

SUBSCRIBE

MAY 13, 2015

IN-DEPTH VIEW OF SUBSCRIPTION COMMERCE



- The subscription economy has picked-up in a major way since 2007
- The subscription model is predictable for businesses and convenient for consumers
- The top ten subscription-based startups in retail have raised over \$543 million in the last five years
- Some e-commerce subscription businesses have started diversifying in single purchases and brick-and-mortar stores

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EXECUTIVE SUMMARY

Over the past decade, we've observed a trend in the way many companies conduct their business: They're changing their offering from selling products to providing services on a subscription basis. This is what we refer to as subscription commerce.

Subscription commerce is fueled by companies who adopt the subscription business model, which encompasses more than the recurrent payment for products or services. The model is built on the long term relationship between a business and its customers, which allows the business to provide superior, personalized service based on data analysis and product curation.

One of the main benefits of the subscription model for businesses is that it makes financial performance predictable. More so, however, it serves as a value-add option for the consumer.

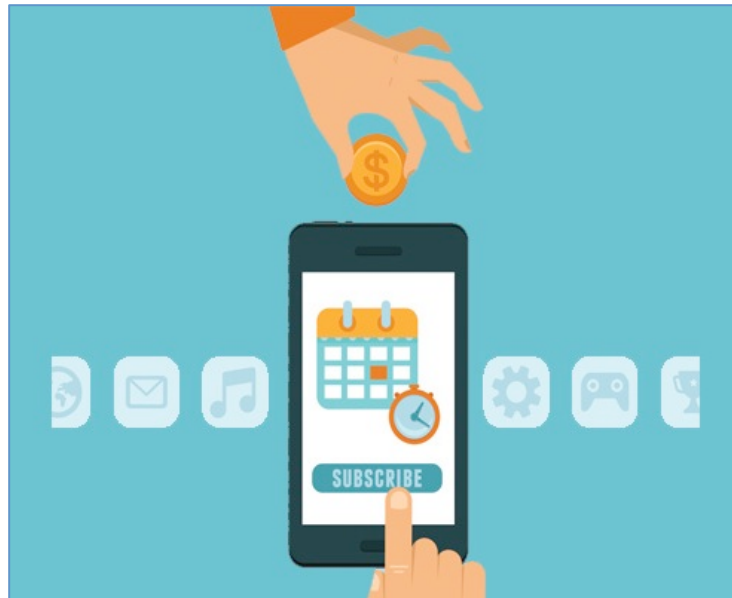
From a customer point of view, subscriptions are simple and flexible; they offer variety and the option to discover new products and brands.

With its obvious value proposition, why has the subscription model become prevalent only recently?

The reason is that consumer behavior has changed. Customers are now looking for customized products and services with flexible purchasing methods. Technology has also advanced in the face of cloud computing and data analytics, which has enabled companies to match the new consumer needs. The combination of these two developments has become the foundation of the success of the subscription business.

The funding environment for subscription-based startup companies has also been ample. In 2014 alone, a select group of ten startups we examined raised over \$258 million in funding. Going back five years, the amount of funds raised by these companies grows to the staggering \$543 million. This is a lot of growth firepower for any company's standard.

Yet, building a subscription business is not easy to execute. Factors such as customer demographics, supply chain operation acumen and organizational culture play a key role in the success or failure of a subscription company. It also seems that successful subscription businesses tend to reach a growth plateau and once that happens, some would look for additional growth in traditional sales models such as single purchase items and brick-and-mortar distribution.



WHAT IS SUBSCRIPTION COMMERCE?

The subscription business model is not new. For decades, people have been subscribing to receiving products and services. However, the shift to subscription commerce or the “subscription economy” is relatively new. It started in the software industry, with **Salesforce.com** pioneering the business concept as early as 1999, but the trend really started to pick up in 2007, with **Amazon**, **Netflix** and **Box** leading the way. Nowadays, subscription-based companies thrive in many industries besides software, such as media and entertainment (Spotify, HBO); consumer services (TripAdvisor, Touring Club Suisse); telecom and utilities (Telstra, YP); financial services (AXA); healthcare (Thermo Fisher Scientific); education (lynda.com, Kaplan); and retail (Warby Parker, Birchbox, Trunk Club).

The model has traditionally been successfully implemented by startup companies that emphasize technology, but industry conglomerates are not falling behind. They, too, are starting to modify their interactions with consumers in order to include subscription options.

In this report, we’ll analyze the benefits of the subscription-based model from both a business and consumer standpoint. We’ll also explore the drivers behind the proliferation of subscription businesses over the past 10 years and hone in on some of the companies leveraging subscriptions in the retail space.

THE SUBSCRIPTION MODEL VALUE PROPOSITION

For a **business**, the subscription model’s obvious advantage is its predictability. The business knows the size of its subscriber base at any given point in time, which allows it to allocate resources efficiently, regardless of whether it sells products or services. This permits a high level of automation, which reduces operating costs and improves inventory management. On the intangible side, the business model is inherently sticky, so companies are able to establish a long-term relationship with their customers. This allows businesses to gather and analyze data to improve customer satisfaction.

As the CEO of **Zuora** (a software provider for subscription businesses), Tien Tzuo, says: “It’s clear that the subscription approach, and its recurring revenue model, is going to be the way many companies do business moving forward. It keeps in you in contact with your customers and gives you information you couldn’t get with a one-off sale because of the nature of that ongoing relationship—and that could be a competitive advantage.”

In addition, there are financial advantages to running a subscription company:

- Cash comes in first, minimizing working capital variance.
- Companies have visibility into future revenues, which allows them to book revenue in advance, a feature that’s especially helpful for public companies.

From a **consumer** standpoint, subscription services offer convenience and curation. Subscription services *are* convenient—they offer flexibility, simplicity and variety with little effort required on the part of the consumer. For example, Netflix and other subscription-based content platforms (such as HBO, Amazon Prime and Spotify) offer consumers the ability to access a large collection of digital content anywhere, anytime.



Source: Netflix

Companies such as **Trunk Club** take away the need to leave the house in order to shop for clothes, and **Blue Apron** makes it easy to prepare dinner without worrying about the recipe and finding all the ingredients at the grocery store.

TRUNK CLUB	MALL SHOPPING
Your own personal stylist.	Hard-sell store clerks hunting you down.
Delivered to your door by FedEx.	Looking for parking at the mall.
Try on clothes in the comfort of your home.	Cramped fitting rooms with mysterious stains.
10 full days to try everything on and decide.	Buyer's remorse.
Great selection of high-quality clothes.	Picked-over racks and misshelved items.
Free shipping both ways.	\$5-a-gallon gas to drive to the mall.

Source: Trunk Club

In addition, buying a subscription usually requires only a onetime online transaction, which makes it very easy for customers to become subscribers and means they don't feel as though they're paying each time they buy a product or service. Subscribers for products, particularly in the US, also benefit from a highly reliable last-mile delivery infrastructure, which means they receive their products on time, every month, in pristine condition.

Consumers also like the curation aspect of receiving a product offering that's tailored to their preferences and that introduces them to something new, whether it's a product or a brand. Many subscription packages, such as **Birchbox**, arrive in the form of multiple samplers that allow consumers to try new products on a monthly basis. Other box offerings consist of a personalized monthly gift, which appeals to customers because it offers the element of surprise and the excitement of anticipating a gift.



DRIVERS BEHIND THE PROLIFERATION OF SUBSCRIPTION BUSINESSES

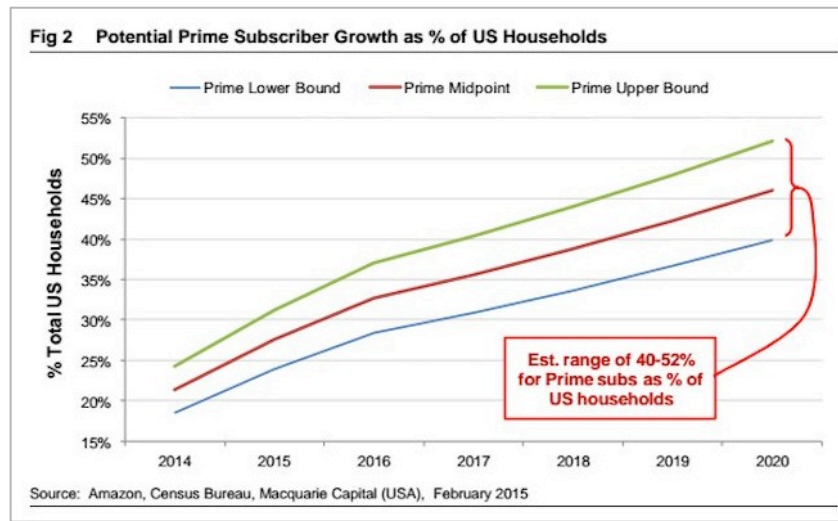
Besides the value proposition of the subscription business model, there are two drivers that have enabled many businesses leveraging this model to scale quickly and become profitable: changing consumer behavior and advances in analytics and fulfillment technologies.

According to a 2014 report by the Economist Intelligence Unit, 80% of customers are demanding new consumption models, including subscribing, sharing and leasing models. This is obvious when we observe recent increases in subscription revenue and the sharing economy. For example, if we look at **Amazon Prime** memberships as a proxy for subscription services demand, we see that demand has spiked over the last four years: Amazon Prime now has 58 million members worldwide, even though the company increased the membership price from \$79 to \$99 per year at the beginning of 2014.



Source: Business Insider

And an analysis by Macquarie predicts that Amazon Prime memberships in the US will increase at least twofold over the next six years.



Source: Business Insider and Macquarie

The numbers show that the shift to the subscription economy is really being driven by a profound change in consumer behavior and desire. Part of this change is an increasing demand for personalized products and services. Customers today, especially millennials, see less separation between their business and personal identities, and they expect their business relationships to be more personalized.

Consumers are also changing because of technology, which is the second driver behind the subscription business proliferation. Big data analytics have allowed businesses to continuously improve the way they service customers. Companies are able to predict what products customers might need and like based on analyses of factors such as use habits, payment history and lifetime value, among others. Cloud computing has allowed companies to house and process all this information. Finally, immediate fulfillment and real-time parcel tracking have enabled subscription companies to provide customers with the hassle-free delivery piece of the shopping experience.

The use of technology in consumer businesses and the changing consumer behavior it supports have created a virtuous cycle, which makes the subscription business model a real winner in today's economy.

CONSIDERATIONS FOR SUBSCRIPTION BUSINESSES

Even though some subscription businesses are excelling, the model is not easy to execute, and it's highly dependent on factors such as customer demographics, supply chain operation acumen and organizational culture.

On an operational level, the biggest challenge for subscription companies is managing churn. If a company churns more than 10% of its customers per year, it has to grow its subscriber base by at least 10% to stay even. That's why managing churn is paramount and why many businesses are looking for ways to improve customer satisfaction and decrease churn.

This goes to show that running a successful subscription business goes beyond simply using a recurring payment scheme. As competition in product categories across the board has intensified, some subscription companies have started operating e-commerce stores with blogs, reviews, articles and how-to videos in addition to delivering subscriptions. One example is Birchbox, which has moved beyond beauty boxes and is now offering a wide range of products for single purchase. It's even operating a flagship retail location in New York City.



Companies such as **Memebox** in South Korea, **VanityTrove** in Singapore and **Glamabox** in Hong Kong, which have managed to lead in their respective markets, have also had to diversify their offerings beyond subscription beauty boxes. The reason is geographic in nature. In the Asia-Pacific region, subscription beauty boxes were warmly received initially, but rapid oversaturation of the market and difficult logistics resulted in many closures, mergers and transformations into pure-play e-commerce businesses.

For established companies, the transition to a subscription model can sometimes be easier on the customer than it is on the company. Organizational challenges can make the transformation very disruptive, particularly in terms of sales and marketing. For example, companies must often shift how they incentivize and commission salespeople, which is quite challenging in a subscription setting.

Lastly, from a market perspective, it will become increasingly difficult for new players to take market share from the established leaders in the subscription field. Because the model is sticky, the consumer spending on a particular type of good can become locked up financially, and not have enough disposable income, or the inclination, to try subscriptions from new market entrants.



THE SUBSCRIPTION BUSINESS ECOSYSTEM

The subscription ecosystem comprises subscription companies, product manufacturers, blogs/malls and, interestingly, customized software tools. Privately held Zuora offers the backbone technology that supports many subscription companies today—a ready-made, cloud-based tool kit for starting subscription businesses that offers commerce, billing and finance tools on one platform. Its customers include companies involved in the Internet of Things, healthcare, education, media, communications, and cloud applications and infrastructure. In March 2015, Zuora completed a \$115 million funding round, bringing its total capital to \$250 million, which indicates investors' increasing belief in the soundness and healthiness of the subscription business model.

Another major component of the ecosystem is subscription malls and websites that endeavor to provide a full and/or curated list of subscription businesses. These include:

- allthelovelythingsinlife.com/tag/subscription-boxes
- boxes.mysubscriptionaddiction.com
- findsubscriptionboxes.com
- hellosubscription.com
- subscriptionboxes.com
- subscriptionboxmom.com

Mysubscriptionaddiction.com is the largest subscription mall—the site contains approximately 950 subscription boxes.



Everything you need to get hooked on Subscription Boxes! [Start Here >](#)

SUBSCRIPTION BUSINESSES IN RETAIL

Because of the competitive nature of the retail space, it's especially important for a subscription retail business to have a differentiating quality. A unique proposition such as product discovery, saving the shopper a trip to the store or a personalized product selection offering can be key. Below, we focus on some of the existing subscription concepts from select categories in the retail space.



Art and culture: Products include art, prints, books, crafts, magazines and cards. **Cultured Owl** is a subscription service for kids that delivers Country Kits, which teach children about a different country every month.

Baby: Products include baby goods and products, eco-friendly products, and used baby clothes. **Citrus Lane** offers a monthly surprise box for babies priced at \$24 for a six-month subscription or \$29 per month.

Beauty: This is one of the largest categories of subscription businesses, and products include beauty items, haircare, eco beauty, nailcare and organic soap. **Birchbox** is a pioneer among subscription e-commerce companies. It was founded in September 2010, and has more than 800,000 subscribers and annual revenues of at least \$125 million, according to *Fortune*. The company raised \$60 million in April 2014, putting its valuation at \$485 million. Another popular subscription program is **Julep**

Maven, which lets subscribers pick a curated box, swap out items and change colors in their monthly box.

“Cool” products: These include celebrity-curated products, designed goods, products for gamers and surprise presents. Examples of celebrity-curated product offerings include **Quarterly**, which lets subscribers choose gifts from curators as diverse as Arianna Huffington, General Electric, Jeremy Lin and Pharrell Williams. **Fancy** offers monthly boxes that have been curated by the Fancy community, with at least \$80 worth of products shipped monthly for a \$39 subscription.

Crafts and hobbies: Products include do-it-yourself crafts, kits for kids, craft products and kids' educational products. For example, **Kiwi Crate** offers sets of products, gifts and subscriptions for kids in several age brackets, including the Koala Crate (ages 3–4), Kiwi Crate (ages 4–8), Tinker Crate (ages 9–14+) and Doodle Crate (ages 9–16+).

Eco products: This category includes eco-friendly, ethical and natural products. **Conscious Box** offers snacks and beauty and cleaning products with all-natural ingredients and no genetically modified organisms, with classic, vegan and gluten-free options.



Fashion: This category includes clothing for children, women and men.

Children's clothing: Companies offering kids' clothes include **Taddle Kids** and **Wittlebee**.

Women's clothing: **Stitch Fix** begins with a personal style quiz, then the subscriber receives five personalized pieces and returns the ones that she does not want to keep.

Men's clothing: **Manpacks** is a quarterly subscription service for men that offers underwear, socks, toiletries and products for other basic needs. Interestingly, there are several monthly subscription services for socks, including **Sock of the Month Club**, **SockPanda**, **Socked** and **Soxiety**.

Fitness and health: Products include vitamins, supplements, sports nutrition, health products and women's products. **GoodMouth** delivers \$2 toothbrushes and electric toothbrush heads, and donates two toothbrushes to someone in need with every subscription.

Food and drink: Products include snacks, coffee, tea, wine, ice cream, artisanal food, paleo snacks, allergy-free food, fresh food and culinary discoveries. **Graze** lets subscribers handpick a set of four snacks that they choose from a selection of more than 100, and then delivers them to home or office.

Household products: Products include flowers, housewares, natural products and household linens. **The Honest Company** offers diapers, baby formula, bath and body products, cleaning products, vitamins and other nontoxic items.

Jewelry: Products include those that are sold and rented. **Rocksbox** subscribers can rent jewelry starting at \$19 a month.

Men's grooming: Products include grooming, shaving and toiletry items for men. **Dollar Shave Club** was launched through a viral Internet video. The company had 900,000 subscribers as of October 2013 and expected to record more than \$60 million in sales in 2014. Its success has drawn a host of imitators, including **800razors.com**. Even giant **Gillette** has responded, offering its own subscription service with the tagline "Gillette® Subscription – Don't Be Fooled By Shave Clubs" appearing in Internet search engines.

Miscellaneous: Products include games, toys, promotional merchandise and products for couples. **Mystery Tackle Box** is a subscription service for fishing lures.



Pets: Products include pet treats, goodies and toys, primarily for dogs. **BarkBox** offers monthly treats and toys for dogs, with a portion of the proceeds going to dogs in need.

Relationships: Products include birth control and couples' products. **Big Richard** is an Australian subscription company that sells condoms and other items.

Please refer to the Appendix at the end of this report, which contains a list of more than 300 subscription businesses.

FUNDRAISING AND GROWTH OF RETAIL SUBSCRIPTION STARTUPS

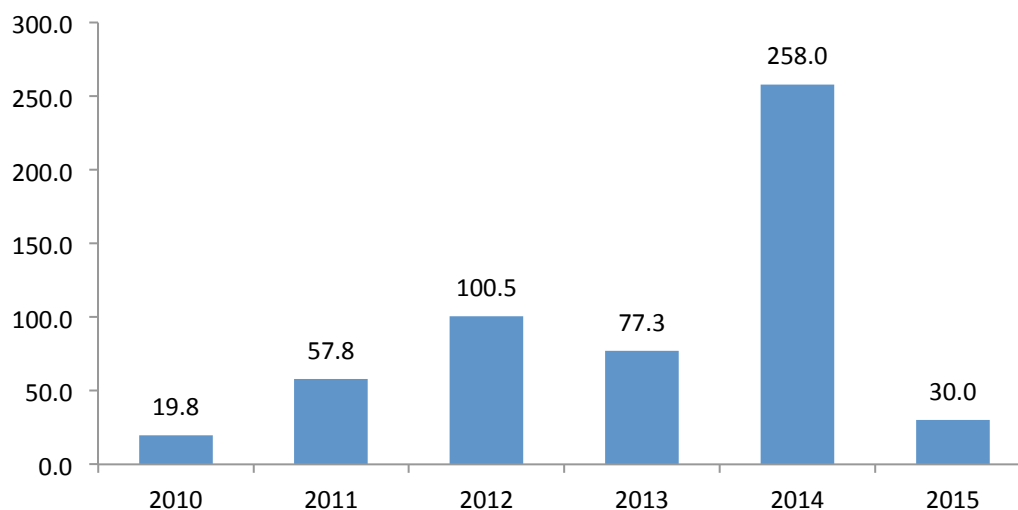
The funding environment for startup subscription businesses in retail is very favorable. We analyzed ten of the more popular concepts in the space and observed that they have been very successful in attracting venture capital-backed financing. The select group of companies has been able to raise over \$540 million in the last 5 years, with 47% of the total capital contributed in 2014 alone. The financing represents an average of \$54 million per company, which is a substantial statistic for any startup business. The numbers show that subscription concepts are widely sought after by investors. They also mean that these companies now have very substantial "war chests" to grow their businesses.

Summary of Capital Raised by Select Retail Subscription Companies (\$ million)

Company	Market	2010	2011	2012	2013	2014	2015	Total
The Honest Company	Diapers / Cleaning products			27.0	25.0	70.0		122.0
BeachMint	Fashion	15.0	23.5	36.2				74.7
Dollar Shave Club	Men's Grooming			11.8	12.0	50.0		73.8
Birchbox	Beauty	1.4	10.5			60.0		71.9
NatureBox	Food			2.0	8.5	18.0	30.0	58.5
Julep	Beauty			6.8	15.3	30.0		52.1
BarkBox	Pets			1.7	5.0	15.0		21.7
Frank & Oak	Men's Clothing			5.0		15.0		20.0
Joyus	Multiple /Discovery Platform/		7.9		11.5			19.4
H.BLOOM	Flowers	2.2	4.7	10.0				16.9
Trunk Club	Men's Clothing	1.2	11.2					12.4
Total		19.8	57.8	100.5	77.3	258.0	30.0	543.4

Source: CrunchBase

Year by Year Fundraising Trend – Last 5Y (\$ million)



Source: CrunchBase

One way companies have started expanding their businesses is diversifying their product offering by selling single purchase products to complement their subscription bundles. Birchbox, Julep, The Dollar Shave Club, The Honest Company, and BeachMint have all taken this route. Another way companies have taken is to open brick-and-mortar locations. BirchBox has a flagship store in New York, Julep has multiple parlors, and the Trunk Club has clubhouses in major cities, where customers can schedule a one-on-one appointment with a stylist and an in-person fitting session. These trends are an evidence of one of the challenges for subscription businesses – once their subscriber growth starts to stagnate, they need to find new ways in which to grow their revenue. In the cases of the companies highlighted above, it is layering a more traditional sales model on top of the subscription one.

OUTLOOK FOR THE SUBSCRIPTION ECONOMY

The emergence of the subscription economy in recent years is not coincidental. Changing consumer behavior and new technologies have allowed businesses to capitalize on personalized service offerings that cater to customers' wants. The value that the subscription business model offers to both consumers and businesses is beyond a doubt, and analysis suggests that much growth is yet to come in the space. At the same time, companies that are shifting into subscriptions from a traditional model will need to be aware of the challenges they face. These include increasing competition and making structural changes within their organizations in order to facilitate the new model.



Appendix—List of Selected Subscription Companies

Name	Products	URL / Mail
ART & CULTURE		
A Masterpiece Every Month	Art	Subscriptionboxes.com
Anime Bento	Anime	www.anime-bento.com
Art Delivered	Art	www.art-delivered.ca
Art In A Box	Art	artinabox.net
Art Snacks	Art supplies	www.artsnacks.co
Bitebox	Artisan products	www.getbitebox.com
Booty Bin	Games	www.bootybin.com
CraftersCrate	Crafts and activities for girls	www.crafterscrate.com
Cultured Crate	Items for kids	www.culturedcrate.com
Cultured Owl	Education	www.culturedowl.com
Dottiebox	Handmade products	www.dottiebox.com
Fair Ivy	Handmade products	www.fairivy.com
flicker box	Artisan candles	www.myflickerbox.com
Just the Right Book	Books	www.justtherightbook.com
La Bella Box	Boutique products	www.labellabox.com
Love Club	Artisan products	Subscriptionboxes.com
Olive Box	Paper products	www.myolivebox.com
Out of the Box Sampler	Handmade products	www.outoftheboxsampler.com
Papirmass	Art prints	papirmass.com
Power Up Box	Geek & gamer products	www.powerupbox.com
Stack	Independent magazines	www.stackmagazines.com
Stitch Set	Knitting supplies	www.stitchset.com
The Artisan Box	Artisan products	globein.com/the-artisan-gift-box
The Happy Trunk	Crafts and science	www.thehappytrunk.com
The Thing Quarterly	Object-based publications	www.thethingquarterly.com
TOTA Press	Letterpress cards	www.totapress.com
UmbaBox	Handmade products	www.umba.com
WeeklyIndie	Music	www.weeklyindie.com

Appendix—List of Selected Subscription Companies

Name	Products	URL / Mail
BABY		
Bluum Box	Mother & baby samples	www.bluum.com
Citrus Lane	Baby goods	www.citruslane.com
Cotton Booty	Diapers	Subscriptionboxes.com
Ecocentric Mom	Eco-friendly products	www.ecocentricmom.com
PetiteBox	Baby products	Subscriptionboxes.com
TeetheMe	Baby products	Subscriptionboxes.com
BEAUTY		
Beauty Box 5	Beauty	www.beautybox5.com
BeautyArmy	Beauty	www.beautyarmy.com
Beautyfix	Beauty	www.beautyfix.com
Birchbox	Beauty	www.birchbox.com
Curlbox	Products for curly hair	www.curlbox.com
From the Lab	Beauty	www.fromthelab.com
Glamour Doll Eyes	Cosmetics	www.glamourdolleyes.com
GLOSSYBOX	Beauty	www.glossybox.com
GoodeBox	Eco beauty products	www.goodebox.com
Green Grab Bag	Natural beauty products	Subscriptionboxes.com
Honey Bee Inspired Box	Cosmetics	Subscriptionboxes.com
Julep Maven	Nailcare	www.julep.com
Klippie Klub	Hair accessories	Isampled.com
La Femme Jeune	Skin products	Subscriptionboxes.com
Lip Monthly	Lip products	www.lipmonthly.com
Loose Button	Beauty	www.loosebutton.com
MakeupMonthly	Beauty	www.makeupmonthly.com
Memebox	Korean products	www.memebox.com
My Platinum Box	Grooming samples	Subscriptionboxes.com
MyGlam	Beauty	Subscriptionboxes.com
NewBeauty TestTube	Beauty	testtube.newbeauty.com
OneRadiant Box	Skin products	Subscriptionboxes.com
Pop Sugar Must Have Bag	Beauty, fashion & home	musthave.popsugar.com

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Name	Products	URL / Mail
Sample Society (Allure)	Beauty products	www.beautybar.com
ScentBird	Perfume	www.scentbird.com
Stylebox by JamberryNail	Nailcare	www.jamberrynails.net
Sudsy Box	Soaps	www.sudsybox.com
The Lipstick Crate	Lip products	www.lipstickcrate.com
The Look Bag	Beauty	Subscriptionboxes.com
The Organically Green Soap of the Mo	Organic soap	Subscriptionboxes.com
The Soap Box	Soap	www.fortunecookiesoap.com
Tiny Bubbles Truffle Bomb	Bubble bath	Subscriptionboxes.com
ToGoSpa	Eye pads	www.togospa.com
Wantable.com	Fashion items	www.wantable.com
COOL PRODUCTS		
12Society	Celebrity-curated products	www.12society.com
Bespoke Post	Curated products	www.bespokepost.com
Fancy	Curated products	www.fancy.com
Loot Crate	Geek & gamer products	www.lootcrate.com
Not Another Bill	Surprise presents	www.notanotherbill.com
Quarterly	Curated products	www.quarterly.co
Svbscription	Curated products	www.svbscription.com
The Style Box by Socialbliss	Fashion items	www.socialbliss.com
The Trendy Box	Fashion items	www.thetrendybox.com
CRAFT AND HOBBIES		
Adventure Trunk	Education	Subscriptionboxes.com
Animal Trackers Club	Education	www.atcssc.com
BabbaCo.	Art & craft kits for kids	www.babbaco.com
Crafty Creatives	DIY crafts	www.craftycreatives.com
For The Makers	DIY crafts	www.forthemakers.com
Green Kid Crafts	Eco-friendly arts & crafts	www.greenkidcrafts.com
Kiwi Crate	Art & craft kits for kids	www.kiwicrate.com
Knit Crate	Knitting supplies	www.knitcrate.com
Little Passports	Kids' educational	www.littlepassports.com

Appendix—List of Selected Subscription Companies

Name	Products	URL / Mail
ToucanBox	Art & craft kits for kids	www.toucanbox.com
Wonder Box	Art & craft kits for kids	Subscriptionboxes.com
ECO PRODUCTS		
Abe's Discover Natural Box	Natural products	Subscriptionboxes.com
Conscious Box	Eco-friendly products	www.consciousbox.com
Eco-Emi	Eco-friendly products	www.ecoemi.com
Homegrown Collective	Greenboxes	www.homegrowncollective.com
Ospuro: Pure Box	Plant products	Subscriptionboxes.com
Pink Moment	Eco-friendly products	Subscriptionboxes.com
Wellybox	Organic products	Subscriptionboxes.com
Yuzen	Natural products	www.yuzenbox.com
FASHION: KIDS		
Taddle Kids	Kids' clothing	Subscriptionboxes.com
Wittlebee	Kids' clothing	try.wittlebee.com
FASHION: MEN		
Blacksocks	Underwear	www.blacksocks.com
Bombfell	Menswear	www.bombfell.com
Button Up A Month	Dress shirts	www.buttonupamonth.com
Curator & Mule	Men's accessories	www.curatorandmule.com
Five Four	Clothing	www.fivefourclothing.com
Frank & Oak	Menswear	www.frankandoak.com
Hot Spot Monthly	Clothing	www.monthlyhotspotshirt.com
Manpacks	Underwear and other	www.manpacks.com
Root Bizzle	Neckties	www.rootbizzle.com
Sock of the Month Club	Socks	www.sockclub.com
SockPanda	Socks	www.sockpanda.com
Socked	Black socks	socked.co.uk
Soxiety	Socks	www.soxiety.com
SprezzaBox	Fashion items	www.sprezzabox.com
Threaded Canvas	T-shirts	www.threadedcanvas.com
Tshirtaholic	T-shirts	Subscriptionboxes.com



Appendix—List of Selected Subscription Companies

Name	Products	URL / Mail
FASHION: WOMEN		
Ditsies	Women's underwear	Subscriptionboxes.com
Fabletics	Athletic wear	www.fabletics.com
Gwynnie Bee	Plus-sized clothing	dcloset.gwynniebee.com
iYoga Box	Yoga products	www.iyogabox.com
Monthly Maternity Club	Used maternity clothing	Subscriptionboxes.com
Nadine West	Personalized outfits	www.nadinewest.com
Panty by Post	Underwear	www.pantybypost.com
Panty Fly	Underwear	Subscriptionboxes.com
Pique	Hosiery	www.discoverpique.com
Shoedazzle	Shoes	www.shoedazzle.com
Stitch Fix	Women's clothing	www.stitchfix.com
The Boodle Box	Beauty	www.theboodlebox.com
Tog and Porter	Women's clothing	www.pinterest.com/togandporter
Unmentionably Cheeky	Underwear	Subscriptionboxes.com
Volupties	Underwear	www.volupties.com
Yogi Surprise	Yoga products	www.yogisurprise.com
FITNESS & HEALTH		
Bike Loot	Cycling products	Subscriptionboxes.com
Buddhi Box	Yoga products	www.buddhiboxes.com
Bug Out Box	Survival	www.bugoutbox.co
GoodMouth	Toothbrushes	www.goodmouth.com
JackedPack	Sports nutrition	www.jackedpack.com
KLUTCHclub	Health products	Subscriptionboxes.com
Never Too Hungover	Hangover medicine	www.nevertoohungover.com
Pump Ups	Supplements	Subscriptionboxes.com
Sparaj	Wellness products	Subscriptionboxes.com
Toothbrush Subscriptions	Toothbrushes	Subscriptionboxes.com
Trinket Women	Period pampering	www.totm.com
FOOD & HEALTH		
420 Goody Box	Marijuana	420goodybox.com

Appendix—List of Selected Subscription Companies

Name	Products	URL / Mail
52Teas	Tea	www.52teas.com
Abel and Cole	Organic food	www.abelandcole.co.uk
Aloha Crate	Treats from Hawaii	www.alohacrate.com
Batch	Texas products	www.batchusa.com
Bean and Ground	Coffee	www.beanandground.co.uk
Bean Box	Coffee	www.beanbox.co
BeerBods	Beer	www.beerbods.co.uk
Bestowed	Healthy snacks	www.bestowed.com
Black Box Dessert Club	Gourmet desserts	Subscriptionboxes.com
Blissmobox	Healthy food & products	www.blissmo.com
Blue Apron	Ingredients for meals	www.blueapron.com
Bocandy	Candy	www.bocandy.com
Candy Japan	Japanese candy	www.candyjapan.com
Cannabox	Marijuana accessories	www.cannabox.com
Cloud9	Gourmet food & bev	Subscriptionboxes.com
Club W	Wine	www.clubw.com
Craft Coffee	Coffee	www.craftcoffee.com
Drip Club	E-liquids	www.thedripclub.com
EightPointNine	Coffee	www.eightpointnine.com
Farm Fresh To You	Organic food	www.farmfreshtoyou.com
Fit Snack	Healthy snacks	www.fitsnack.com
Flavrbox	Artisan foods	www.flavrbox.com
Foodiscover	Culinary discoveries	www.laboxdumois.com
Full Circle	Organic food	www.fullcircle.com
Gizmo Crate	Gadgets and food	www.gizmocrate.com
Global Delights	International food	www.globaldelightsbox.com
Global Wine Cellars	Wine	www.globalwinecellars.com
Gousto	Recipes & ingredients	www.gousto.co.uk
Graze	Healthy snacks	www.graze.com
Green Fork-N-Spoon	Organic food	Subscriptionboxes.com
Hammock Pack	Assorted food	www.hammockpack.com



Appendix—List of Selected Subscription Companies

Name	Products	URL / Mail
Handmade Tea	Tea	www.handmadetea.com
Hatchery	Artisan ingredients	www.hatchery.co
Healthy Kid Snack Box	Organic food	Subscriptionboxes.com
Healthy Surprise	Healthy snacks	healthysurprise.myshopify.com
HelloFresh	Meal ingredients	www.hellofresh.com
Hotel Chocolat	Chocolates	www.hotelchocolat.com
Jenny Craig	Diet food	www.jennycraig.com
Jerky of the Month Club	Jerky	www.clubjerky.com
Knoshbox	Artisan foods	Subscriptionboxes.com
Kopi	Gourmet coffee	www.kopi.co.uk
Le Petit Ballon	Wine	www.lepetitballon.com
Love With Food	Gourmet food	www.lovewithfood.com
Mantry	Artisanal food	www.mantry.com
MilkMade Ice Cream	Ice cream	www.milkmadeicecream.com
MistoBox	Coffee	one.mistobox.com
MunchPak	Candy & snacks	www.munchpak.com
NatureBox	Healthy snacks	www.naturebox.com
nibblr	Snacks	www.nibblrbox.com
Nomalicious	Artisan foods	www.nomalicious.co
Nutrisystem	Diet food	www.nutrisystem.com
Oishii Box	Candy	www.oishiibox.com
Orange Glad	Sweets	www.orangeglad.com
Pairings Box	Food & music	www.turntablekitchen.com
PaleoPax	Paleo snacks	www.paleopax.com
PeekPak	Free snacks	Subscriptionboxes.com
Petit Amuse	Artisan foods	Subscriptionboxes.com
Plum Deluxe Tea of the Month	Organic tea	www.plumdeluxe.com
Populace	Coffee	www.populacecoffee.com
Savorfull	Allergy-free foods	www.savorfull.com
Send Me Gluten Free	Gluten free	www.sendmeglutenfree.com
Serebox	Survival gear	www.serebox.com

Appendix—List of Selected Subscription Companies

Name	Products	URL / Mail
Skoshbox	Candy	www.skoshbox.com
Taste for Sweets	Snacks	Subscriptionboxes.com
Taste Trunk	Gourmet food	www.tastetrunk.com
Tasteguru	Gluten free	www.tasteguru.com
Tiffin Trove	Indian meals	www.tiffintrove.com
Treatsie	Gourmet sweets	www.treatsie.com
truBrain	Health drink	www.trubrain.com
Try the World	Food from around the world	www.trytheworld.com
Turntable Kitchen	Food & music	www.turntablekitchen.com
UrthBox	Healthy snacks	www.urthbox.com
Vegan Cuts Snack Box	Vegan products	www.vegancuts.com
Vegibox	Fresh produce	www.myvegibox.com
War Foodie	Snacks	www.warfoodie.com
Watanut	Nuts	www.watanut.com
Weight Watchers	Diet food	www.weightwatchers.com
Wine of the Month Club	Wine	www.wineofthemonthclub.com
Yumvelope	Natural snacks	www.yumvelope.com
HOUSEHOLD		
Clean Getaway	Soap	Subscriptionboxes.com
H.Bloom	Flowers	www.hbloom.com
HomeMint	Homewares	www.homemint.com
Honest Company	Natural products	www.honest.com
Tea With Alice	Household products	www.teawithalice.com
JEWELRY		
BezelBox	Jewelry	www.bezelbox.com
Fandom of the Month Club	Fandom-inspired jewelry	Cratejoy.com
Inevitably Chic	Jewelry	www.inevitablychic.com
JewelMint	Jewelry	www.jewelmint.com
Jewelry Subscription	Jewelry	Subscriptionboxes.com
Jib Gem	Jewelry	www.jibgem.com
Lovely Cult	Jewelry	www.lovelycult.com

Appendix—List of Selected Subscription Companies

Name	Products	URL / Mail
Lucid Box	Jewelry	Subscriptionboxes.com
Rocksbox	Jewelry rental	www.rocksbox.com
Treasure Pack	Jewelry	www.treasurepack.com
Your Bijoux Box	Jewelry	www.yourbijouxbox.com
MEN'S GROOMING		
Dollar Shave Club	Men's shaving products	www.dollarshaveclub.com
ForMen2	Men's grooming	Subscriptionboxes.com
Get Fresh Kit	Men's grooming	getfreshkit.tumblr.com
King of Shaves	Men's grooming	www.shave.com
Men Are Useless	Men's grooming	www.menareuseless.com
Raz*War	Shaving	www.razwar.com
ScrubBox	Men's toiletries	Subscriptionboxes.com
Wet Shave Club	Shaving	www.wetshaveclub.com
MISCELLANEOUS		
Austin Lloyd	Toys	www.austinlloyd.com
Awesome Pack	Games	www.awesomepack.com
BattlBox	Survival	www.battlbox.com
Blind Surprise	Surprise presents	www.blindsurprise.com
Bonjour Jolie	Period pampering	www.bonjourjolie.com
Box of Awesome	Free games, music, clothes & gadgets	www.boxofawesome.tv
Bramble Box	Toys	www.brambleboxprops.com
Brick Builders Club	Toys	www.brickswag.brickbuildersclub.cc
BrickLoot	Toys	www.brickloot.com
Cape Cod Gift Boxes	Products from Cape Cod	www.capecodspecialties.com
ClubsGalore.com	42 different food clubs	www.clubsgalore.com
Co-Ed Supply	College essentials	Subscriptionboxes.com
collectibleGEEK	Collectibles	www.collectiblegeek.com
ElementaryBox	Education	www.elementarybox.com
Escape Monthly	Travel	www.escapemonthly.com
FabFitFun	Curated products	www.fabfitfun.com
Geek Fuel	Games & toys	www.geekfuel.com

Appendix—List of Selected Subscription Companies

Name	Products	URL / Mail
HERMOSA BOX	Designer goods	www.hermosa-design.com
Incredibundles	Baby gifts	www.incredibundles.com
IndieBox	Games	www.theindiebox.com
iVIP BlackBox	Luxury items	www.ivipworld.com
Junior Explorer	Education	www.juniorexplorers.com
Juniper	Period pampering	www.getjuniper.com
Kaleida Kidz	Crafts & activities	www.kaleidakidz.com
Kid Stash	Education	Subscriptionboxes.com
Lalaalu	Kids' products	lalaalu.com
Le Parcel	Period pampering	www.leparcel.com
Little Lace Box	Designer goods	www.littlelacebox.com
Little Pnuts	Battery-free toys	www.littlepnuts.com
Little Thinker Box	Education	www.kidableadventures.com
M is for Monster	Education	misformonster.com
Mightee Kids Charity Tees	Charity	www.mighteekids.com
My Dream Sample Box	Selection of samplers	Subscriptionboxes.com
My Ireland Box	Irish products	www.myirelandbox.com
Mystery Tackle Box	Fishing supplies	www.mysterytacklebox.com
Nerd Block	Apparel, toys & collectables	www.nerdblock.com
PashPack	Relationship products	www.pashpack.com
Phone Case of the Month	Cell phone cases	www.phonecaseofthemonth.com
Pijon Box	Care packages for students	www.pijonbox.com
Puffer Box	Marijuana accessories	www.pufferbox.com
Q Box	Lifestyle items	www.getqbox.com
Senior Care Box	Senior citizens	www.seniorcarebox.com
Smokers Choice Monthly	Marijuana accessories	Subscriptionboxes.com
Space Scouts	Education	www.atcssc.com
Spicy Subscriptions	Relationship products	www.spicysubscriptions.com
SportsCrate	Sports products	www.sports-crate.com
Supplet	Pregnancy box	www.supplet.com
SurpriseRide	Activities for kids	www.surpriseride.com



Appendix—List of Selected Subscription Companies

Name	Products	URL / Mail
Swaagbox	Period pampering	www.swaagbox.com
Tackle Grab	Bait	www.tacklegrab.com
The Fantasy Box	Relationship products	www.thefantasybox.com
The Gentleman's Box	Products for men	www.gentlemansbox.com
UBOX	Gifts for students	www.ubox4u.com
Unbound	Relationship products	www.unboundbox.com
Vaporhop	E-liquids	Subscriptionboxes.com
XploreHer Toy Box	Relationship products	www.xploreher.com
ZampleBox	E-liquids	www.zamplebox.com
PETS		
A Horse Box	Horse products	ahorsebox.com
BarkBox	Dog goodies	www.barkbox.com
Bowzer Box	Dog toys	bowzerbox.ca
Chewy.com	Pet food	www.chewy.com
Doggielawn	Dog products	www.doggielawn.com
Fings For Fido	Dog goodies	www.fingsforfido.com
Furry Friends Club	Pet products	Subscriptionboxes.com
Giddy Up Goodies	Horse products	www.giddy-upgoodies.com
Happy Dog Box	Dog treats	www.happydogbox.com
HeroDoxBox	Dog treats & toys	www.herodogbox.com
ipoopicker box	Poop bags	Subscriptionboxes.com
meowbox	Cat toys & treats	www.meowbox.com
Pawalla	Pet products	www.pawalla.com
Paws and Play	Pet products	www.pawsandplay.ca
Pet Gift Box	Gifts for dogs and/or cats	www.petgiftbox.com
PetBox	Premium pet products	www.getpetbox.com
PoochPax	Dog treats & toys	Subscriptionboxes.com
PupBox	Dog treats	www.pupbox.com
Purr Packs	Cat toys & treats	www.purrracks.com
Spoiled Rotten Box	Pet products	www.spoiledrottenbox.com
Surprise My Pet	Dog treats	www.surprisemypet.com

Appendix—List of Selected Subscription Companies

Name	Products	URL / Mail
The Pony Box	Horse products	the-pony-box.myshopify.com
Toys4Tails	Dog toys	www.toys4tails.com
RELATIONSHIPS		
Big Richard	Condoms	www.bigrichard.com.au
Boink Box	Adult toys	Subscriptionboxes.com
Date in a Crate	Couples' products	www.dateinacrate.com
Dejamor	Couples' products	dejamor.com
LuvMyBox	Couples' products	www.luvmybox.com

Source: Company websites, www.mysubscriptionaddiction.com and www.subscriptionboxes.com

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