

Fatigue may threaten long-term growth of ecommerce subscriptions

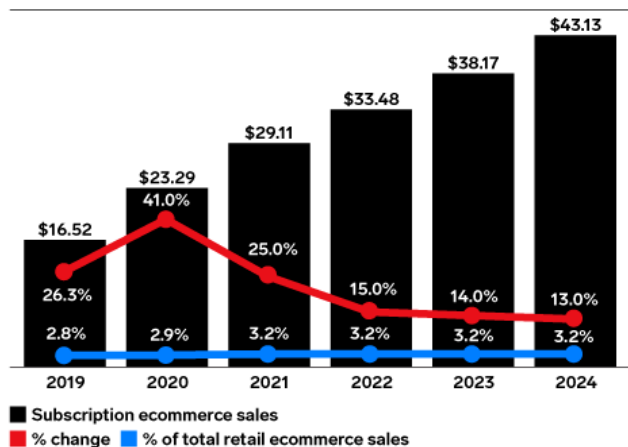
Article



The onset of the pandemic drove many consumers to adopt subscription ecommerce for **essential items**—like meal kits and pet food—as well as beauty and hobby boxes for self-care and entertainment. That dramatically propelled US subscription ecommerce sales growth in 2020 and 2021.

- US subscription ecommerce sales will grow by **15.0%** year over year (YoY) in 2022, totaling **\$33.48 billion**.
- Sales growth will remain steady through 2024, but subscriptions will account for just **3.2%** of total retail ecommerce sales during that time.

US Subscription Ecommerce Sales, 2019-2024
billions, % change, and % of total retail ecommerce sales



Note: recurring (weekly, monthly, annual, etc.) sales of products offered by brands or retailers and shipped to consumers on a periodic basis; ordered using the internet via any device, regardless of the method of payment or fulfillment; includes physical products with their accompanying services; excludes travel and event tickets and food or drink services
Source: eMarketer, March 2022

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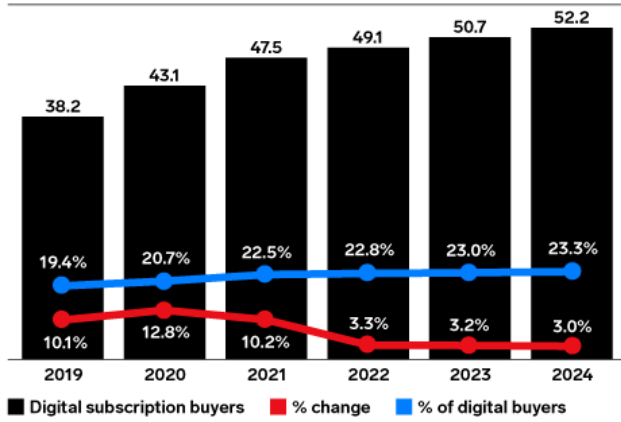
Digital subscription buyers: Subscription fatigue may threaten long-term growth

Digital subscription buyer growth will slow to **3.3%** this year, and hover around **3%** through 2024.

- This means companies building subscription models will increasingly have to draw dollars from existing subscribers.** As a result, we expect that the average spending per digital subscription buyer will be higher in 2022 than at any other point during the pandemic.
- The rising average spend per buyer will sustain sales growth in the short term, but subscription fatigue raises concerns.** Consumers will eventually hit a ceiling with subscription spending, making long-term sales growth more difficult.

US Digital Subscription Buyers, 2019-2024

millions, % change, and % of digital buyers



Note: ages 14+; internet users who have digitally subscribed in the past 12 months to recurring (weekly, monthly, annual, etc.) periodic shipments of products or services offered by brands or retailers
Source: eMarketer, March 2022

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Read the full report.