"Subscription services are evolving as more companies across a variety of product categories are in or entering the market. Consumers have interest in signing up for product subscriptions; however such programs must be tailored in a way that makes the consumer's life easier and adds value. Product quality and quantity are top concerns, as is cancellation.”

- Matt Lindner, Senior eCommerce Analyst

This report is part of a series of reports, produced to provide you with a more holistic view of this market.
Understanding Consumer Usage and Attitudes Toward Subscription Services - US - September 2018

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Product subscription adoption remains low, negative perceptions deter trial

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