

Deloitte: Retail subscriptions continue to grow

- **Electronics (19%); Grocery (17%) and Beauty & Cosmetics (15%) the retail segments with the highest number of subscribers**
- **In Italy, subscriber growth of +17 pp is expected by 2025**

Milan, 6th December 2022 – **By 2025** we estimate that **Italian consumers** with a subscription in the retail sector will grow by **+17 pp**, particularly in the **electronics, grocery, beauty & cosmetics**. Globally, 37% of global consumers have at least one active retail subscription and these numbers are expected to grow to 53pp (+16 pp vs 2022).

Electronics (19%), grocery (17%) and beauty and cosmetics (15%) are currently the retail segments with the highest percentage of subscribers among survey participants. The ranking is completed by: **Fashion (13%)** and **home furnishings (10%)** and **DIY (10%)**.

The most popular subscription models are the "**membership**" and the "**replenishment box**".

These are the main results of a study by a third party for **Deloitte Digital** and **Zuora®**, involving 12,500 consumers interviewed in **12 countries** around the world (US, Italy, Spain, Norway, Sweden, Finland, Ireland, Australia, France, Germany, UK, Denmark) .

«As the report shows, by 2025, 20% of retail customers worldwide are anticipated to be new subscribers. This growth represents a great business opportunity for merchants to maximize value. Flexibility, convenience, transparency in communication, possibility of using the product and experience are the main drivers that guide subscription subscriptions», says **Enrico Cosio, Retail Wholesale and Distribution leader at Deloitte**.

Flexibility, convenience, use of the product and experience are the key factors

The interviewees indicate among the main incentives that guide retail subscriptions and determine their success: flexibility, given by the different contractual options, convenience as the perceived value of the money spent by the consumer, usage and experience which includes factors such as convenience of purchase and regular use of the product.

According to the survey, the average monthly willingness to pay for a retail subscription service in Europe is €80.30 per month in the electronics segment, €78.30 in the grocery segment, €55.70 in the beauty and cosmetics segment. On average across all retail segments, US consumers are willing to incur higher monthly subscription fees than European respondents, but they also expect higher monthly deliveries.

Italy: the largest number of subscribers is in the electronics segment

Currently, 40% of Italian consumers have a retail subscription, a figure that represents a higher adoption rate than the European average (36%). Furthermore, a +17 pp increase in Italian subscribers is expected by 2025, reaching 57% of the population.

The electronics segment has the highest number of subscribers (21%), but high growth is expected for the grocery segment (+14 pp), which will position it on a par with electronics in 2025 (29%).

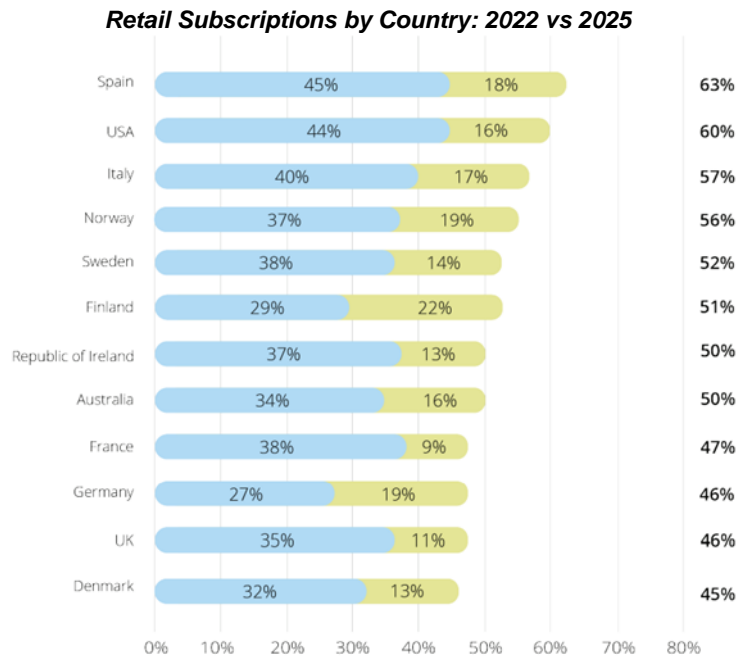


Fig.1

● % of the survey's respondents with a retail subscription (2022) ● Expected growth by 2025

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