



Subscription trends

Both businesses and consumers value subscriptions. But while they provide a lot of convenience, consumers are becoming more selective and have increased expectations on how they manage them.

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Consumers



77% of consumers are likely to subscribe to a new service if it's easy to cancel the subscription later¹



60% over 60% of consumers would like the ability to pause a subscription for a period of time²



38% of Gen Z consumers have cancelled a subscription to later renew it⁴



\$219
average monthly spend on subscription services³



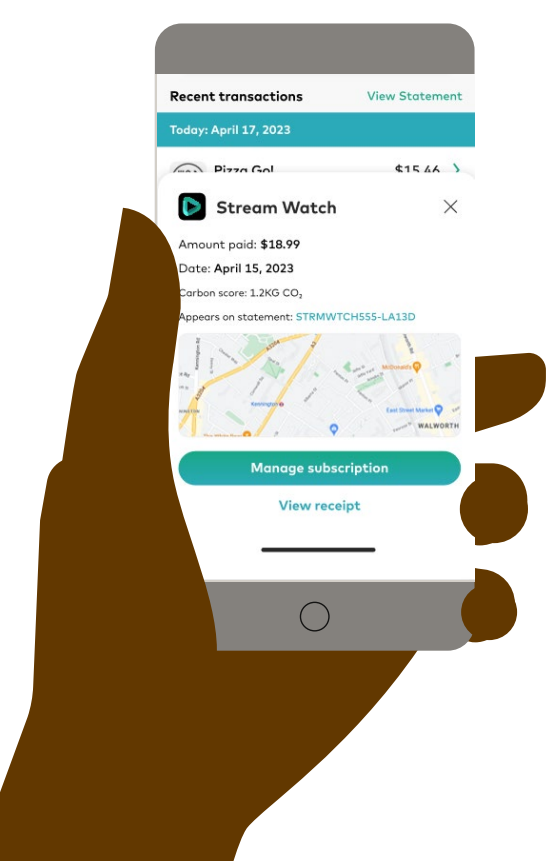
Issuers



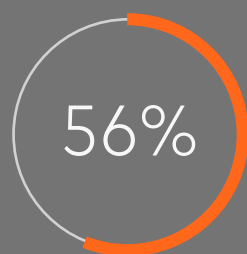
50% of consumers would switch banks to get access to the features they want – like subscription controls⁵



75% of banks report increased subscription-related disputes⁶



Merchants



56% of merchants currently offer a subscription service²



44% the other 44% of merchants plan to offer a subscription service in the next 1 to 2 years²



[Contact us](#)

Ready to meet your consumers' expectations? Enhance your digital banking app with advanced subscription controls.

Sources:

1. Recurly. State of Subscriptions: What Consumers Want. 2023.
2. Datos Insights survey of 260 mid-sized merchants in the U.S., Australia, Brazil, and UK. Q4 2023.
3. C+R. Subscription Service Statistics and Costs. 2022.
4. Deloitte. 2023 Digital media trends: Immersed and connected.
5. Ethoca. 2023 Digital Field Guide.
6. Forrester. Banks Must Act Now to Avoid Subscription-Related Costs. 2022.

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