



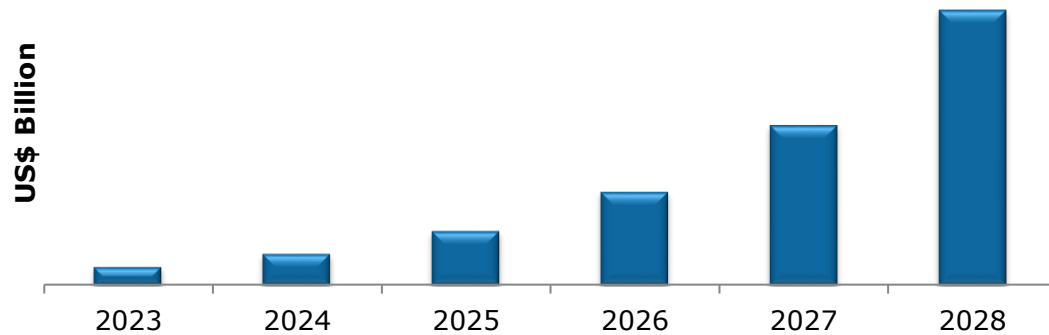
Global Food and Beverages Subscription E-commerce Market by Value



Application Type	CAGR (2023-2028)
Beauty and Personal Care	xx%
Food and Beverages	xx%
Entertainment	xx%
Others	xx%

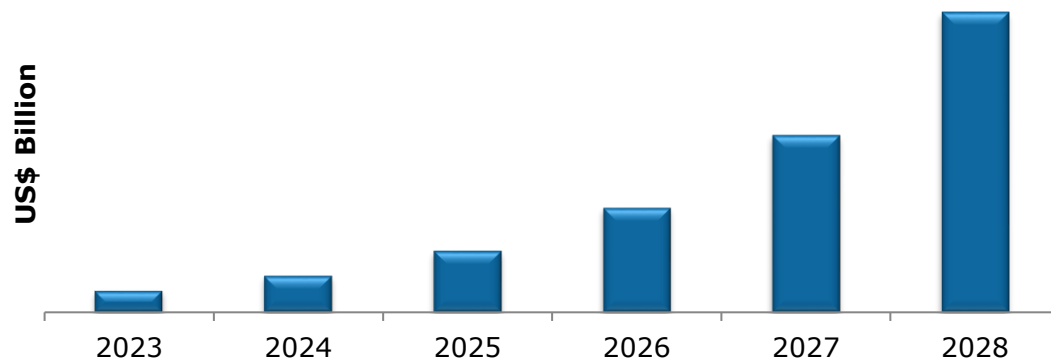
Subscription E-commerce Market: Mode of Payment Analysis

Global Online Payment Subscription E-commerce Market by Value



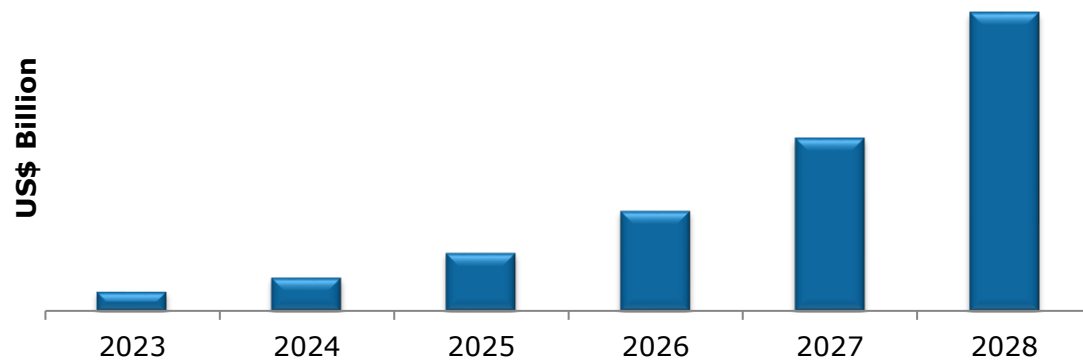
Mode of Payment	CAGR (2023-2028)
Online Payment	xx%
Cash on Delivery	xx%

Global Cash on Delivery Subscription E-commerce Market by Value

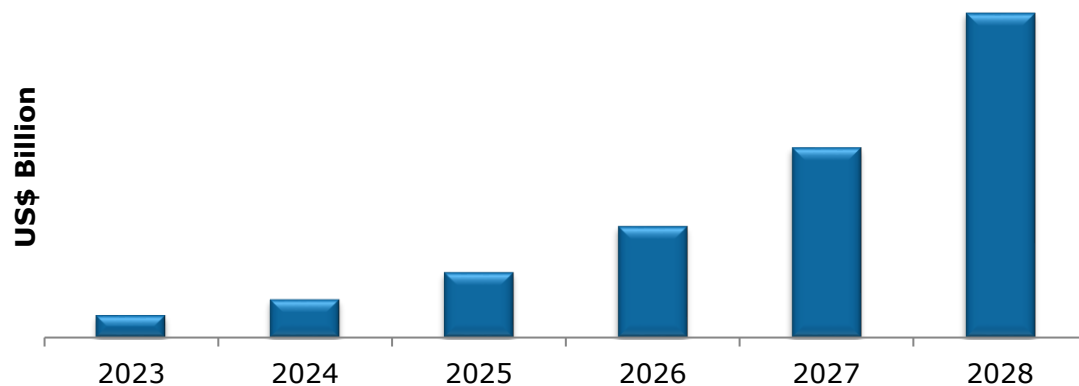


Subscription E-commerce Market: End User Analysis

Global Women Subscription E-commerce Market by Value



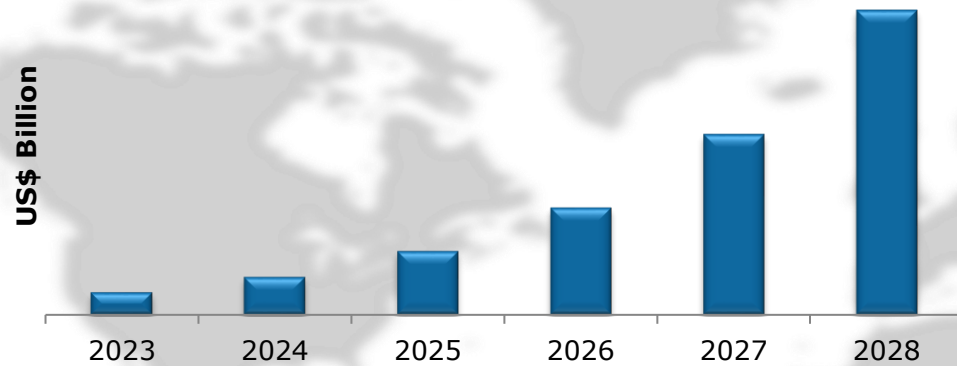
Global Men Subscription E-commerce Market by Value



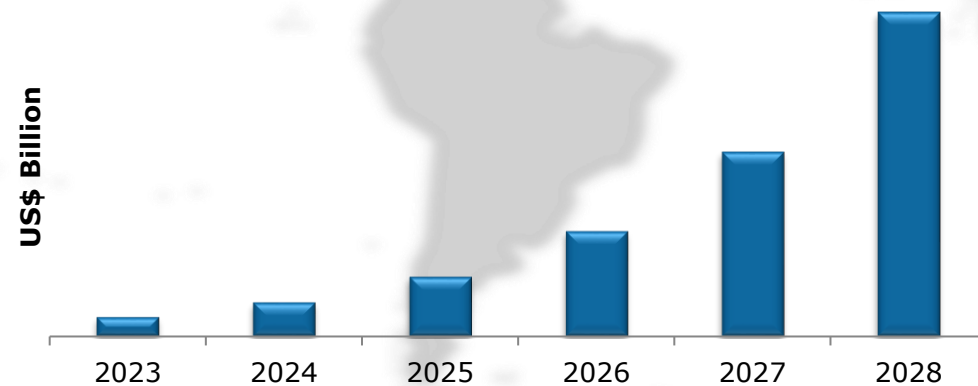
End User	CAGR (2023-2028)
Women	xx%
Men	xx%
Kids	xx%

Subscription E-commerce Market: Regional Analysis

North America Subscription E-commerce Market by Value



Asia Pacific Subscription E-commerce Market by Value



Region	CAGR (2023-2028)
North America	xx%
Europe	xx%
Asia Pacific	xx%
Rest of the World	xx%

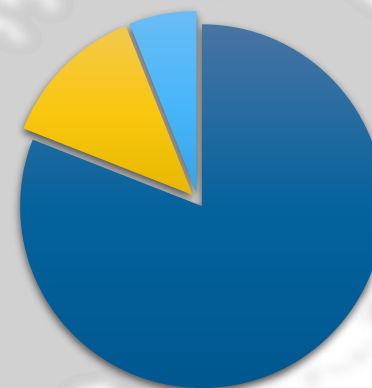
North America Subscription E-commerce Market: An Analysis

North America Subscription E-commerce Market by Application Type; 2022



Application Type	Share (2022)	CAGR (2023-2028)
Beauty and Personal Care	xx%	xx%
Food and Beverages	xx%	xx%
Entertainment	xx%	xx%
Others	xx%	xx%

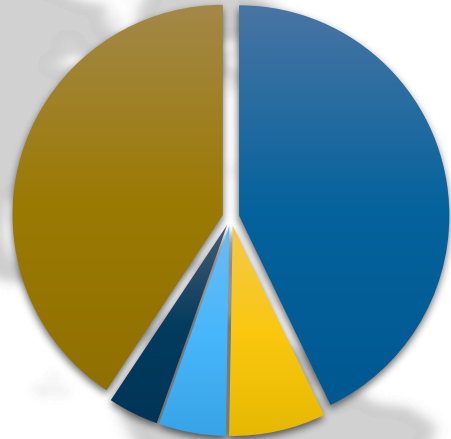
North America Subscription E-commerce Market by Region; 2022



Region	Share (2022)	CAGR (2023-2028)
The US	xx%	xx%
Canada	xx%	xx%
Mexico	xx%	xx%

Asia Pacific Subscription E-commerce Market: An Analysis

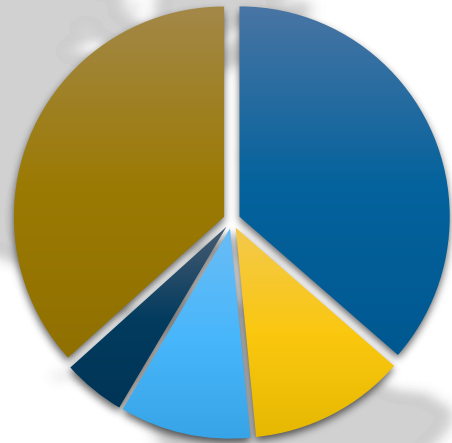
Asia Pacific Subscription E-commerce Market by Region; 2022



Region	Share (2022)	CAGR (2023-2028)
China	xx%	xx%
Japan	xx%	xx%
South Korea	xx%	xx%
India	xx%	xx%
Rest of Asia Pacific	xx%	xx%

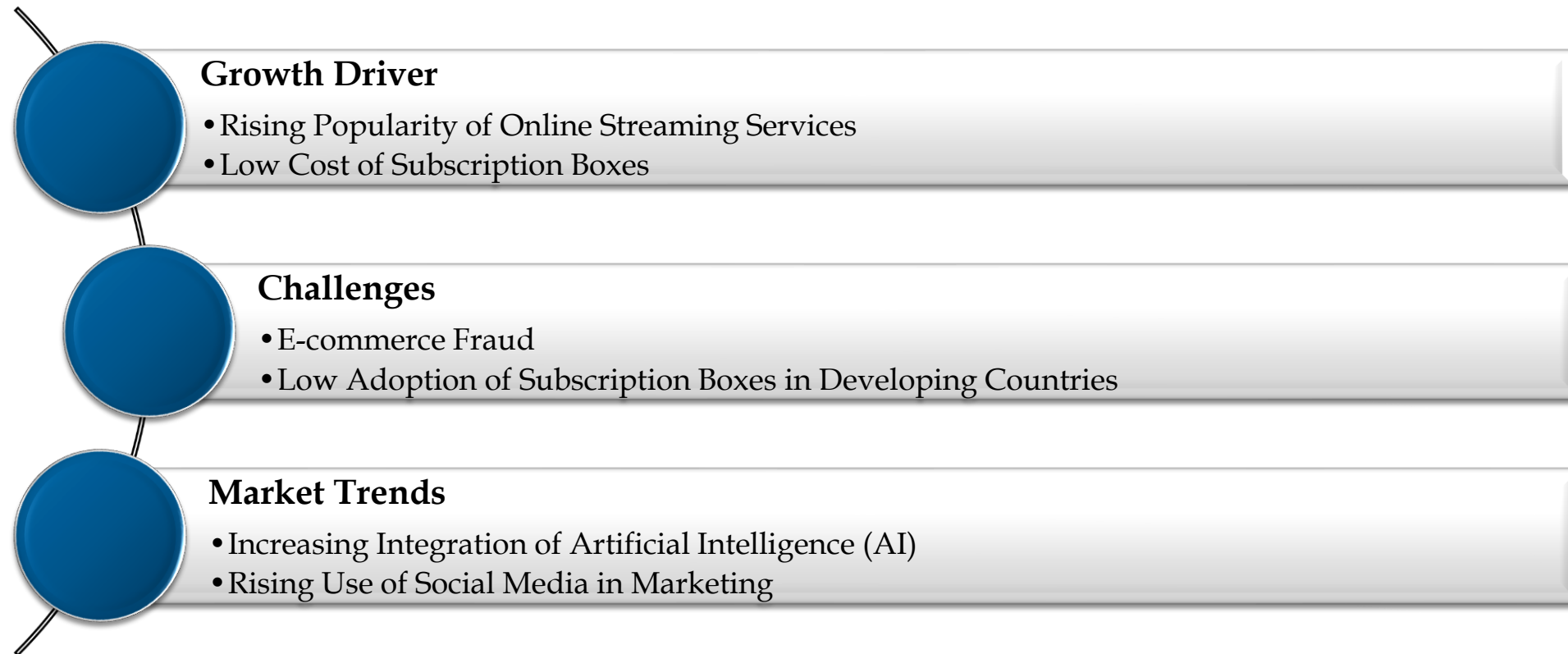
Europe Subscription E-commerce Market: An Analysis

Europe Subscription E-commerce Market by Region; 2022



Region	Share (2022)	CAGR (2023-2028)
Germany	xx%	xx%
UK	xx%	xx%
France	xx%	xx%
Spain	xx%	xx%
Rest of Europe	xx%	xx%

Global Subscription E-commerce Market: Dynamics



Global Subscription E-commerce Market: Competitive Landscape

Players Profiled

- Unilever PLC (Dollar Shave Club)
- Blue Apron Holdings, Inc.
- Beauty For All Industries (IPSY)
- Femtec Health, Inc. (Birchbox, Inc.)
- The Walt Disney Company
- Peloton Interactive, Inc.
- Stitch Fix, Inc.
- Loot Crate, Inc.
- FabFitFun, Inc.
- Amazon.com, Inc.
- Netflix, Inc.
- HelloFresh SE

Subscription E-commerce Market Players by Total Number of Online Visits; December 2022 (Million)

