

Podcast | Trying on Apparel Subscriptions

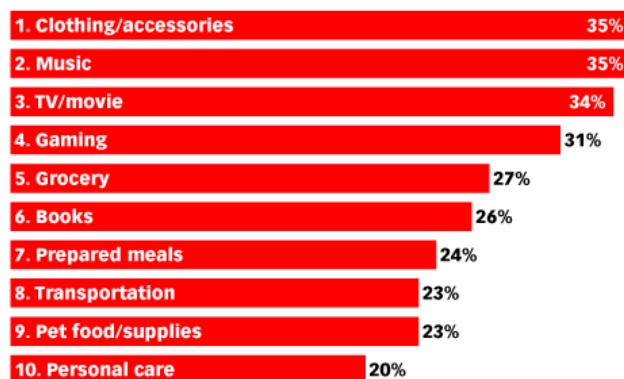
AUDIO |

eMarketer Editors

eMarketer principal analyst Andrew Lipsman joins us to discuss the latest in clothing subscriptions. Why are retailers like Urban Outfitters getting into this business? What consumer trends are fueling these companies' decisions? And what the heck is a "rundle"?

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What Are the Top 10 Essential Subscription Box Categories According to US Subscription Subscribers? % of respondents, Nov 2018



Note: ages 18+
Source: Digitas, "The Subscriber's Dilemma: From 'More Please' to 'No Thanks'" conducted by The Harris Poll, Jan 7, 2019

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