

We surveyed 212 consumers in the UK to test a number of hypotheses on subscription services. Find out below whether we were right or wrong.

SUBSCRIPTIONS SERVICES FACT PACK:
SUBSCRIPTION SATURATION

4. **HYPOTHESIS:** There is a limit to consumers' time and money, many people will reach their subscription limit and hit peak subscription

PEAK
BAROMETER

28% Think they have too many subscriptions

55% Are happy with the number of subscriptions they currently have

17% Could have more subscriptions

Consumers are most likely to hold
2 subscriptions

But this number increases
for younger age groups

WE WERE RIGHT, OVER ¼ OF PEOPLE WORRY THEY HAVE TOO MANY SUBSCRIPTIONS

This is even more likely among younger ages:

39%  18-34 think they have too many subscriptions



Here are some ideas on how to ward off subscription saturation

1. **DISRUPT CONSUMERS IN THE FIRST FEW MONTHS**

62% Of cancellations happen within the first 3 months

But only 22% cancelled because their free trial ran out

After 3 months trial subscriptions become part of normal spending, and getting beyond trial period is about more than price discounts

2. **SHARING SUBSCRIPTIONS**

69% Having subscriptions that overlap with friends or family

People are willing to share a joint subscription
48% Would share with friends
64% Would share with family