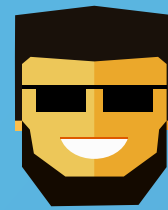


28%

OF SURVEY RESPONDENTS ARE MEMBERS OF A PRODUCT-BASED SUBSCRIPTION SERVICE



WHY DO CONSUMERS SIGN UP FOR PRODUCT SUBSCRIPTIONS IN THE FIRST PLACE?



45%

JUST FOR FUN



43%

SAVING MONEY



38%

SAVING TIME

ShopTalk

A Socratic Consumer Survey sponsored by Vantiv

All boxed up

From cosmetics and pet supplies to clothing and meal kits, product subscriptions have taken consumers by storm. Here's who's subscribing...and why.*

WHICH PRODUCT SUBSCRIPTIONS ARE MOST POPULAR?

11%

COSMETICS AND GROOMING SUPPLIES



10%

SNACK BOXES



8%

CLOTHING BOXES



WINE SUBSCRIPTIONS TEND TO LAST THE LONGEST



WINE

1.5 YEARS



CLOTHING/ACCESSORIES

1.4 YEARS



COSMETICS/GROOMING

1.3 YEARS

*Based on a ShopTalk survey of 500 consumers conducted by Vantiv and Socratic Technologies.