

Subscription Boxes in Western Europe: The Way to Success

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Abstracts

The growing popularity of subscription boxes has led to a rise in M&A activity and funding for subscription box start-ups. Available across industries, they target specific consumer needs through different subscription models: pure convenience, experiential convenience and indulgence. Generally, successful boxes are those which attract and retain their existing clients thanks to the integration of local preferences as well as the right balance of savings and differentiating benefits.

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