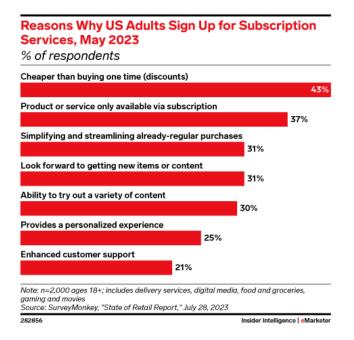
Deals drive US adults to sign up for subscription services

Article



For more insights and key statistics on the biggest trends in today's most disruptive industries, subscribe to our Chart of the Day newsletter.



Key stat: 43% of US adults say discounts are the main reason they sign up for subscription services, per May data from SurveyMonkey.

Beyond the chart:

- The most popular category of subscriptions among all consumers is digital media, followed by delivery services, gaming, and food and groceries, according to SurveyMonkey.
- Subscription OTT connected TV platform ad spending will grow 40.5% this year to reach \$7.54 billion, per our March forecast.
- On the retail side, paid retail membership fee revenues will hit \$35.12 billion this year, a 6.5% increase from 2022, per our March forecast.

Use this chart:

- Identify customer attitudes around subscription services.
- Build out your subscription service to attract consumers.

More like this:

- Amazon could launch standalone grocery, healthcare subscriptions
- Mcommerce will grow healthily, boosting ecommerce along the way





- 4 technologies to help curb cart abandonment
- As streaming wars heat up, nearly three in 10 US internet households are canceling services to save money

More Chart of the Day:

- 9/20 Banking on traditional
- 9/19 Top platforms by influencer marketing spending
- 9/18 Temu vs. Amazon, Target, and Walmart
- 9/15 Creator creativity
- 9/14 The fastest-growing industries by digital ad spending

Methodology: Data is from the July 2023 SurveyMonkey report titled "State of Retail Report." 2,000 US adults ages 18+ were surveyed online during May 2023. The sample was weighted for age, race, sex, education, and geography using the Census Bureau's American Community Survey to reflect the demographic composition of the US.