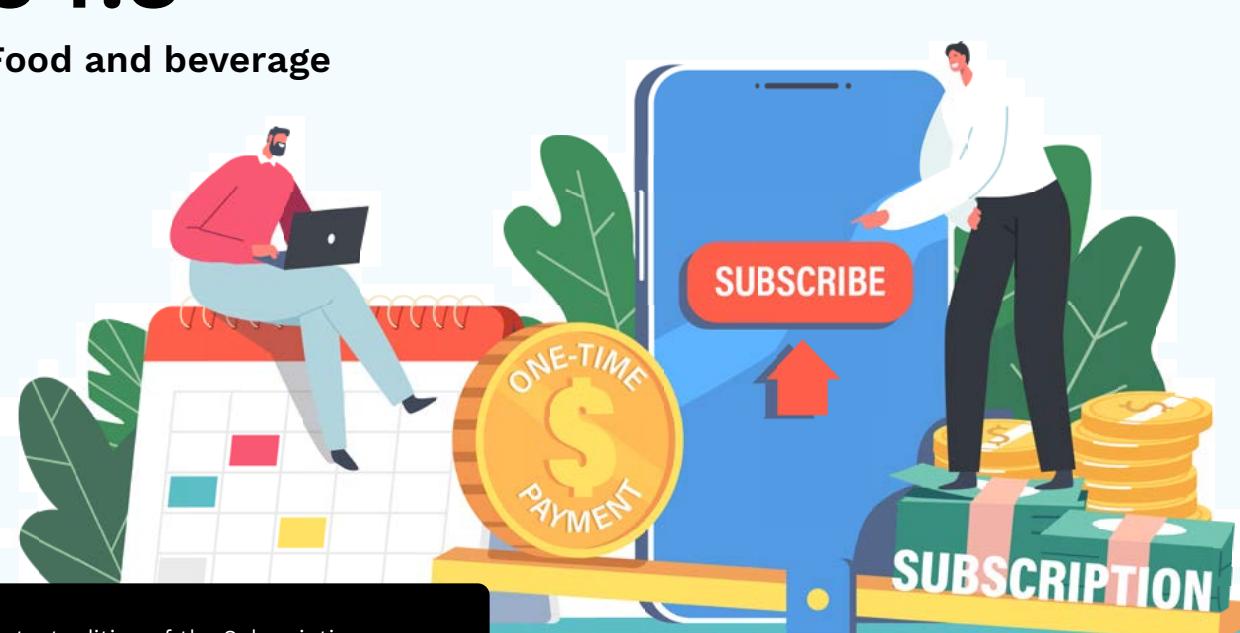
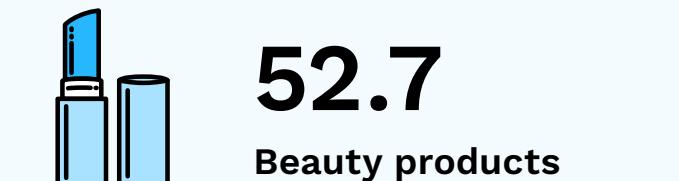


# Subscription Merchants Up Their Game

In February 2023, the Subscription Commerce Readiness Index climbed to 55.5 as more consumers added subscriptions and merchants improved sign-up and retention features. PYMNTS' latest research shows a 2.3 percentage point increase in the share of consumers holding retail product subscriptions since September 2022. For this report, we surveyed 2,242 subscribers and studied 200 subscription providers to obtain data on sign-up and retention features and their impact on the subscriber experience.

## Merchants' Index scores

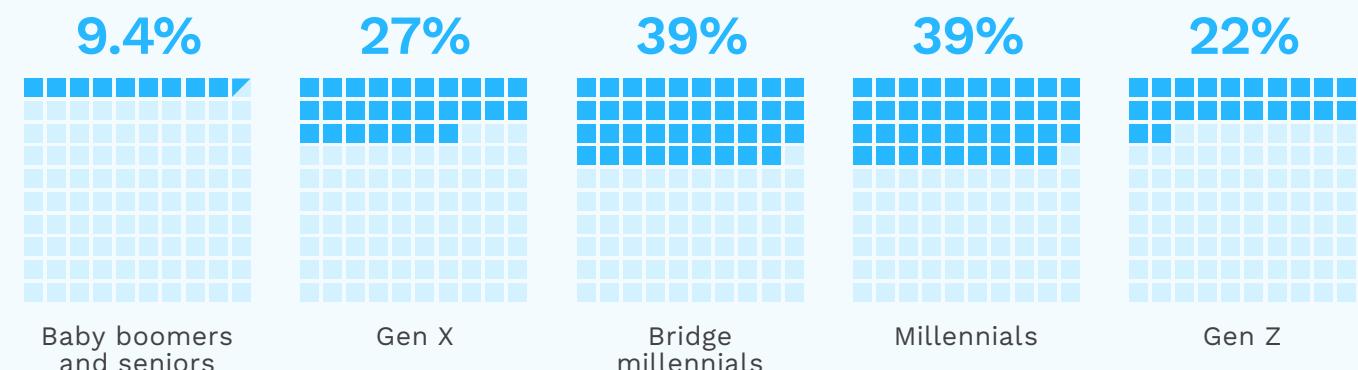
Index scores, by segment



To learn more, download the latest edition of the Subscription Commerce Conversion Index at [www.pymnts.com/study](http://www.pymnts.com/study).

## Retail product subscribers

Share of consumers with at least one retail product subscription, by demographic



## Key features subscription merchants provide

Share of subscription businesses offering select features

September 2022

75%	Product details
61%	Pause feature
53%	Buy buttons
6.7%	Buy now, pay later

February 2023

87%	Product details
68%	Pause feature
59%	Buy buttons
12%	Buy now, pay later