

# Global Subscription E-commerce Market Research Report 2025(Status and Outlook)

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## Abstracts

### Report Overview

Subscription e-commerce refers to a business model where customers pay a recurring fee?weekly, monthly, or annually?to receive products or services on a regular basis, often tailored to their preferences. This model spans various industries, including meal kits, beauty products, apparel, and digital services, offering convenience, personalization, and cost savings through curated selections. Unlike traditional retail, subscription e-commerce fosters long-term customer relationships by automating repeat purchases, leveraging data analytics to refine offerings, and reducing customer acquisition costs through retention-focused strategies. The model has gained traction due to shifting consumer preferences toward convenience, customization, and value-driven purchasing, supported by advancements in logistics, AI-driven recommendations, and flexible subscription management platforms.

This report provides a deep insight into the global Subscription E-commerce market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Subscription E-commerce Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Subscription E-commerce market in any manner.

## Global Subscription E-commerce Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### **Key Company**

Amazon  
Unilever (Dollar Shave Club)  
Blue Apron  
Netflix  
Ipsy  
Personalized Beauty Discovery (Ipsy)  
PetSmart  
Hello Fresh  
Flintobox  
Nature Delivered  
the Walt Disney Company  
Edgewell Personal Care (Harry's)  
Birch Box  
Sephora Play  
Barkbox  
Magento  
Wix  
Subbly  
Sellfy  
Recurly  
Justfab  
Porsche  
Woocommerce

**Market Segmentation (by Type)**

Replenishment  
Curation  
Access

**Market Segmentation (by Application)**

Online  
Offline

**Geographic Segmentation**

North America (USA, Canada, Mexico)  
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)  
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)  
South America (Brazil, Argentina, Columbia, Rest of South America)  
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

**Key Benefits of This Market Research:**

Industry drivers, restraints, and opportunities covered in the study  
Neutral perspective on the market performance  
Recent industry trends and developments  
Competitive landscape & strategies of key players  
Potential & niche segments and regions exhibiting promising growth covered  
Historical, current, and projected market size, in terms of value  
In-depth analysis of the Subscription E-commerce Market  
Overview of the regional outlook of the Subscription E-commerce Market:

**Customization of the Report**

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

**Chapter Outline**

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Subscription E-commerce Market and its likely evolution in the short to mid-term, and

long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Subscription E-commerce, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

**Key Reasons to Buy this Report:**

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

**Customization of the Report**

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## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Subscription E-commerce
- 1.2 Key Market Segments
  - 1.2.1 Subscription E-commerce Segment by Type
  - 1.2.2 Subscription E-commerce Segment by Application
- 1.3 Methodology & Sources of Information
  - 1.3.1 Research Methodology
  - 1.3.2 Research Process
  - 1.3.3 Market Breakdown and Data Triangulation
  - 1.3.4 Base Year
  - 1.3.5 Report Assumptions & Caveats

### **2 SUBSCRIPTION E-COMMERCE MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global Subscription E-commerce Market Size (M USD) Estimates and Forecasts (2020-2033)
  - 2.1.2 Global Subscription E-commerce Sales Estimates and Forecasts (2020-2033)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 SUBSCRIPTION E-COMMERCE MARKET COMPETITIVE LANDSCAPE**

- 3.1 Company Assessment Quadrant
- 3.2 Global Subscription E-commerce Product Life Cycle
- 3.3 Global Subscription E-commerce Sales by Manufacturers (2020-2025)
- 3.4 Global Subscription E-commerce Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Subscription E-commerce Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Subscription E-commerce Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Subscription E-commerce Market Competitive Situation and Trends
  - 3.8.1 Subscription E-commerce Market Concentration Rate
  - 3.8.2 Global 5 and 10 Largest Subscription E-commerce Players Market Share by Revenue

### 3.8.3 Mergers & Acquisitions, Expansion

## **4 SUBSCRIPTION E-COMMERCE INDUSTRY CHAIN ANALYSIS**

### 4.1 Subscription E-commerce Industry Chain Analysis

### 4.2 Market Overview of Key Raw Materials

### 4.3 Midstream Market Analysis

### 4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF SUBSCRIPTION E-COMMERCE MARKET**

### 5.1 Key Development Trends

### 5.2 Driving Factors

### 5.3 Market Challenges

### 5.4 Industry News

#### 5.4.1 New Product Developments

#### 5.4.2 Mergers & Acquisitions

#### 5.4.3 Expansions

#### 5.4.4 Collaboration/Supply Contracts

### 5.5 PEST Analysis

#### 5.5.1 Industry Policies Analysis

#### 5.5.2 Economic Environment Analysis

#### 5.5.3 Social Environment Analysis

#### 5.5.4 Technological Environment Analysis

### 5.6 Global Subscription E-commerce Market Porter's Five Forces Analysis

#### 5.6.1 Global Trade Frictions

#### 5.6.2 U.S. Tariff Policy ? April 2025

#### 5.6.3 Global Trade Frictions and Their Impacts to Subscription E-commerce Market

### 5.7 ESG Ratings of Leading Companies

## **6 SUBSCRIPTION E-COMMERCE MARKET SEGMENTATION BY TYPE**

### 6.1 Evaluation Matrix of Segment Market Development Potential (Type)

### 6.2 Global Subscription E-commerce Sales Market Share by Type (2020-2025)

### 6.3 Global Subscription E-commerce Market Size Market Share by Type (2020-2025)

### 6.4 Global Subscription E-commerce Price by Type (2020-2025)

## **7 SUBSCRIPTION E-COMMERCE MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Subscription E-commerce Market Sales by Application (2020-2025)
- 7.3 Global Subscription E-commerce Market Size (M USD) by Application (2020-2025)
- 7.4 Global Subscription E-commerce Sales Growth Rate by Application (2020-2025)

## **8 SUBSCRIPTION E-COMMERCE MARKET SALES BY REGION**

- 8.1 Global Subscription E-commerce Sales by Region
  - 8.1.1 Global Subscription E-commerce Sales by Region
  - 8.1.2 Global Subscription E-commerce Sales Market Share by Region
- 8.2 Global Subscription E-commerce Market Size by Region
  - 8.2.1 Global Subscription E-commerce Market Size by Region
  - 8.2.2 Global Subscription E-commerce Market Size Market Share by Region
- 8.3 North America
  - 8.3.1 North America Subscription E-commerce Sales by Country
  - 8.3.2 North America Subscription E-commerce Market Size by Country
  - 8.3.3 U.S. Market Overview
  - 8.3.4 Canada Market Overview
  - 8.3.5 Mexico Market Overview
- 8.4 Europe
  - 8.4.1 Europe Subscription E-commerce Sales by Country
  - 8.4.2 Europe Subscription E-commerce Market Size by Country
  - 8.4.3 Germany Market Overview
  - 8.4.4 France Market Overview
  - 8.4.5 U.K. Market Overview
  - 8.4.6 Italy Market Overview
  - 8.4.7 Spain Market Overview
- 8.5 Asia Pacific
  - 8.5.1 Asia Pacific Subscription E-commerce Sales by Region
  - 8.5.2 Asia Pacific Subscription E-commerce Market Size by Region
  - 8.5.3 China Market Overview
  - 8.5.4 Japan Market Overview
  - 8.5.5 South Korea Market Overview
  - 8.5.6 India Market Overview
  - 8.5.7 Southeast Asia Market Overview
- 8.6 South America
  - 8.6.1 South America Subscription E-commerce Sales by Country
  - 8.6.2 South America Subscription E-commerce Market Size by Country

- 8.6.3 Brazil Market Overview
- 8.6.4 Argentina Market Overview
- 8.6.5 Columbia Market Overview
- 8.7 Middle East and Africa
  - 8.7.1 Middle East and Africa Subscription E-commerce Sales by Region
  - 8.7.2 Middle East and Africa Subscription E-commerce Market Size by Region
  - 8.7.3 Saudi Arabia Market Overview
  - 8.7.4 UAE Market Overview
  - 8.7.5 Egypt Market Overview
  - 8.7.6 Nigeria Market Overview
  - 8.7.7 South Africa Market Overview

## **9 SUBSCRIPTION E-COMMERCE MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Subscription E-commerce by Region(2020-2025)
- 9.2 Global Subscription E-commerce Revenue Market Share by Region (2020-2025)
- 9.3 Global Subscription E-commerce Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Subscription E-commerce Production
  - 9.4.1 North America Subscription E-commerce Production Growth Rate (2020-2025)
  - 9.4.2 North America Subscription E-commerce Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Subscription E-commerce Production
  - 9.5.1 Europe Subscription E-commerce Production Growth Rate (2020-2025)
  - 9.5.2 Europe Subscription E-commerce Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Subscription E-commerce Production (2020-2025)
  - 9.6.1 Japan Subscription E-commerce Production Growth Rate (2020-2025)
  - 9.6.2 Japan Subscription E-commerce Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Subscription E-commerce Production (2020-2025)
  - 9.7.1 China Subscription E-commerce Production Growth Rate (2020-2025)
  - 9.7.2 China Subscription E-commerce Production, Revenue, Price and Gross Margin (2020-2025)

## **10 KEY COMPANIES PROFILE**

- 10.1 Amazon
  - 10.1.1 Amazon Basic Information

- 10.1.2 Amazon Subscription E-commerce Product Overview
- 10.1.3 Amazon Subscription E-commerce Product Market Performance
- 10.1.4 Amazon Business Overview
- 10.1.5 Amazon SWOT Analysis
- 10.1.6 Amazon Recent Developments
- 10.2 Unilever (Dollar Shave Club)
  - 10.2.1 Unilever (Dollar Shave Club) Basic Information
  - 10.2.2 Unilever (Dollar Shave Club) Subscription E-commerce Product Overview
  - 10.2.3 Unilever (Dollar Shave Club) Subscription E-commerce Product Market Performance
  - 10.2.4 Unilever (Dollar Shave Club) Business Overview
  - 10.2.5 Unilever (Dollar Shave Club) SWOT Analysis
  - 10.2.6 Unilever (Dollar Shave Club) Recent Developments
- 10.3 Blue Apron
  - 10.3.1 Blue Apron Basic Information
  - 10.3.2 Blue Apron Subscription E-commerce Product Overview
  - 10.3.3 Blue Apron Subscription E-commerce Product Market Performance
  - 10.3.4 Blue Apron Business Overview
  - 10.3.5 Blue Apron SWOT Analysis
  - 10.3.6 Blue Apron Recent Developments
- 10.4 Netflix
  - 10.4.1 Netflix Basic Information
  - 10.4.2 Netflix Subscription E-commerce Product Overview
  - 10.4.3 Netflix Subscription E-commerce Product Market Performance
  - 10.4.4 Netflix Business Overview
  - 10.4.5 Netflix Recent Developments
- 10.5 Ipsy
  - 10.5.1 Ipsy Basic Information
  - 10.5.2 Ipsy Subscription E-commerce Product Overview
  - 10.5.3 Ipsy Subscription E-commerce Product Market Performance
  - 10.5.4 Ipsy Business Overview
  - 10.5.5 Ipsy Recent Developments
- 10.6 Personalized Beauty Discovery (Ipsy)
  - 10.6.1 Personalized Beauty Discovery (Ipsy) Basic Information
  - 10.6.2 Personalized Beauty Discovery (Ipsy) Subscription E-commerce Product Overview
  - 10.6.3 Personalized Beauty Discovery (Ipsy) Subscription E-commerce Product Market Performance
  - 10.6.4 Personalized Beauty Discovery (Ipsy) Business Overview

- 10.6.5 Personalized Beauty Discovery (Ipsy) Recent Developments
- 10.7 Petsmart
  - 10.7.1 Petsmart Basic Information
  - 10.7.2 Petsmart Subscription E-commerce Product Overview
  - 10.7.3 Petsmart Subscription E-commerce Product Market Performance
  - 10.7.4 Petsmart Business Overview
  - 10.7.5 Petsmart Recent Developments
- 10.8 Hello Fresh
  - 10.8.1 Hello Fresh Basic Information
  - 10.8.2 Hello Fresh Subscription E-commerce Product Overview
  - 10.8.3 Hello Fresh Subscription E-commerce Product Market Performance
  - 10.8.4 Hello Fresh Business Overview
  - 10.8.5 Hello Fresh Recent Developments
- 10.9 Flintobox
  - 10.9.1 Flintobox Basic Information
  - 10.9.2 Flintobox Subscription E-commerce Product Overview
  - 10.9.3 Flintobox Subscription E-commerce Product Market Performance
  - 10.9.4 Flintobox Business Overview
  - 10.9.5 Flintobox Recent Developments
- 10.10 Nature Delivered
  - 10.10.1 Nature Delivered Basic Information
  - 10.10.2 Nature Delivered Subscription E-commerce Product Overview
  - 10.10.3 Nature Delivered Subscription E-commerce Product Market Performance
  - 10.10.4 Nature Delivered Business Overview
  - 10.10.5 Nature Delivered Recent Developments
- 10.11 the Walt Disney Company
  - 10.11.1 the Walt Disney Company Basic Information
  - 10.11.2 the Walt Disney Company Subscription E-commerce Product Overview
  - 10.11.3 the Walt Disney Company Subscription E-commerce Product Market Performance
  - 10.11.4 the Walt Disney Company Business Overview
  - 10.11.5 the Walt Disney Company Recent Developments
- 10.12 Edgewell Personal Care (Harry'S)
  - 10.12.1 Edgewell Personal Care (Harry'S) Basic Information
  - 10.12.2 Edgewell Personal Care (Harry'S) Subscription E-commerce Product Overview
  - 10.12.3 Edgewell Personal Care (Harry'S) Subscription E-commerce Product Market Performance
  - 10.12.4 Edgewell Personal Care (Harry'S) Business Overview

- 10.12.5 Edgewell Personal Care (Harry'S) Recent Developments
- 10.13 Birch Box
  - 10.13.1 Birch Box Basic Information
  - 10.13.2 Birch Box Subscription E-commerce Product Overview
  - 10.13.3 Birch Box Subscription E-commerce Product Market Performance
  - 10.13.4 Birch Box Business Overview
  - 10.13.5 Birch Box Recent Developments
- 10.14 Sephora Play
  - 10.14.1 Sephora Play Basic Information
  - 10.14.2 Sephora Play Subscription E-commerce Product Overview
  - 10.14.3 Sephora Play Subscription E-commerce Product Market Performance
  - 10.14.4 Sephora Play Business Overview
  - 10.14.5 Sephora Play Recent Developments
- 10.15 Barkbox
  - 10.15.1 Barkbox Basic Information
  - 10.15.2 Barkbox Subscription E-commerce Product Overview
  - 10.15.3 Barkbox Subscription E-commerce Product Market Performance
  - 10.15.4 Barkbox Business Overview
  - 10.15.5 Barkbox Recent Developments
- 10.16 Magento
  - 10.16.1 Magento Basic Information
  - 10.16.2 Magento Subscription E-commerce Product Overview
  - 10.16.3 Magento Subscription E-commerce Product Market Performance
  - 10.16.4 Magento Business Overview
  - 10.16.5 Magento Recent Developments
- 10.17 Wix
  - 10.17.1 Wix Basic Information
  - 10.17.2 Wix Subscription E-commerce Product Overview
  - 10.17.3 Wix Subscription E-commerce Product Market Performance
  - 10.17.4 Wix Business Overview
  - 10.17.5 Wix Recent Developments
- 10.18 Subbly
  - 10.18.1 Subbly Basic Information
  - 10.18.2 Subbly Subscription E-commerce Product Overview
  - 10.18.3 Subbly Subscription E-commerce Product Market Performance
  - 10.18.4 Subbly Business Overview
  - 10.18.5 Subbly Recent Developments
- 10.19 Sellfy
  - 10.19.1 Sellfy Basic Information

- 10.19.2 Sellfy Subscription E-commerce Product Overview
- 10.19.3 Sellfy Subscription E-commerce Product Market Performance
- 10.19.4 Sellfy Business Overview
- 10.19.5 Sellfy Recent Developments
- 10.20 Recurly
  - 10.20.1 Recurly Basic Information
  - 10.20.2 Recurly Subscription E-commerce Product Overview
  - 10.20.3 Recurly Subscription E-commerce Product Market Performance
  - 10.20.4 Recurly Business Overview
  - 10.20.5 Recurly Recent Developments
- 10.21 Justfab
  - 10.21.1 Justfab Basic Information
  - 10.21.2 Justfab Subscription E-commerce Product Overview
  - 10.21.3 Justfab Subscription E-commerce Product Market Performance
  - 10.21.4 Justfab Business Overview
  - 10.21.5 Justfab Recent Developments
- 10.22 Porsche
  - 10.22.1 Porsche Basic Information
  - 10.22.2 Porsche Subscription E-commerce Product Overview
  - 10.22.3 Porsche Subscription E-commerce Product Market Performance
  - 10.22.4 Porsche Business Overview
  - 10.22.5 Porsche Recent Developments
- 10.23 Woocommerce
  - 10.23.1 Woocommerce Basic Information
  - 10.23.2 Woocommerce Subscription E-commerce Product Overview
  - 10.23.3 Woocommerce Subscription E-commerce Product Market Performance
  - 10.23.4 Woocommerce Business Overview
  - 10.23.5 Woocommerce Recent Developments

## **11 SUBSCRIPTION E-COMMERCE MARKET FORECAST BY REGION**

- 11.1 Global Subscription E-commerce Market Size Forecast
- 11.2 Global Subscription E-commerce Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe Subscription E-commerce Market Size Forecast by Country
  - 11.2.3 Asia Pacific Subscription E-commerce Market Size Forecast by Region
  - 11.2.4 South America Subscription E-commerce Market Size Forecast by Country
  - 11.2.5 Middle East and Africa Forecasted Sales of Subscription E-commerce by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)**

### 12.1 Global Subscription E-commerce Market Forecast by Type (2026-2033)

12.1.1 Global Forecasted Sales of Subscription E-commerce by Type (2026-2033)

12.1.2 Global Subscription E-commerce Market Size Forecast by Type (2026-2033)

12.1.3 Global Forecasted Price of Subscription E-commerce by Type (2026-2033)

### 12.2 Global Subscription E-commerce Market Forecast by Application (2026-2033)

12.2.1 Global Subscription E-commerce Sales (K Units) Forecast by Application

12.2.2 Global Subscription E-commerce Market Size (M USD) Forecast by Application (2026-2033)

## **13 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Market Size (M USD) Segment Executive Summary
- Table 4. Subscription E-commerce Market Size Comparison by Region (M USD)
- Table 5. Global Subscription E-commerce Sales (K Units) by Manufacturers (2020-2025)
- Table 6. Global Subscription E-commerce Sales Market Share by Manufacturers (2020-2025)
- Table 7. Global Subscription E-commerce Revenue (M USD) by Manufacturers (2020-2025)
- Table 8. Global Subscription E-commerce Revenue Share by Manufacturers (2020-2025)
- Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Subscription E-commerce as of 2024)
- Table 10. Global Market Subscription E-commerce Average Price (USD/Unit) of Key Manufacturers (2020-2025)
- Table 11. Manufacturers? Manufacturing Sites, Areas Served
- Table 12. Manufacturers? Product Type
- Table 13. Global Subscription E-commerce Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 14. Mergers & Acquisitions, Expansion Plans
- Table 15. Market Overview of Key Raw Materials
- Table 16. Midstream Market Analysis
- Table 17. Downstream Customer Analysis
- Table 18. Key Development Trends
- Table 19. Driving Factors
- Table 20. Subscription E-commerce Market Challenges
- Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026
- Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027
- Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026
- Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 25. Global Subscription E-commerce Sales by Type (K Units)
- Table 26. Global Subscription E-commerce Market Size by Type (M USD)
- Table 27. Global Subscription E-commerce Sales (K Units) by Type (2020-2025)

- Table 28. Global Subscription E-commerce Sales Market Share by Type (2020-2025)
- Table 29. Global Subscription E-commerce Market Size (M USD) by Type (2020-2025)
- Table 30. Global Subscription E-commerce Market Size Share by Type (2020-2025)
- Table 31. Global Subscription E-commerce Price (USD/Unit) by Type (2020-2025)
- Table 32. Global Subscription E-commerce Sales (K Units) by Application
- Table 33. Global Subscription E-commerce Market Size by Application
- Table 34. Global Subscription E-commerce Sales by Application (2020-2025) & (K Units)
- Table 35. Global Subscription E-commerce Sales Market Share by Application (2020-2025)
- Table 36. Global Subscription E-commerce Market Size by Application (2020-2025) & (M USD)
- Table 37. Global Subscription E-commerce Market Share by Application (2020-2025)
- Table 38. Global Subscription E-commerce Sales Growth Rate by Application (2020-2025)
- Table 39. Global Subscription E-commerce Sales by Region (2020-2025) & (K Units)
- Table 40. Global Subscription E-commerce Sales Market Share by Region (2020-2025)
- Table 41. Global Subscription E-commerce Market Size by Region (2020-2025) & (M USD)
- Table 42. Global Subscription E-commerce Market Size Market Share by Region (2020-2025)
- Table 43. North America Subscription E-commerce Sales by Country (2020-2025) & (K Units)
- Table 44. North America Subscription E-commerce Market Size by Country (2020-2025) & (M USD)
- Table 45. Europe Subscription E-commerce Sales by Country (2020-2025) & (K Units)
- Table 46. Europe Subscription E-commerce Market Size by Country (2020-2025) & (M USD)
- Table 47. Asia Pacific Subscription E-commerce Sales by Region (2020-2025) & (K Units)
- Table 48. Asia Pacific Subscription E-commerce Market Size by Region (2020-2025) & (M USD)
- Table 49. South America Subscription E-commerce Sales by Country (2020-2025) & (K Units)
- Table 50. South America Subscription E-commerce Market Size by Country (2020-2025) & (M USD)
- Table 51. Middle East and Africa Subscription E-commerce Sales by Region (2020-2025) & (K Units)
- Table 52. Middle East and Africa Subscription E-commerce Market Size by Region

(2020-2025) & (M USD)

Table 53. Global Subscription E-commerce Production (K Units) by Region(2020-2025)

Table 54. Global Subscription E-commerce Revenue (US\$ Million) by Region  
(2020-2025)

Table 55. Global Subscription E-commerce Revenue Market Share by Region  
(2020-2025)

Table 56. Global Subscription E-commerce Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 57. North America Subscription E-commerce Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 58. Europe Subscription E-commerce Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 59. Japan Subscription E-commerce Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 60. China Subscription E-commerce Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 61. Amazon Basic Information

Table 62. Amazon Subscription E-commerce Product Overview

Table 63. Amazon Subscription E-commerce Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 64. Amazon Business Overview

Table 65. Amazon SWOT Analysis

Table 66. Amazon Recent Developments

Table 67. Unilever (Dollar Shave Club) Basic Information

Table 68. Unilever (Dollar Shave Club) Subscription E-commerce Product Overview

Table 69. Unilever (Dollar Shave Club) Subscription E-commerce Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 70. Unilever (Dollar Shave Club) Business Overview

Table 71. Unilever (Dollar Shave Club) SWOT Analysis

Table 72. Unilever (Dollar Shave Club) Recent Developments

Table 73. Blue Apron Basic Information

Table 74. Blue Apron Subscription E-commerce Product Overview

Table 75. Blue Apron Subscription E-commerce Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 76. Blue Apron Business Overview

Table 77. Blue Apron SWOT Analysis

Table 78. Blue Apron Recent Developments

Table 79. Netflix Basic Information

Table 80. Netflix Subscription E-commerce Product Overview

- Table 81. Netflix Subscription E-commerce Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 82. Netflix Business Overview
- Table 83. Netflix Recent Developments
- Table 84. Ipsy Basic Information
- Table 85. Ipsy Subscription E-commerce Product Overview
- Table 86. Ipsy Subscription E-commerce Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 87. Ipsy Business Overview
- Table 88. Ipsy Recent Developments
- Table 89. Personalized Beauty Discovery (Ipsy) Basic Information
- Table 90. Personalized Beauty Discovery (Ipsy) Subscription E-commerce Product Overview
- Table 91. Personalized Beauty Discovery (Ipsy) Subscription E-commerce Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 92. Personalized Beauty Discovery (Ipsy) Business Overview
- Table 93. Personalized Beauty Discovery (Ipsy) Recent Developments
- Table 94. Petsmart Basic Information
- Table 95. Petsmart Subscription E-commerce Product Overview
- Table 96. Petsmart Subscription E-commerce Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 97. Petsmart Business Overview
- Table 98. Petsmart Recent Developments
- Table 99. Hello Fresh Basic Information
- Table 100. Hello Fresh Subscription E-commerce Product Overview
- Table 101. Hello Fresh Subscription E-commerce Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 102. Hello Fresh Business Overview
- Table 103. Hello Fresh Recent Developments
- Table 104. Flintobox Basic Information
- Table 105. Flintobox Subscription E-commerce Product Overview
- Table 106. Flintobox Subscription E-commerce Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 107. Flintobox Business Overview
- Table 108. Flintobox Recent Developments
- Table 109. Nature Delivered Basic Information
- Table 110. Nature Delivered Subscription E-commerce Product Overview
- Table 111. Nature Delivered Subscription E-commerce Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

- Table 112. Nature Delivered Business Overview
- Table 113. Nature Delivered Recent Developments
- Table 114. the Walt Disney Company Basic Information
- Table 115. the Walt Disney Company Subscription E-commerce Product Overview
- Table 116. the Walt Disney Company Subscription E-commerce Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 117. the Walt Disney Company Business Overview
- Table 118. the Walt Disney Company Recent Developments
- Table 119. Edgewell Personal Care (Harry'S) Basic Information
- Table 120. Edgewell Personal Care (Harry'S) Subscription E-commerce Product Overview
- Table 121. Edgewell Personal Care (Harry'S) Subscription E-commerce Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 122. Edgewell Personal Care (Harry'S) Business Overview
- Table 123. Edgewell Personal Care (Harry'S) Recent Developments
- Table 124. Birch Box Basic Information
- Table 125. Birch Box Subscription E-commerce Product Overview
- Table 126. Birch Box Subscription E-commerce Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 127. Birch Box Business Overview
- Table 128. Birch Box Recent Developments
- Table 129. Sephora Play Basic Information
- Table 130. Sephora Play Subscription E-commerce Product Overview
- Table 131. Sephora Play Subscription E-commerce Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 132. Sephora Play Business Overview
- Table 133. Sephora Play Recent Developments
- Table 134. Barkbox Basic Information
- Table 135. Barkbox Subscription E-commerce Product Overview
- Table 136. Barkbox Subscription E-commerce Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 137. Barkbox Business Overview
- Table 138. Barkbox Recent Developments
- Table 139. Magento Basic Information
- Table 140. Magento Subscription E-commerce Product Overview
- Table 141. Magento Subscription E-commerce Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 142. Magento Business Overview
- Table 143. Magento Recent Developments

- Table 144. Wix Basic Information
- Table 145. Wix Subscription E-commerce Product Overview
- Table 146. Wix Subscription E-commerce Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 147. Wix Business Overview
- Table 148. Wix Recent Developments
- Table 149. Subbly Basic Information
- Table 150. Subbly Subscription E-commerce Product Overview
- Table 151. Subbly Subscription E-commerce Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 152. Subbly Business Overview
- Table 153. Subbly Recent Developments
- Table 154. Sellfy Basic Information
- Table 155. Sellfy Subscription E-commerce Product Overview
- Table 156. Sellfy Subscription E-commerce Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 157. Sellfy Business Overview
- Table 158. Sellfy Recent Developments
- Table 159. Recurly Basic Information
- Table 160. Recurly Subscription E-commerce Product Overview
- Table 161. Recurly Subscription E-commerce Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 162. Recurly Business Overview
- Table 163. Recurly Recent Developments
- Table 164. Justfab Basic Information
- Table 165. Justfab Subscription E-commerce Product Overview
- Table 166. Justfab Subscription E-commerce Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 167. Justfab Business Overview
- Table 168. Justfab Recent Developments
- Table 169. Porsche Basic Information
- Table 170. Porsche Subscription E-commerce Product Overview
- Table 171. Porsche Subscription E-commerce Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 172. Porsche Business Overview
- Table 173. Porsche Recent Developments
- Table 174. Woocommerce Basic Information
- Table 175. Woocommerce Subscription E-commerce Product Overview
- Table 176. Woocommerce Subscription E-commerce Sales (K Units), Revenue (M

USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 177. Woocommerce Business Overview

Table 178. Woocommerce Recent Developments

Table 179. Global Subscription E-commerce Sales Forecast by Region (2026-2033) & (K Units)

Table 180. Global Subscription E-commerce Market Size Forecast by Region (2026-2033) & (M USD)

Table 181. North America Subscription E-commerce Sales Forecast by Country (2026-2033) & (K Units)

Table 182. North America Subscription E-commerce Market Size Forecast by Country (2026-2033) & (M USD)

Table 183. Europe Subscription E-commerce Sales Forecast by Country (2026-2033) & (K Units)

Table 184. Europe Subscription E-commerce Market Size Forecast by Country (2026-2033) & (M USD)

Table 185. Asia Pacific Subscription E-commerce Sales Forecast by Region (2026-2033) & (K Units)

Table 186. Asia Pacific Subscription E-commerce Market Size Forecast by Region (2026-2033) & (M USD)

Table 187. South America Subscription E-commerce Sales Forecast by Country (2026-2033) & (K Units)

Table 188. South America Subscription E-commerce Market Size Forecast by Country (2026-2033) & (M USD)

Table 189. Middle East and Africa Subscription E-commerce Sales Forecast by Country (2026-2033) & (Units)

Table 190. Middle East and Africa Subscription E-commerce Market Size Forecast by Country (2026-2033) & (M USD)

Table 191. Global Subscription E-commerce Sales Forecast by Type (2026-2033) & (K Units)

Table 192. Global Subscription E-commerce Market Size Forecast by Type (2026-2033) & (M USD)

Table 193. Global Subscription E-commerce Price Forecast by Type (2026-2033) & (USD/Unit)

Table 194. Global Subscription E-commerce Sales (K Units) Forecast by Application (2026-2033)

Table 195. Global Subscription E-commerce Market Size Forecast by Application (2026-2033) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of Subscription E-commerce
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Subscription E-commerce Market Size (M USD), 2024-2033
- Figure 5. Global Subscription E-commerce Market Size (M USD) (2020-2033)
- Figure 6. Global Subscription E-commerce Sales (K Units) & (2020-2033)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Subscription E-commerce Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Subscription E-commerce Product Life Cycle
- Figure 13. Subscription E-commerce Sales Share by Manufacturers in 2024
- Figure 14. Global Subscription E-commerce Revenue Share by Manufacturers in 2024
- Figure 15. Subscription E-commerce Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Subscription E-commerce Average Price (USD/Unit) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Subscription E-commerce Revenue in 2024
- Figure 18. Industry Chain Map of Subscription E-commerce
- Figure 19. Global Subscription E-commerce Market PEST Analysis
- Figure 20. Global Subscription E-commerce Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Subscription E-commerce Market Share by Type
- Figure 27. Sales Market Share of Subscription E-commerce by Type (2020-2025)
- Figure 28. Sales Market Share of Subscription E-commerce by Type in 2024
- Figure 29. Market Size Share of Subscription E-commerce by Type (2020-2025)
- Figure 30. Market Size Share of Subscription E-commerce by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Subscription E-commerce Market Share by Application

Figure 33. Global Subscription E-commerce Sales Market Share by Application (2020-2025)

Figure 34. Global Subscription E-commerce Sales Market Share by Application in 2024

Figure 35. Global Subscription E-commerce Market Share by Application (2020-2025)

Figure 36. Global Subscription E-commerce Market Share by Application in 2024

Figure 37. Global Subscription E-commerce Sales Growth Rate by Application (2020-2025)

Figure 38. Global Subscription E-commerce Sales Market Share by Region (2020-2025)

Figure 39. Global Subscription E-commerce Market Size Market Share by Region (2020-2025)

Figure 40. North America Subscription E-commerce Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America Subscription E-commerce Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America Subscription E-commerce Sales Market Share by Country in 2024

Figure 43. North America Subscription E-commerce Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Subscription E-commerce Market Size Market Share by Country in 2024

Figure 45. U.S. Subscription E-commerce Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. Subscription E-commerce Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Subscription E-commerce Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada Subscription E-commerce Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Subscription E-commerce Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Subscription E-commerce Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Subscription E-commerce Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe Subscription E-commerce Sales Market Share by Country in 2024

Figure 53. Europe Subscription E-commerce Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Subscription E-commerce Market Size Market Share by Country in 2024

Figure 55. Germany Subscription E-commerce Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Subscription E-commerce Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Subscription E-commerce Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Subscription E-commerce Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Subscription E-commerce Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Subscription E-commerce Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Subscription E-commerce Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Subscription E-commerce Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Subscription E-commerce Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Subscription E-commerce Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Subscription E-commerce Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Subscription E-commerce Sales Market Share by Region in 2024

Figure 67. Asia Pacific Subscription E-commerce Market Size Market Share by Region in 2024

Figure 68. China Subscription E-commerce Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Subscription E-commerce Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Subscription E-commerce Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Subscription E-commerce Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Subscription E-commerce Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Subscription E-commerce Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Subscription E-commerce Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Subscription E-commerce Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Subscription E-commerce Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Subscription E-commerce Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Subscription E-commerce Sales and Growth Rate (K Units)

Figure 79. South America Subscription E-commerce Sales Market Share by Country in 2024

Figure 80. South America Subscription E-commerce Market Size and Growth Rate (M USD)

Figure 81. South America Subscription E-commerce Market Size Market Share by Country in 2024

Figure 82. Brazil Subscription E-commerce Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Subscription E-commerce Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Subscription E-commerce Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Subscription E-commerce Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Subscription E-commerce Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Subscription E-commerce Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Subscription E-commerce Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Subscription E-commerce Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Subscription E-commerce Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Subscription E-commerce Market Size Market Share by Region in 2024

Figure 92. Saudi Arabia Subscription E-commerce Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Subscription E-commerce Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Subscription E-commerce Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Subscription E-commerce Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Subscription E-commerce Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Subscription E-commerce Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Subscription E-commerce Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Subscription E-commerce Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Subscription E-commerce Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Subscription E-commerce Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Subscription E-commerce Production Market Share by Region (2020-2025)

Figure 103. North America Subscription E-commerce Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Subscription E-commerce Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Subscription E-commerce Production (K Units) Growth Rate (2020-2025)

Figure 106. China Subscription E-commerce Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Subscription E-commerce Sales Forecast by Volume (2020-2033) & (K Units)

Figure 108. Global Subscription E-commerce Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Subscription E-commerce Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Subscription E-commerce Market Share Forecast by Type (2026-2033)

Figure 111. Global Subscription E-commerce Sales Forecast by Application (2026-2033)

Figure 112. Global Subscription E-commerce Market Share Forecast by Application (2026-2033)

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