

COVID-19 & Subscription

A Year in Review

The pandemic drastically accelerated the subscription industry’s growth. Throughout 2020, the industry saw an 84% increase in subscribers, with each segment experiencing record numbers.

The Subscription Trade Association (SUBTA) compiled data from dozens of resources to analyze and reflect on the pandemic’s impact on the direct-to-consumer subscription industry.



Subscription Box

Covid-19’s Impact

Around **20% of U.S. consumers** subscribed to a box to access certain products during the pandemic.

Opportunities

The focus should be on providing replenishment, discovery and delight, and access all at once.



Subscribe & Save

Covid-19’s Impact

30 retailers filed for bankruptcy while online retail exploded.

Opportunities

The segment is crowded, but there’s room to succeed if you focus on the consumer experience.



Memberships

Covid-19’s Impact

The fitness industry reinvented itself while **online gaming grew by 75%**.

Opportunities

Provide exclusivity, personalized perks and an enhanced experience.



Media & Publications

Covid-19’s Impact

Subscription **growth rate tripled** for digital news and media in 2020.

Opportunities

Find your niche and exploit it, the audience will come.



Digital/Software

Covid-19’s Impact

This segment experienced an **18% increase** in average revenue growth.

Opportunities

Prioritize usership over ownership.



Streaming (Video/Music)

Covid-19’s Impact

82% of U.S. consumers pay for at least one streaming service.

Opportunities

Become a centralized hub for your subscribers’ needs.



“No one expected 2020 to alter so many elements of our lives. These changes forever shaped consumer buying habits and vastly accelerated the growth of subscriptions. This industry provides consumers with a unique sense of convenience, efficiency and trust. Subscribing isn’t just about making a transaction, it’s about building a mutually beneficial relationship with a brand that can carry on for months, years, even decades! There’s a reason **more than 80% of Americans** are active subscribers.”

Paul Chambers, CEO & Co-Founder of SUBTA

Get the full report by visiting SUBTA.com/CovidReport