

# Global Subscription E-commerce Market: Size, Trends & Forecasts (2019-2023)

June 2019



# Global Subscription E-commerce Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Dynamics

Competitive Landscape

Company Profiling

# Global Subscription E-commerce Market: Coverage

## Scope of the Report

Attributes	Details
Title	Global Subscription E-commerce Market: Size, Trends & Forecasts (2019-2023)
Coverage	Global and Regional
Regional Coverage	The US, Canada
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2019-2023
Competition in the Market	Fragmented
Key Players	Amazon.Com, Inc., Unilever (Dollar Shave Club), Blue Apron Holdings, Inc., Ipsy

# Global Subscription E-commerce Market

## Executive Summary

Subscription e-commerce provides the consumers a way of signing up for goods and services which they require on a regular basis. The goods are then auto-delivered to the users every week or every month through subscription boxes. Subscription e-commerce also includes subscription-based online streaming services. These services provide the consumers unlimited access to the company's streaming services for a monthly or yearly payment.

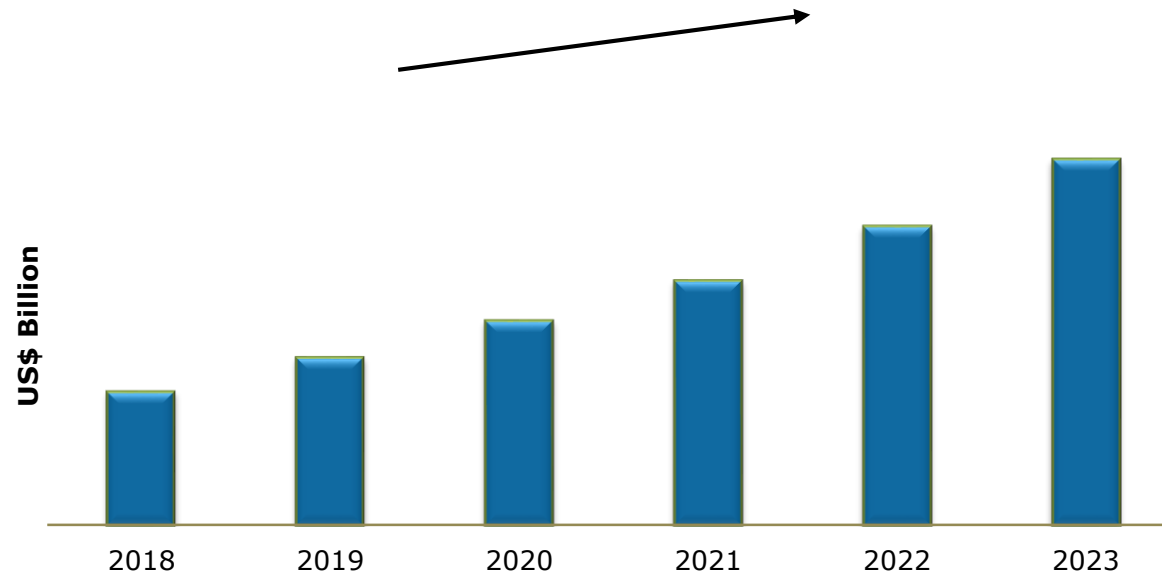
Subscriptions have been segmented on the basis of type into refill (food & beverages, personal hygiene, others), customize (apparel, footwear & accessories, health & beauty, pets and others) and membership (health & fitness, work/ lifestyle and others).

Subscription e-commerce has been segmented on the basis of subscription type and service provider. On the basis of subscription type, subscription e-commerce has been segmented into subscription boxes and subscription-based media. On the basis of service provider, subscription e-commerce has been divided into large subscription e-commerce companies and small subscription e-commerce companies.

The global subscription e-commerce market has witnessed continuous growth in the past few years and is projected to grow even further during the forecast period (2019-2023). The market is expected to be driven by various growth enhancing factors such as the growing use of subscriptions among millennials, rising popularity of online streaming services, increasing internet penetration, low cost of subscription boxes, etc. However, the market is not free from challenges that are hindering its growth. Some of the major challenges faced by the market are e-commerce fraud and low adoption of subscription boxes in developing countries.

# Subscription E-commerce Market: Global Analysis

## Global Subscription E-commerce Market by Value

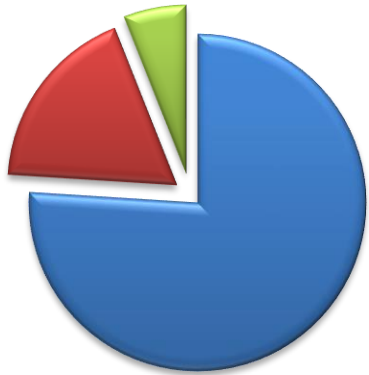


CAGRs	
2019-2023	xx%

The global subscription e-commerce market value was US\$... billion in 2018. The global subscription e-commerce market is anticipated to reach up to US\$... billion by 2023 from US\$... billion in 2019 at a CAGR of ...% during the period 2019-2023.

# Subscription E-commerce Market: Global Analysis

Global Subscription E-commerce Market by Type; 2018



Type	Share
Customize	xx%
Refill	xx%
Membership	xx%

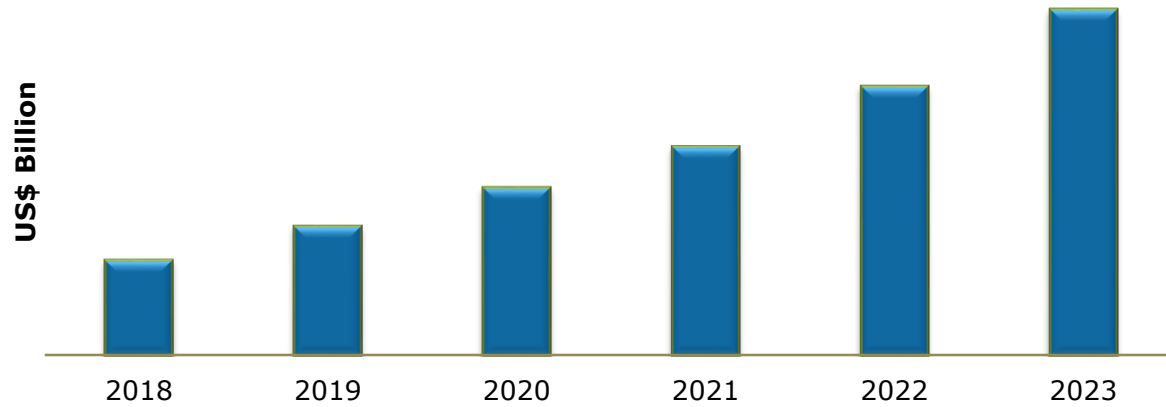
Global Subscription E-commerce Market by Service Provider; 2018



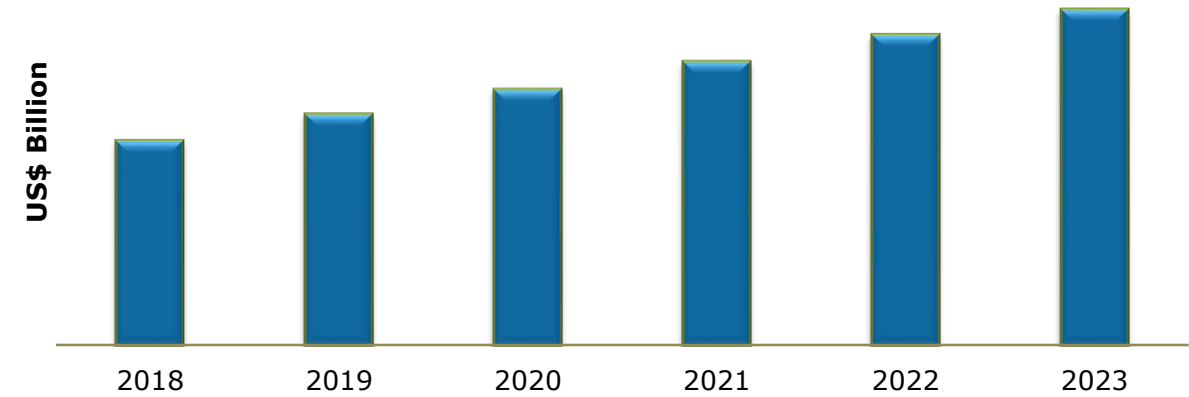
Service Provider	Share
Large Subscription E-commerce Companies	xx%
Small Subscription E-commerce Companies	xx%

# Subscription E-commerce Market: Service Provider Analysis

Global Large Subscription E-commerce Companies by Value



Global Small Subscription E-commerce Companies by Value



Service Provider	CAGR
	2019-2023
Large Subscription E-commerce Companies	xx%
Small Subscription E-commerce Companies	xx%

# The US Subscription E-commerce Market: An Analysis

The US Subscription E-commerce Market by Subscription Category; 2018



Subscription Category	Share
Personal Grooming	xx%
Household Items	xx%
Food and non-alcoholic	xx%
Pet Supplies	xx%
Clothes	xx%
Baby Items	xx%
Other Products and Services	xx%



# Canada Subscription E-commerce Market: An Analysis

Canada Subscription E-commerce Market by Subscription Category; 2018



Subscription Category	Share
Beauty or Grooming	xx%
Food or Drink	xx%
Children or Pets	xx%
Fashion or Apparel	xx%
Other Products and Services	xx%

# Subscription E-commerce Market: Dynamics



# Subscription E-commerce Market: Competitive Landscape

## Players Profiled

- Amazon.Com, Inc.



- Unilever (Dollar Shave Club)



- Blue Apron Holdings, Inc.



- Ipsy



Note: The graphs on this slide are only for sample representation.