

# **Global Subscription E-commerce Market: Size and Forecasts with Impact Analysis of Covid-19 (2021-2025 Edition)**

<https://marketpublishers.com/r/G89EDF6F58A0EN.html>

Date: November 2021

Pages: 78

Price: US\$ 850.00 (Single User License)

ID: G89EDF6F58A0EN

## **Abstracts**

The report entitled “Global Subscription E-commerce Market: Size and Forecasts with Impact Analysis of Covid-19 (2021-2025 Edition)” provides an in-depth analysis of the subscription e-commerce market including detailed description of market sizing and growth. The report provides an analysis of the global subscription e-commerce market in terms of value and application. The report also includes regional analysis of the North America and Europe subscription e-commerce market.

Moreover, the report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the global subscription e-commerce market has also been forecasted for the period 2021-2025, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The major players dominating the global subscription e-commerce market are Amazon.Com, Inc., Unilever (Dollar Shave Club), HomeFresh SE, Blue Apron Holdings, Inc. and Ipsy. The five companies have been profiled in the report providing their business overview, financial overview and business strategies.

### **Region Coverage**

North America

Europe

## Company Coverage

Amazon.Com, Inc.

Unilever (Dollar Shave Club)

HelloFresh SE

Blue Apron Holdings, Inc.

Ipsy

## Executive Summary

Subscription e-commerce provides the consumers a way of signing up for goods and services which they require on a regular basis. The goods are then auto-delivered to the users every week or every month through subscription boxes. Subscription e-commerce also includes subscription-based online streaming services. These services provide the consumers unlimited access to the company's streaming services for a monthly or yearly payment.

Subscriptions have been segmented on the basis of type into refill (food & beverages, personal hygiene, others), customize (apparel, footwear & accessories, health & beauty, pets and others) and membership (health & fitness, work/ lifestyle and others).

Subscription e-commerce has been segmented on the basis of subscription type and service provider. On the basis of subscription type, subscription e-commerce has been segmented into subscription boxes and subscription-based media. On the basis of service provider, subscription e-commerce has been divided into large subscription e-commerce companies and small subscription e-commerce companies.

The global subscription e-commerce market has witnessed continuous growth in the past few years, the growth of the market was positively influenced by the spread of pandemic disease COVID-19 in 2020. However, the market is projected to grow even further during the forecast period (2021-2025). The market is expected to be driven by various growth enhancing factors such as the growing use of subscriptions among millennials, rising popularity of online streaming services, increasing internet penetration, low cost of subscription boxes, etc. However, the market is not free from

challenges that are hindering its growth. Some of the major challenges faced by the market are e-commerce fraud and low adoption of subscription boxes in developing countries.

## Contents

### 1. EXECUTIVE SUMMARY

### 2. INTRODUCTION

#### 2.1 Subscription: An Overview

##### 2.1.1 Subscription Classification

#### 2.2 Subscription Segmentation: An Overview

##### 2.2.1 Subscription Segmentation by Type

#### 2.3 Subscription E-commerce: An Overview

##### 2.3.1 Advantages of Subscription E-commerce Model

##### 2.3.2 Subscription E-commerce Classification

#### 2.4 Subscription E-commerce Segmentation: An Overview

##### 2.4.1 Subscription E-commerce Segmentation by Subscription Type

##### 2.4.2 Subscription E-commerce Segmentation by Service Provider

### 3. GLOBAL MARKET ANALYSIS

#### 3.1 Global Subscription E-commerce Market: An Analysis

##### 3.1.1 Global Subscription E-commerce Market by Value

##### 3.1.2 Global Subscription E-commerce Market by Application (beauty and personal care, food and beverage, entertainment and others)

##### 3.1.3 Global Subscription E-commerce Market by End User (women, men and kids)

#### 3.2 Global Subscription E-commerce Market: Application Analysis

##### 3.2.1 Global Beauty and Personal Care Subscription E-commerce Market by Value

##### 3.2.2 Global Food and Beverage Subscription E-commerce Market by Value

##### 3.2.3 Global Entertainment Subscription E-Commerce Market by Value

#### 3.3 Global Subscription E-commerce Market: End-User Analysis

##### 3.3.1 Global Women Subscription E-commerce Market by Value

### 4. REGIONAL MARKET ANALYSIS

#### 4.1 North America Subscription E-commerce Market: An Analysis

##### 4.1.1 North America Subscription E-commerce Market by Value

##### 4.1.2 North America Subscription E-commerce by Application (beauty and personal care, food and beverage, entertainment and others)

##### 4.1.3 North America Subscription Ecommerce by Country (The US and Rest of North America)

- 4.1.4 The US Subscription E-commerce Market by Value
- 4.2 Europe Subscription E-commerce Market: An Analysis
  - 4.2.1 Europe Subscription E-commerce Market by Value

## **5. IMPACT OF COVID-19**

- 5.1 Impact on Global Subscription E-Commerce Market
  - 5.1.1 Impact on Subscription Business Companies
  - 5.1.2 Impact on Global Subscription E-Commerce Application Segments
  - 5.1.3 Increased Focus of Subscription E-Commerce Businesses on Flexibility

## **6. MARKET DYNAMICS**

- 6.1 Growth Drivers
  - 6.1.1 Growing Use of Subscriptions among Millennials
  - 6.1.2 Rapid Urbanization
  - 6.1.3 Rising Popularity of Online Streaming Services
  - 6.1.4 Growing Usage of Mobile Devices
  - 6.1.5 Increasing Internet Penetration
  - 6.1.6 Rising Purchasing Power
  - 6.1.7 Busy Lifestyle
  - 6.1.8 Low Cost of Subscription Boxes
- 6.2 Challenges
  - 6.2.1 E-commerce Fraud
  - 6.2.2 Low Adoption of Subscription Boxes in Developing Countries
- 6.3 Market Trends
  - 6.3.1 Increasing Adoption of Subscription among Men
  - 6.3.2 Curation-based and Membership Subscription Models
  - 6.3.3 Use of Social Media for Marketing
  - 6.3.4 Growing Role of Artificial Intelligence (AI)

## **7. COMPETITIVE LANDSCAPE**

- 7.1 Global Subscription E-commerce Market Players: Financial Comparison
- 7.2 Global Subscription E-commerce Market Players by Subscription Model
- 7.3 The US Subscription E-commerce Market Players by Number of Online Visitors

## **8. COMPANY PROFILES**

- 8.1 Amazon.Com, Inc.
  - 8.1.1 Business Overview
  - 8.1.2 Financial Overview
  - 8.1.3 Business Strategy
- 8.2 Unilever (Dollar Shave Club)
  - 8.2.1 Business Overview
  - 8.2.2 Financial Overview
  - 8.2.3 Business Strategy
- 8.3 Blue Apron Holdings, Inc.
  - 8.3.1 Business Overview
  - 8.3.2 Financial Overview
  - 8.3.3 Business Strategy
- 8.4 Ipsy
  - 8.4.1 Business Overview
  - 8.4.2 Business Strategy
- 8.5 HelloFresh SE
  - 8.5.1 Business Overview
  - 8.5.2 Financial Overview
  - 8.5.3 Business Strategy

## List Of Figures

### LIST OF FIGURES

Figure 1: Subscription Classification

Figure 2: Subscription Segmentation by Type

Figure 3: Advantages of Subscription E-commerce Model

Figure 4: Advantages of Subscription Boxes

Figure 5: Advantages of Subscription-based Media

Figure 6: Subscription E-commerce Segmentation by Subscription Type

Figure 7: Subscription E-commerce Segmentation by Service Provider

Figure 8: Global Subscription E-commerce Market by Value; 2019-2025 (US\$ Billion)

Figure 9: Global Subscription E-commerce Market by Application; 2020 (Percentage, %)

Figure 10: Global Subscription E-commerce Market by End User; 2020 (Percentage, %)

Figure 11: Global Beauty and Personal Care Subscription E-commerce Market by Value; 2019-2025 (US\$ Billion)

Figure 12: Global Food and Beverage Subscription E-commerce Market by Value; 2019-2025 (US\$ Billion)

Figure 13: Global Entertainment Subscription E-commerce Market by Value; 2019-2025 (US\$ Billion)

Figure 14: Global Women Subscription E-commerce Market by Value; 2019-2025 (US\$ Billion)

Figure 15: North America Subscription E-commerce Market by Value; 2019-2025 (US\$ Billion)

Figure 16: North America Subscription E-Commerce Market by Application; 2020 (Percentage, %)

Figure 17: North America Subscription E-Commerce Market by Country; 2020 (Percentage, %)

Figure 18: The US Subscription E-commerce Market by Value; 2020-2025 (US\$ Billion)

Figure 19: Europe Subscription E-Commerce Market by Value; 2019-2025 (US\$ Billion)

Figure 20: Impact of Covid-19 on Subscription Business; 2020 (Percentage, %)

Figure 21: Global Annual Aggregate Income by Generation; 2020-2025 (US\$ Trillion)

Figure 22: Global Urbanization Rates by Region; 2010-2040 (Percentage, %)

Figure 23: Global Netflix Paid Streaming Subscribers; 2015-2020 (Million)

Figure 24: Global Number of Mobile Devices and Connections by Device Type; 2017-2022 (Billion)

Figure 25: Global Internet Penetration by Region; 2018-2023 (Percentage, %)

Figure 26: Global GNI Per Capita (PPP); 2015-2019 (US\$ Thousand)

Figure 27: Global Labor Force; 2013-2019 (Billion)

Figure 28: Global Social Network and Internet Users; 2019-2023 (Billion)

Figure 29: Global Artificial Intelligence (AI) Software Market Revenue; 2020-2025 (US\$ Billion)

Figure 30: Global Subscription E-commerce Market Players by Subscription Model

Figure 31: The US Subscription E-commerce Market Players by Number of Online Visitors; April 2018 (Thousand)

Figure 32: Amazon.Com, Inc. Net Sales; 2016-2020 (US\$ Billion)

Figure 33: Amazon.Com, Inc. Net Sales by Segments; 2020 (Percentage, %)

Figure 34: Amazon.Com, Inc. Net Sales by Countries; 2020 (Percentage, %)

Figure 35: Unilever plc Turnover; 2016-2020 (US\$ Billion)

Figure 36: Unilever plc Turnover by Segments; 2020 (Percentage, %)

Figure 37: Unilever plc Turnover by Region; 2020 (Percentage, %)

Figure 38: Blue Apron Holdings, Inc. Net Revenue; 2016-2020 (US\$ Million)

Figure 39: Ipsy Beauty Products and Services

Figure 40: HelloFresh SE Revenue; 2016-2020 (US\$ Billion)

Figure 41: HelloFresh SE Revenue by Segments; 2020 (Percentage, %)

Table 1: Global Subscription E-commerce Market Players Financial Comparison; 2020



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