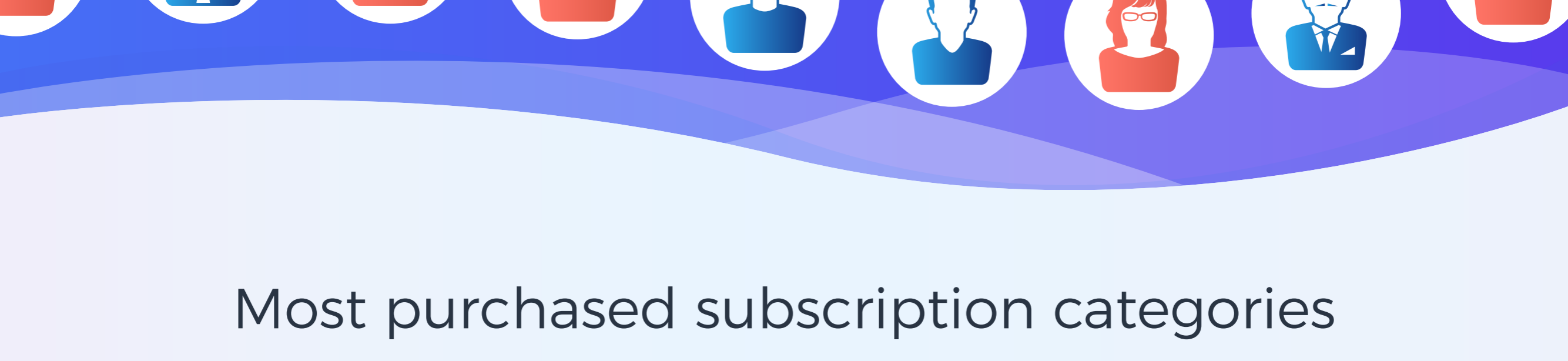


Subscription Usage Patterns Worldwide

2Checkout conducted a global survey with online shoppers to better understand their attitudes and preferences around subscriptions. In spite of market uncertainties and the restrictions that the global pandemic has brought, shoppers continue to exhibit an appetite for subscriptions in 2020. Discover more insights in this new piece of research by 2Checkout.



Most purchased subscription categories

Entertainment streaming services attract the bulk of online subscriptions today, though subscription-based software comes a very close second.



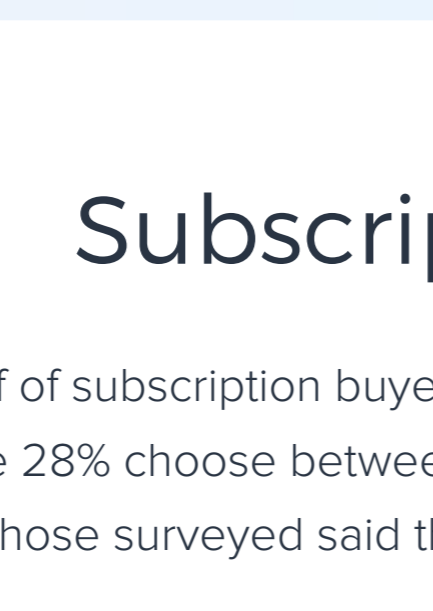
Streaming Services/ Entertainment



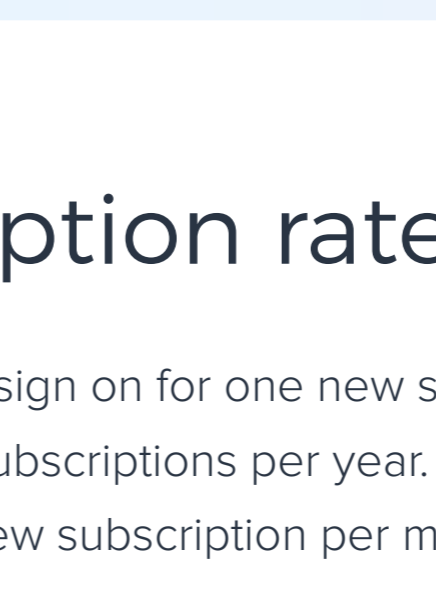
Subscription-based Software and SaaS



Cloud Storage Services



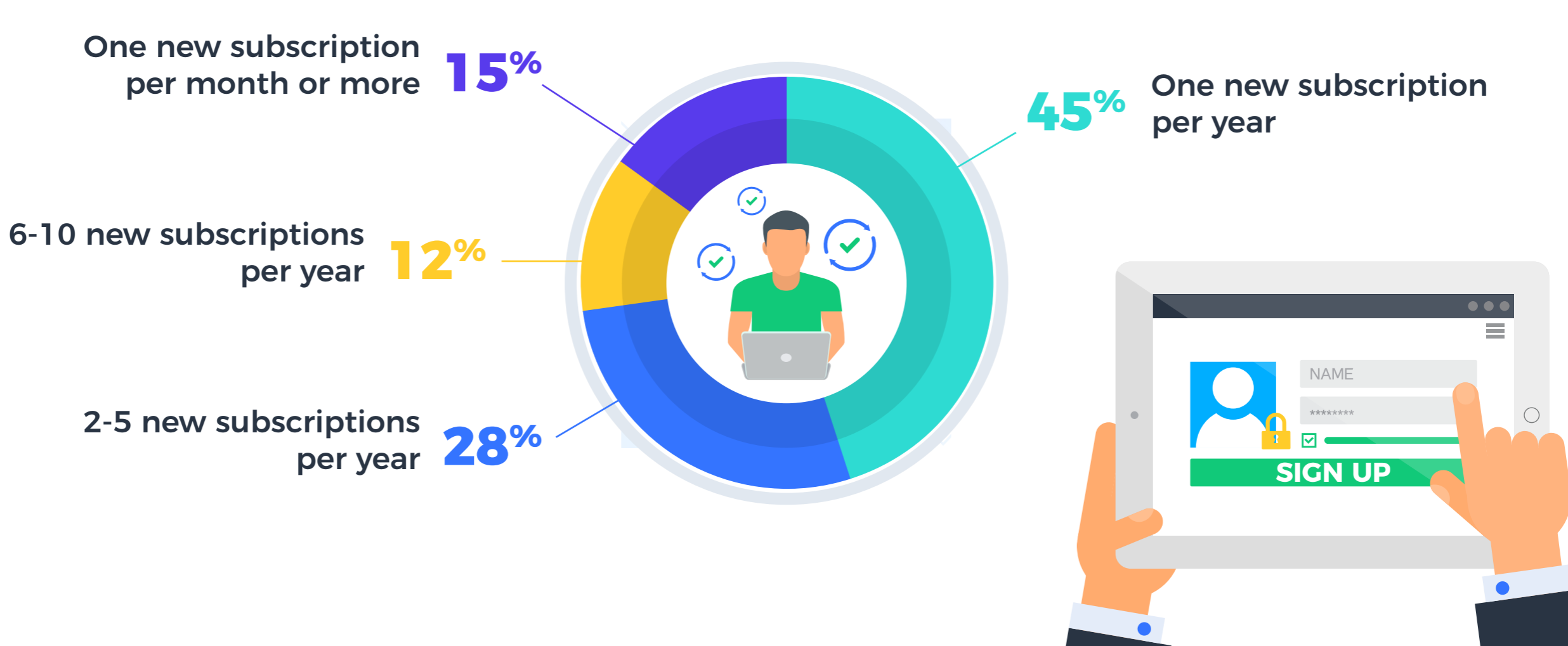
Online Education Services



Online Press / Blog Subscriptions

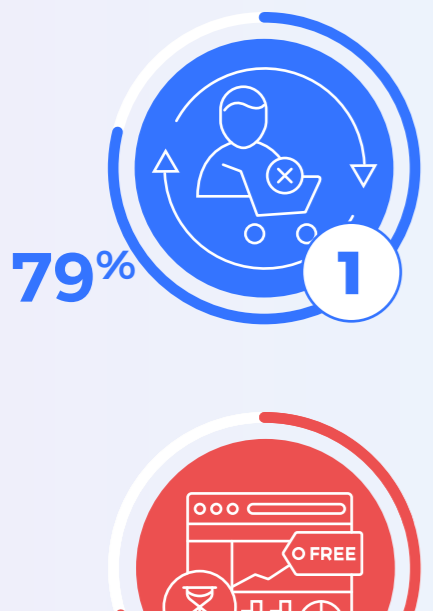
Subscription adoption rate

Almost half of subscription buyers surveyed say they sign on for one new subscription per year, while 28% choose between two and five new subscriptions per year. Around 15% of those surveyed said they sign on for one new subscription per month.

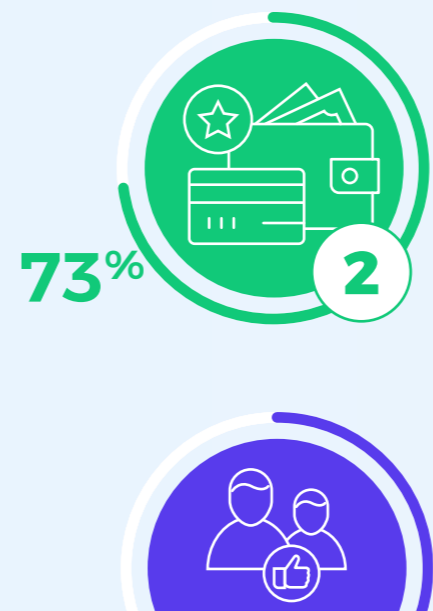


Important factors when choosing a subscription

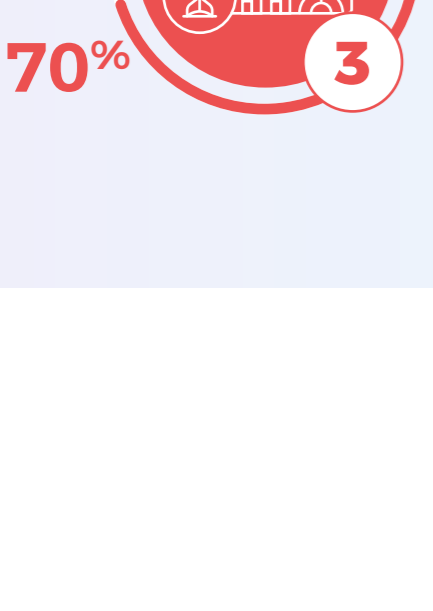
Contract flexibility is the most important feature, according to 79% of the respondents, while 73% said having their preferred payment method available was of top importance. Free trials and user reviews



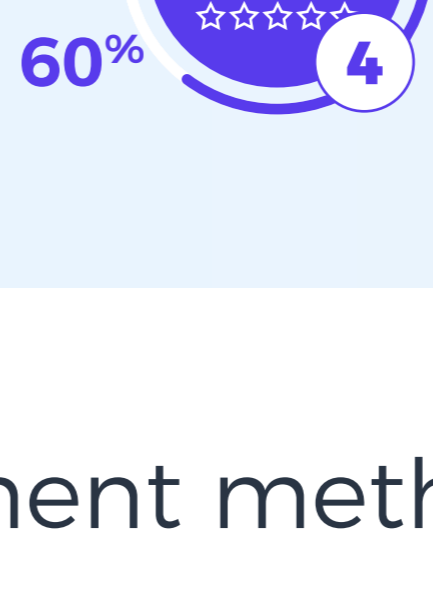
Ability to cancel anytime



Availability of favorite payment option



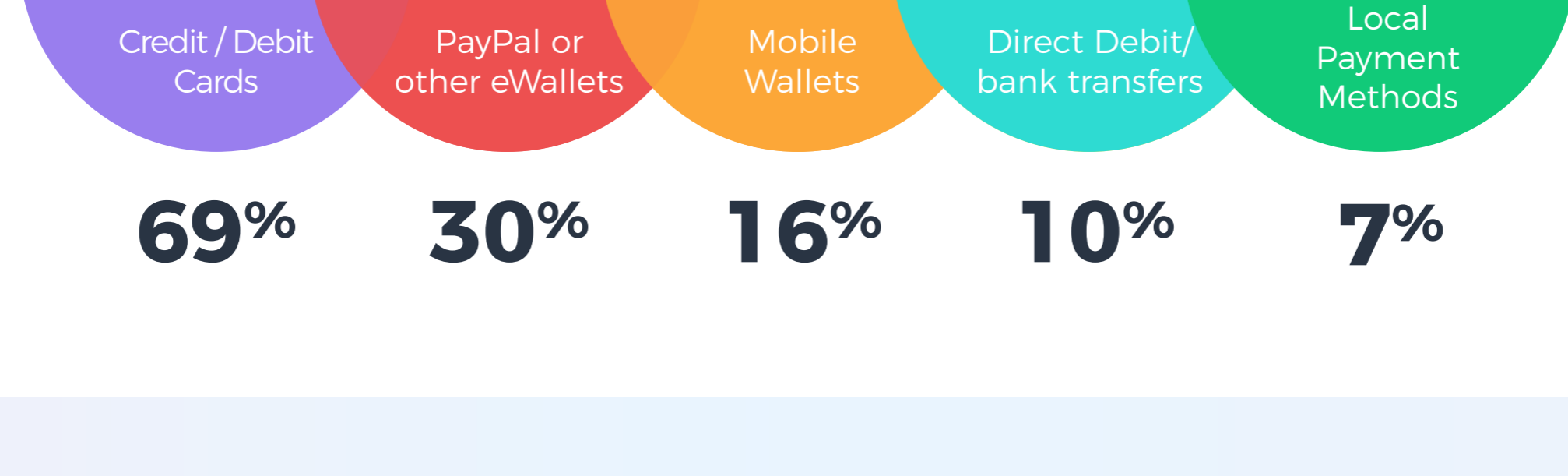
Free Trial



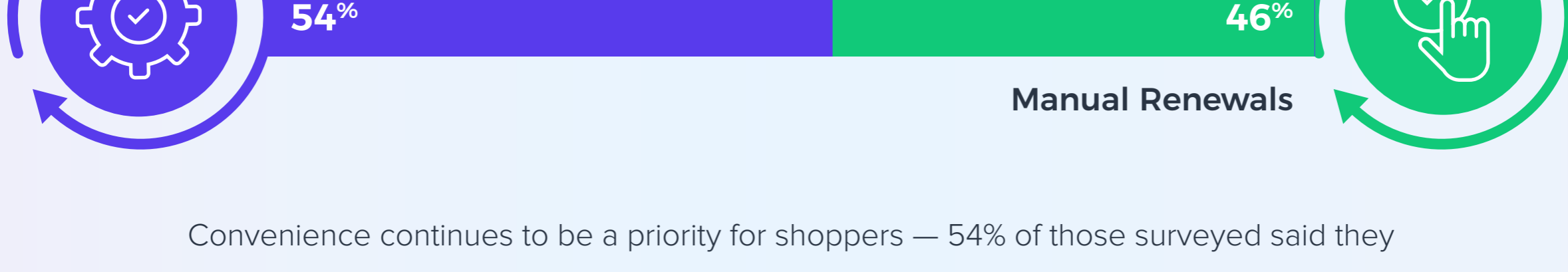
User reviews & recommendations

Preferred payment methods

For their online payments for subscriptions, 69% of subscribers choose to use credit and debit cards, while 30% prefer eWallets like PayPal, and 16% "reach for" their mobile wallets. Local payment methods may have started gaining traction in the category, as well — 7% of respondents said they prefer local methods when acquiring a subscription.



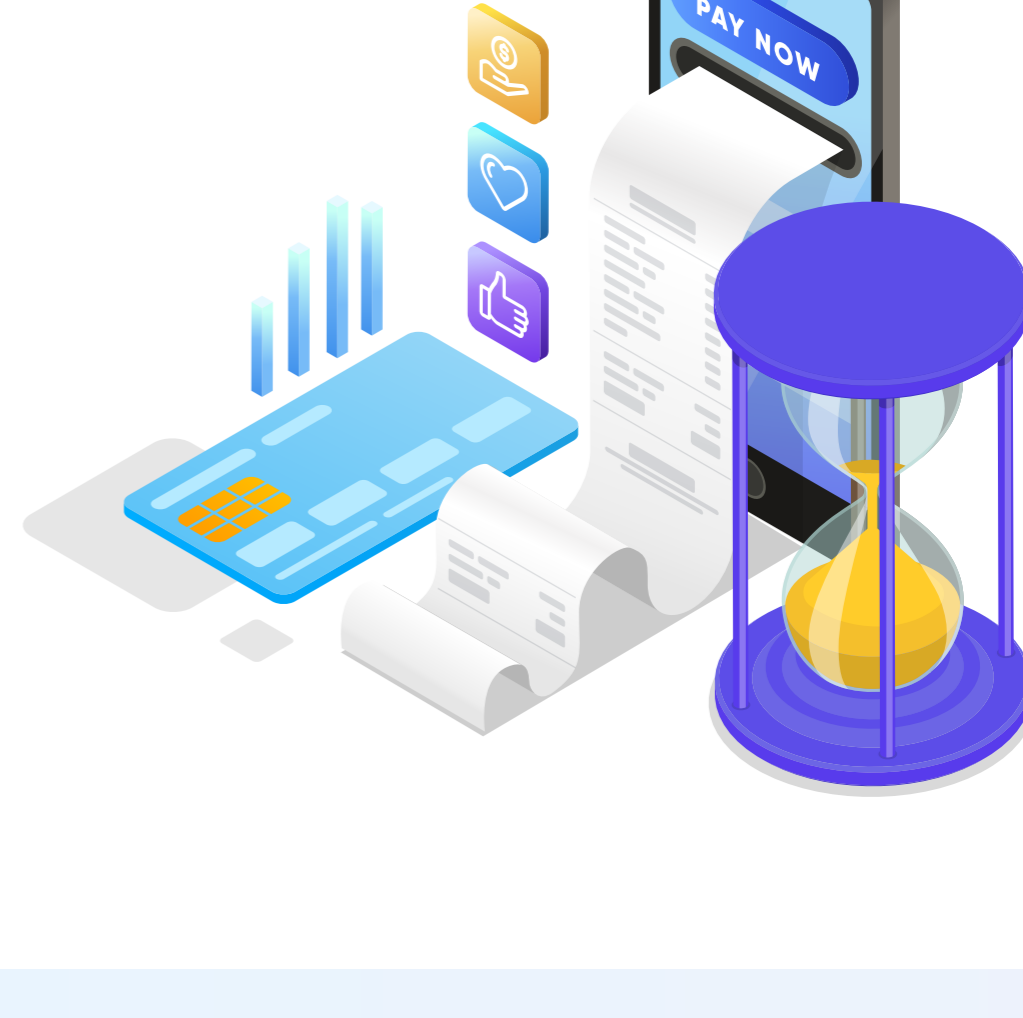
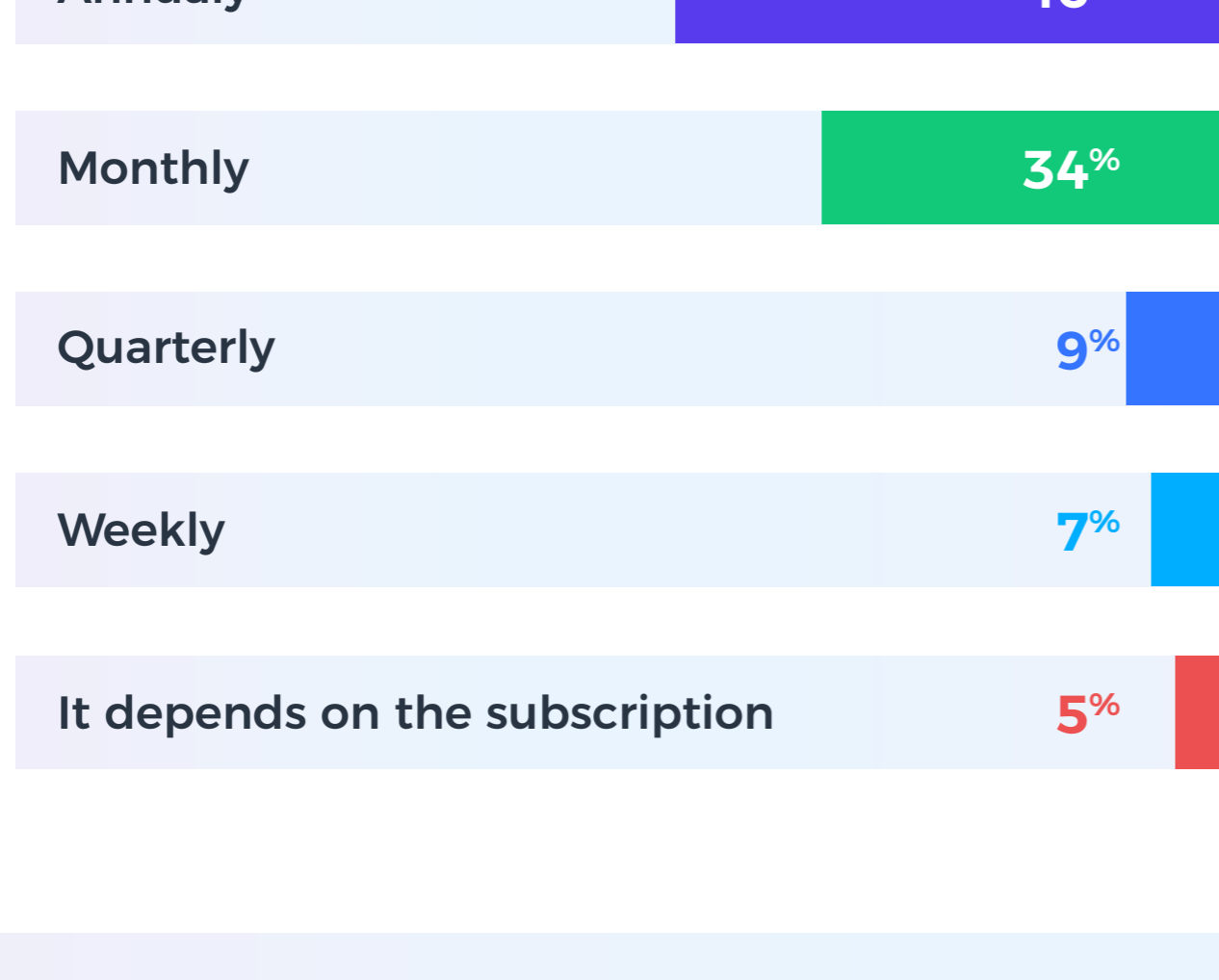
Preferred renewal type



Convenience continues to be a priority for shoppers — 54% of those surveyed said they prefer automatic renewals, even more than in past surveys, which seems to indicate that convenience is beginning to take precedence over "control."

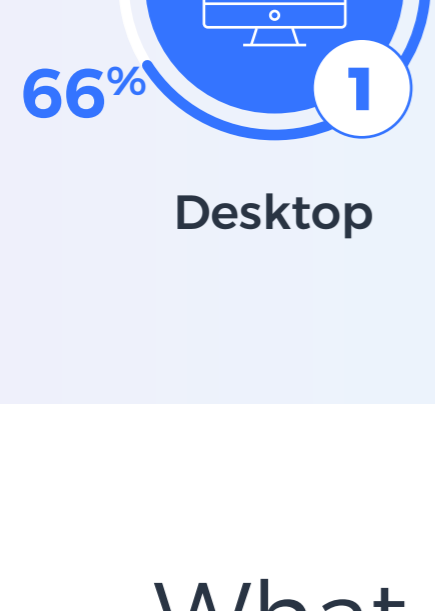
Preferred billing cycle

In terms of billing cycles, 46% of respondents prefer annual payments, although monthly billing is a top option for about a third of subscribers. Just under 10% would rather be billed quarterly.

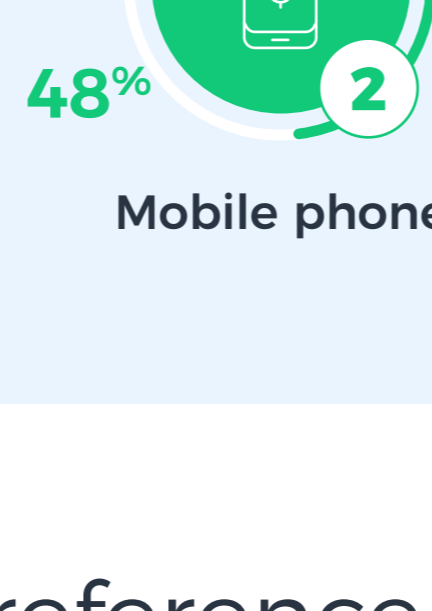


Where the actual purchase is made

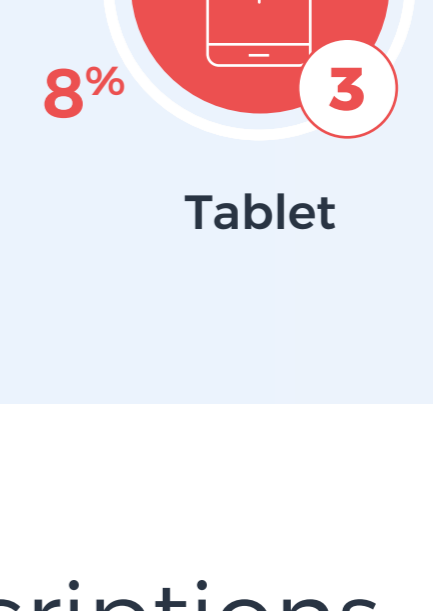
Shoppers surveyed say they use a variety of devices to make their purchases. Desktop subscription purchases were favored by 66% of respondents, while 48% prefer using their mobile phones and 8% say they most often place subscription orders on their tablets.



Desktop



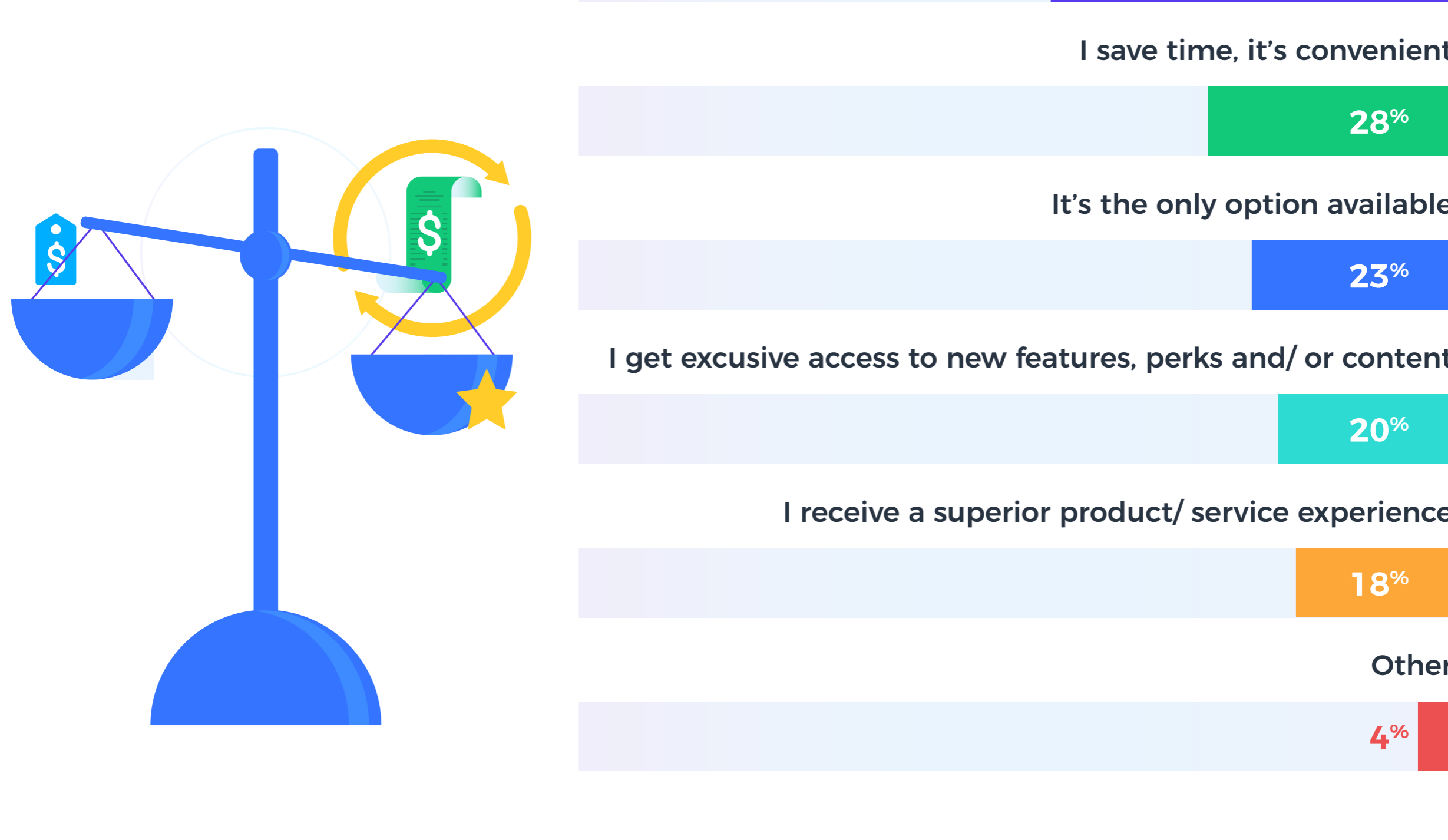
Mobile phone



Tablet

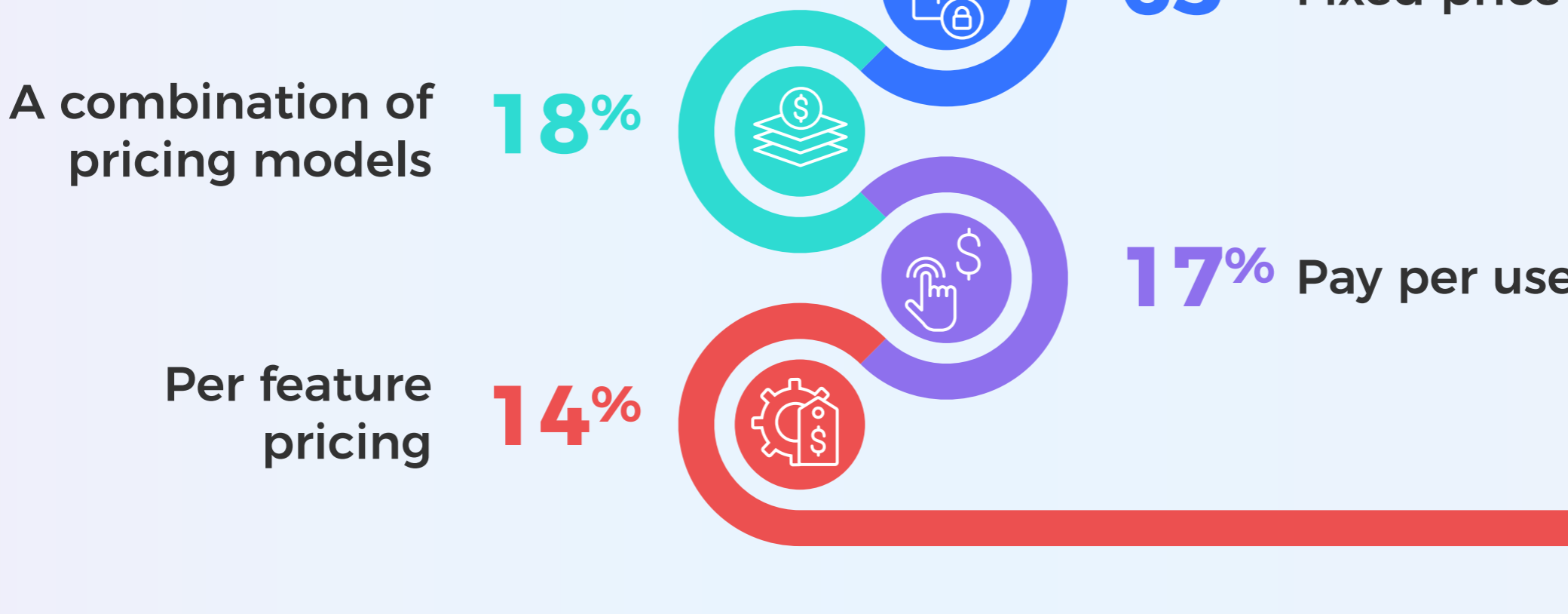
What drives preference for subscriptions

Not surprisingly, shoppers like to save money — 46% of respondents said cost-effectiveness was key. Saving time and having a convenient option also had an impact on their decision, according to 28% of respondents. Some 23% of respondents said they had no alternative options from which to choose.



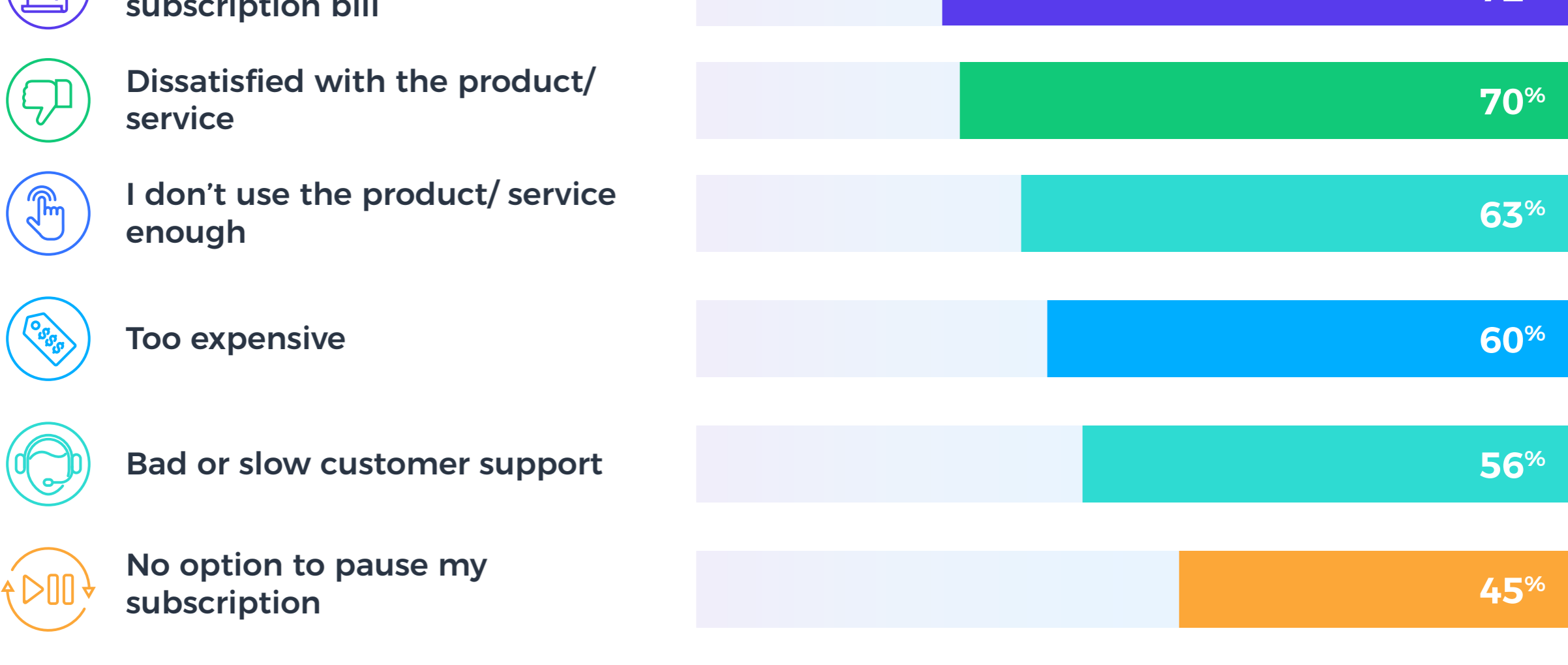
Preferred pricing model

The great majority of subscribers, 65%, like a flat rate model, perhaps because it is predictable and needs no ongoing attention. By contrast, 17% prefer pay-per-use and 14% want to be billed for only the features they use. 18% favor a combination of models, depending on the subscription.



Reasons to cancel a subscription

Cost is one of the main reasons shoppers cancel their subscriptions — 72% said they would cancel after being billed an unexpected charge, and 60% cancel when they simply can no longer afford the subscription. Beyond cost reasons, 63% say they cancel after finding they don't use the product/service as much as they had hoped and half end a subscription as a result of a negative support experience.



This infographic is based on a survey conducted by 2Checkout in March-April 2020 on a global basis with 415 respondents from more than 50 countries around the world.