

Global Subscription Box Market by Type (Replenishment Subscription, Curation Subscription, Access Subscription), By Application (Clothing & Fashion, Beauty, Leisure, Food & Beverages, Faith & Spiritual, Furnishing, Pet, Baby Products, Health & Fitness, and Others), By Gender (Male and Female), and By Region (North America, Europe, Asia Pacific, South America, Middle East, and Africa)

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Abstracts

Global Subscription Box Market expected to drive by the increasing internet penetration, and rising use of subscriptions among millennials. The global Subscription Box Market expected to gain significant momentum during the forecast period 2019-2027, owing to the mounting popularity of streaming services and the benefits of subscription box such as flexibility to pick and choose between products and services. The subscription box business model means that a seller attracts customers to subscribe to their products; the products are automatically sent to customers every month. A surprise box is a type of subscription box, but before the customer opens the box, it is not clear what products will be in the box. The content in the subscription box has unlimited possibilities, which can be surprises, new product trials, new products that customers have used.

Additionally, the expansion of the online e-commerce industry across the globe will impact the growth of the global subscription box market in the future timeline. Moreover, the rapid pace of urbanization and the surge in internet penetration will boost the global subscription box market in the upcoming periods. The global Subscription Box market will bolster by the continued shift in consumer buying habits and the rise in income levels of the consumer across the globe. Moreover, the escalation of retail consumption and the growing demand for consumers' personalized long-tail demand projected to

propel the global subscription box market.

Further, growth of e-commerce coupled with an upsurge in mobile devices and an increase in demand for personalized products expected to fuel the global subscription box market in the forecast period.

Type Overview in the Global Subscription Box Market

Based on Type, the global Subscription Box Market categorized into Replenishment Subscription, Curation Subscription, and Access Subscription. The Replenishment segment expected to dominate the global Subscription Box owing to replenishment, which provides a basic need for personal grooming products, allowing members to restock products regularly without going out to the store.

Curation Subscription will grow by its features, such as the collection of new items for customers as a sample. It surprises and delights consumers by providing unique items or highly personalized experiences in categories such as apparel, beauty, and food.

Access Subscription provides lower prices or members-only perks, primarily in the apparel and food categories.

Application Overview in the Global Subscription Box Market

Based on Application, the Global Subscription Box Market classified into Clothing & Fashion, Beauty, Leisure, Food & Beverages, Faith & Spiritual, Furnishing, Pet, Baby Products, Health & Fitness, and Others. The Food & beverage segment projected to generate maximum revenue due to the food subscription box provides prepared healthy food and personalized food in single-serving sizes. The food & beverages include Coffee, healthy snacks, meal-kits, etc.

Gender Overview in the Global Subscription Box Market

Based on Gender, the Global Subscription Box Market bifurcated into Male and Female. The female segment will dominate the market on account of the female users' products, such as lifestyle and beauty products, which are readily available at low prices along with the surge in the number of working women populations across the globe.

Regional Overview in the Global Subscription Box Market

Based on region, the Global Subscription Box Market segmented into North America, Europe, Asia Pacific, Middle East & Africa, and Latin America. North America anticipated generating maximum revenue in the global Subscription Box owing to the massive rise in the e-commerce industry and an increase in income levels of users in these regions.

Global Subscription Box Market: Competitive Landscape

Companies such as IPSY, Blue Apron, Dollar Shave Club, Home Chef, Stitch Box, Hello Fresh, Birchbox, Loot Crate, FabFitFun, eSalon, Bespoke Post, Grove Collaborative, Graze, Sunbasket, Glossybox are the key players in the Global Subscription Box Market.

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