

Subscription Merchants Up Their Game

In February 2023, the Subscription Commerce Readiness Index climbed to 55.5 as more consumers added subscriptions and merchants improved sign-up and retention features. PYMNTS' latest research shows a 2.3 percentage point increase in the share of consumers holding retail product subscriptions since September 2022. For this report, we surveyed 2,242 subscribers and studied 200 subscription providers to obtain data on sign-up and retention features and their impact on the subscriber experience.

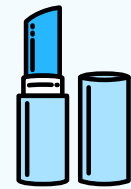
Merchants' Index scores

Index scores, by segment



63.8

Household supplies



52.7

Beauty products



61.8

Clothing and accessories



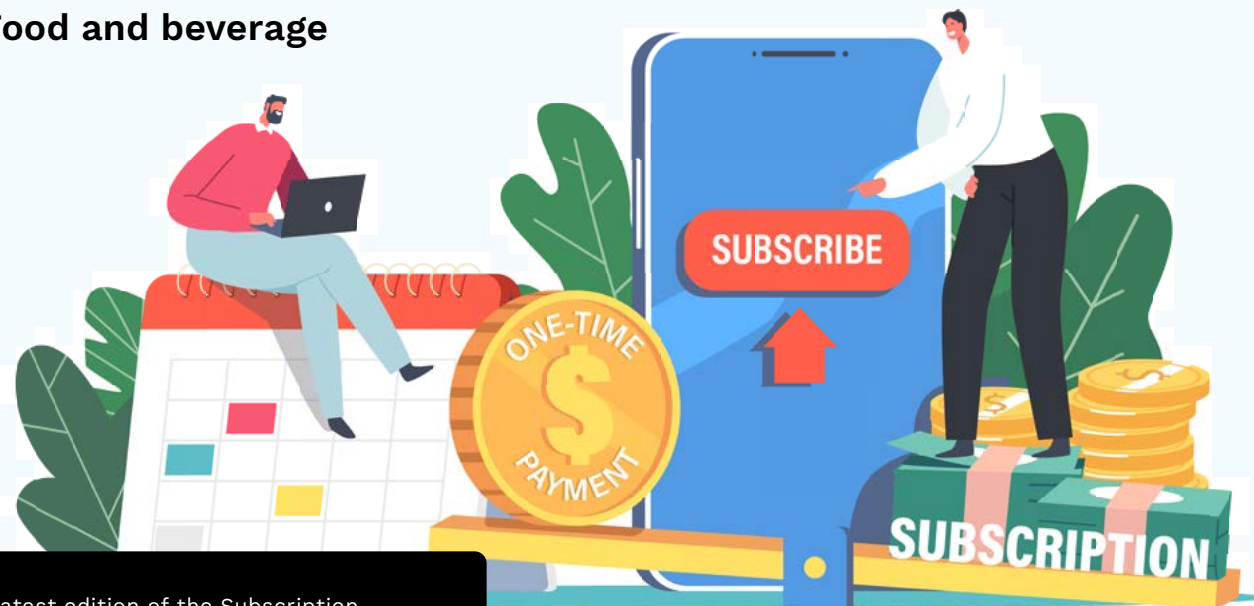
42.1

Toys and entertainment



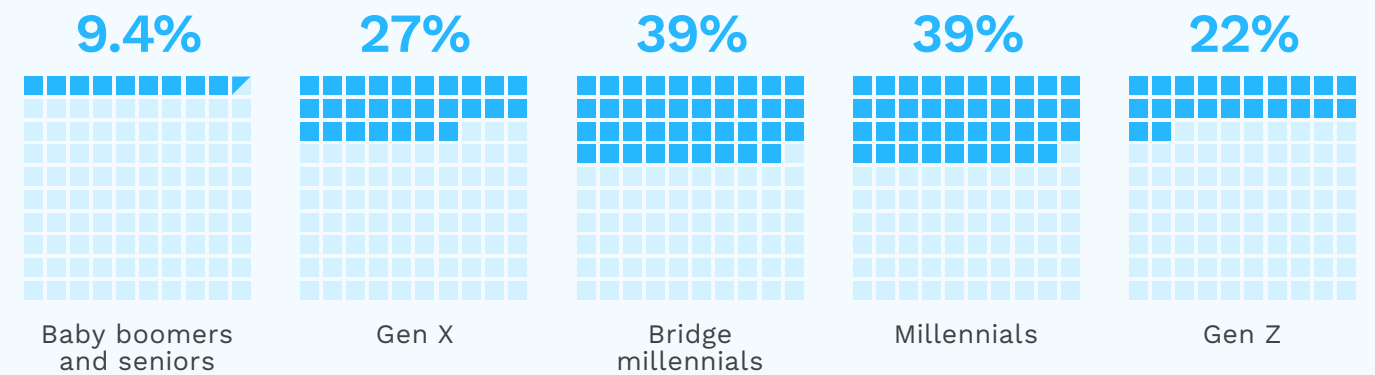
54.3

Food and beverage



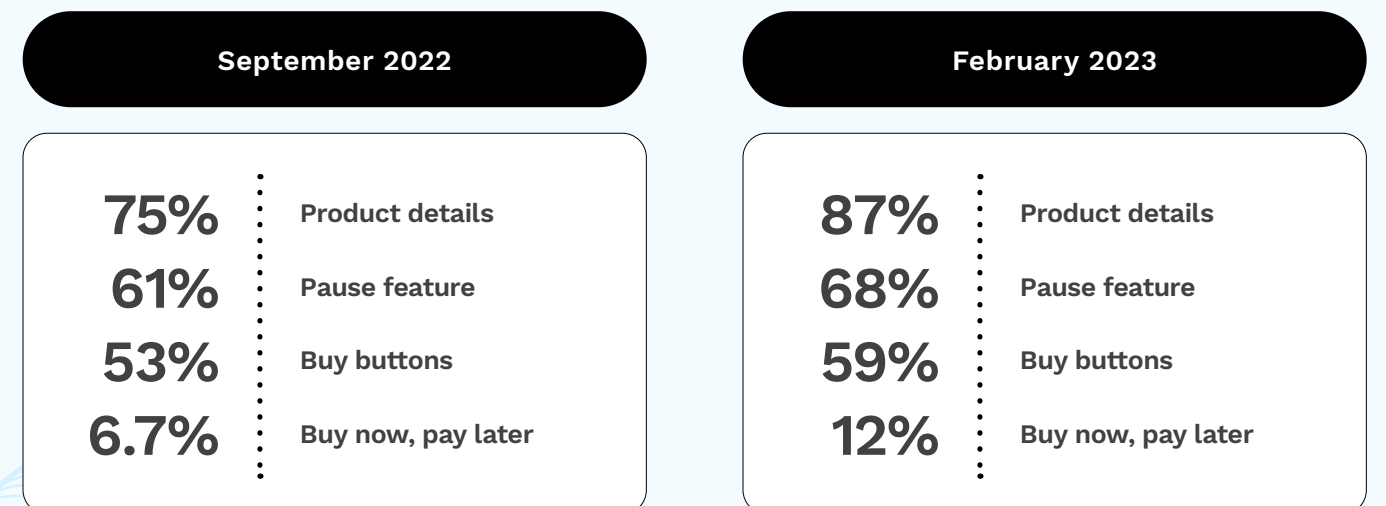
Retail product subscribers

Share of consumers with at least one retail product subscription, by demographic



Key features subscription merchants provide

Share of subscription businesses offering select features



To learn more, download the latest edition of the Subscription Commerce Conversion Index at www.pymnts.com/study.