

Subscribe\*

to the Scandinavian  
Subscription Survey

\*to the future

# A sneak peek...

In Denmark...



**The average # of subscriptions per household is 17** – but when asked, we only think we have about 9-10.



**74% subscribe to TV and movie streaming** – 56% have a Netflix subscription.



**37% of Millennials will subscribe more in the future** – against just 15% among +40s.



**44% knows Amazon Prime** – even though it isn't even available in Denmark yet...



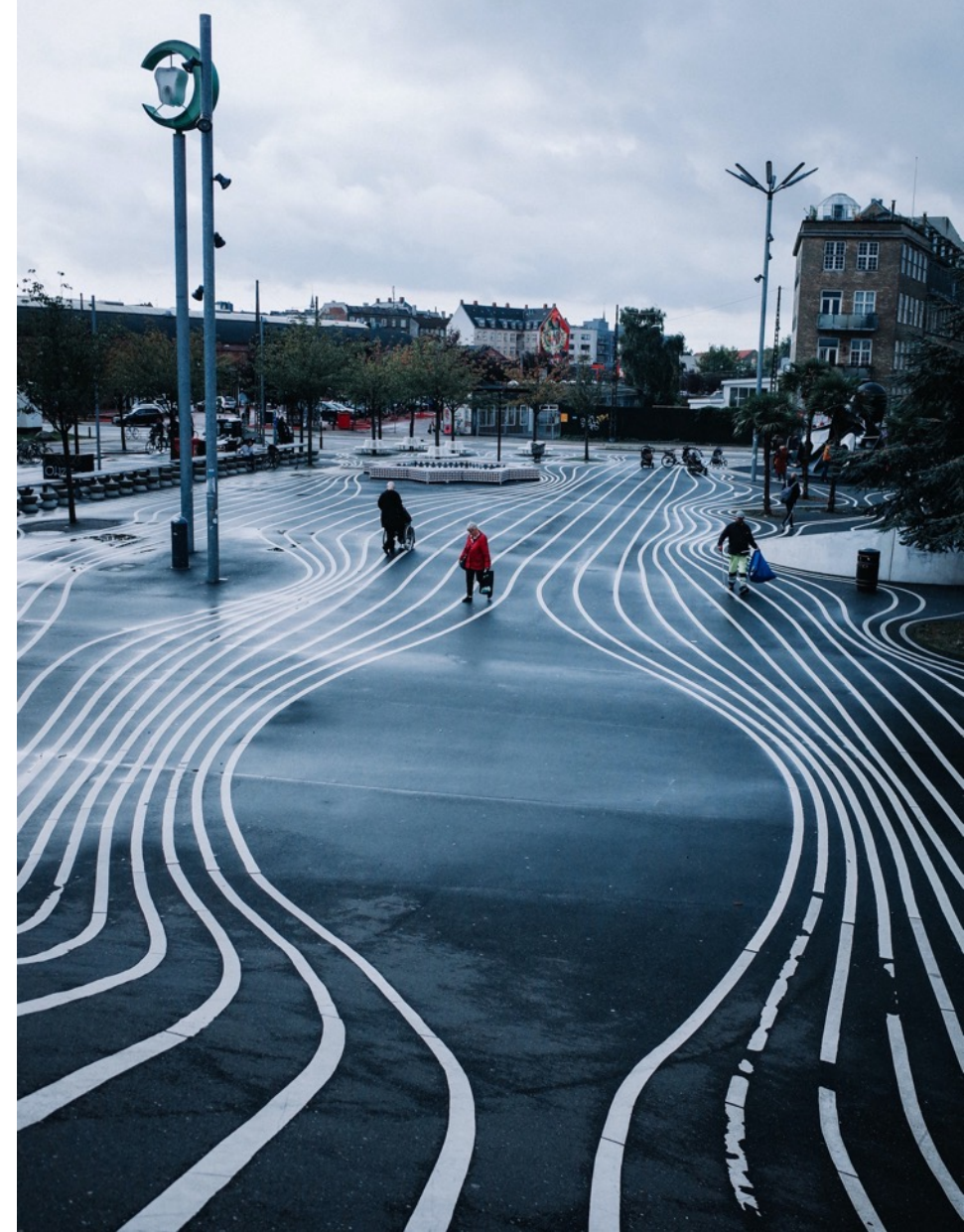
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#1 | SUBSCRIPTION IS ALIVE AND GROWING IN DENMARK

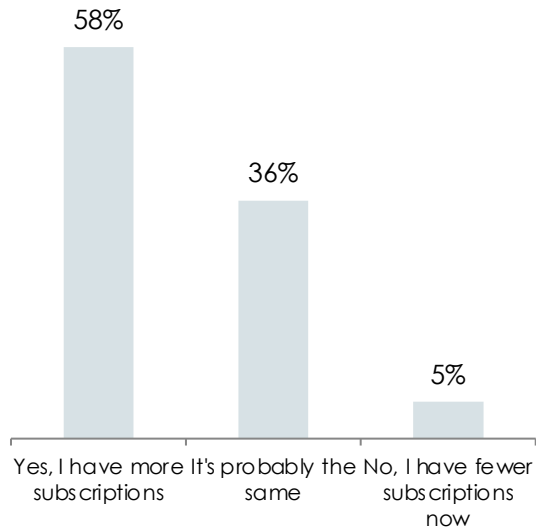
17

The average  
number of  
subscriptions  
per household  
in Denmark

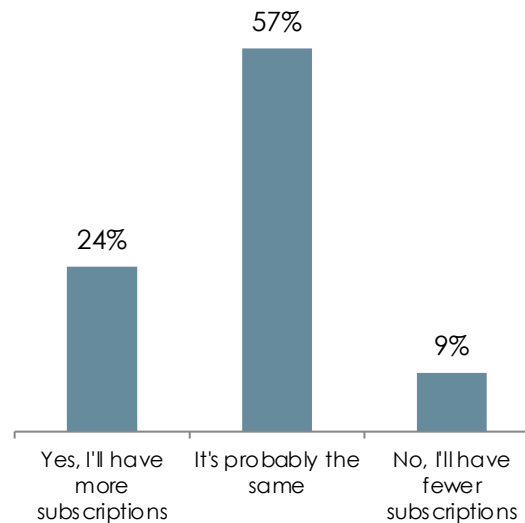
Although, when asked – we think we have about 9-10...

# #1 | Subscription is alive and growing in Denmark

Q: Do you have more subscriptions today than you did 5 years ago?



Q: In the future, will you have more subscriptions than today?



A Danish household has 17.1 subscriptions, and spends DKK 3,000 per month on subscriptions.



43% think subscription gives them more convenience, flexibility, and freedom.

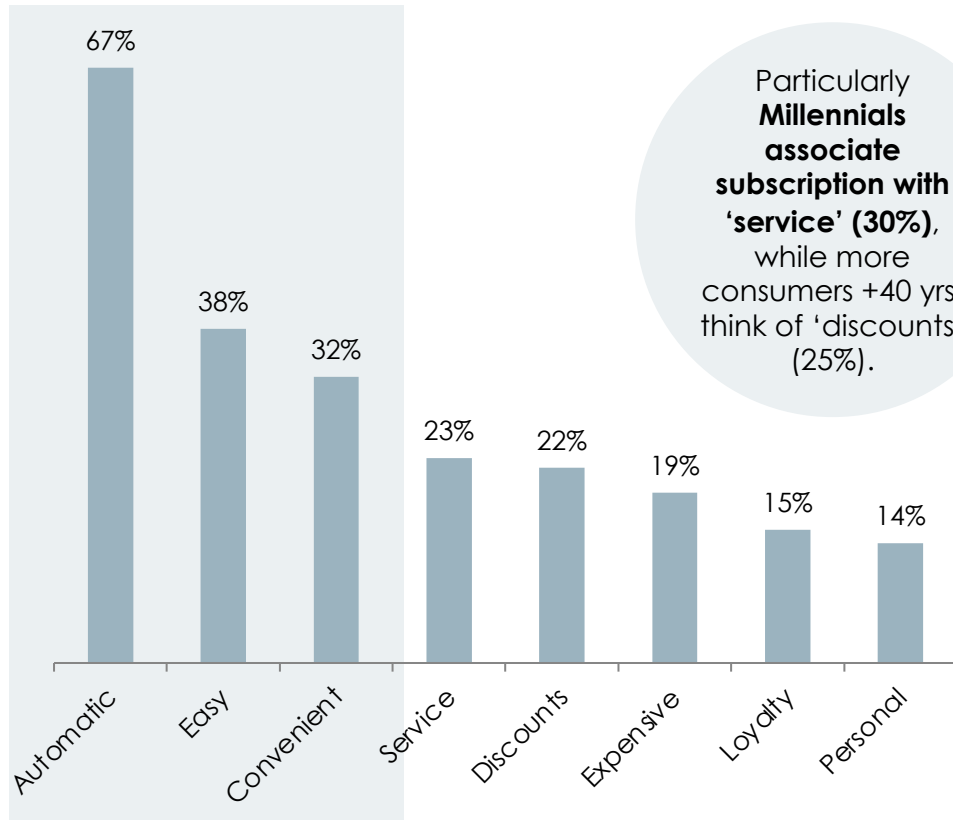


>1/3 (36%) feel that subscription sets them free from planning, ownership, and obligation.

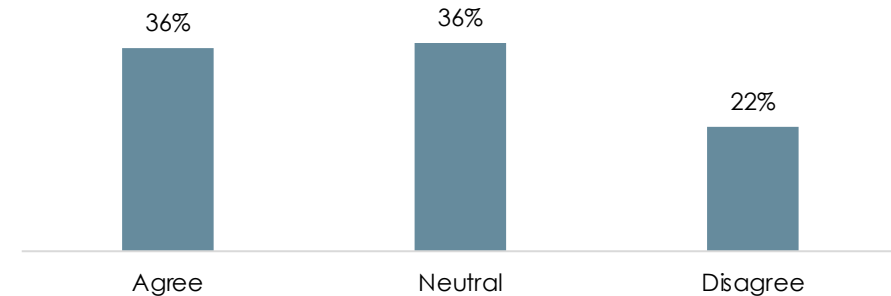
# Maybe it's growing, because many find subscription 'automatic', 'easy', and 'convenient'

## KEY SUBSCRIPTION DRIVERS

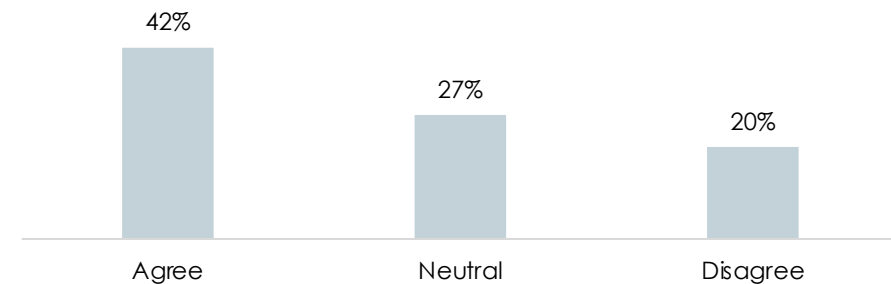
Q: What do you think of, when you hear the word 'subscription'?



"It's more important to have access to products and services, than to own them"



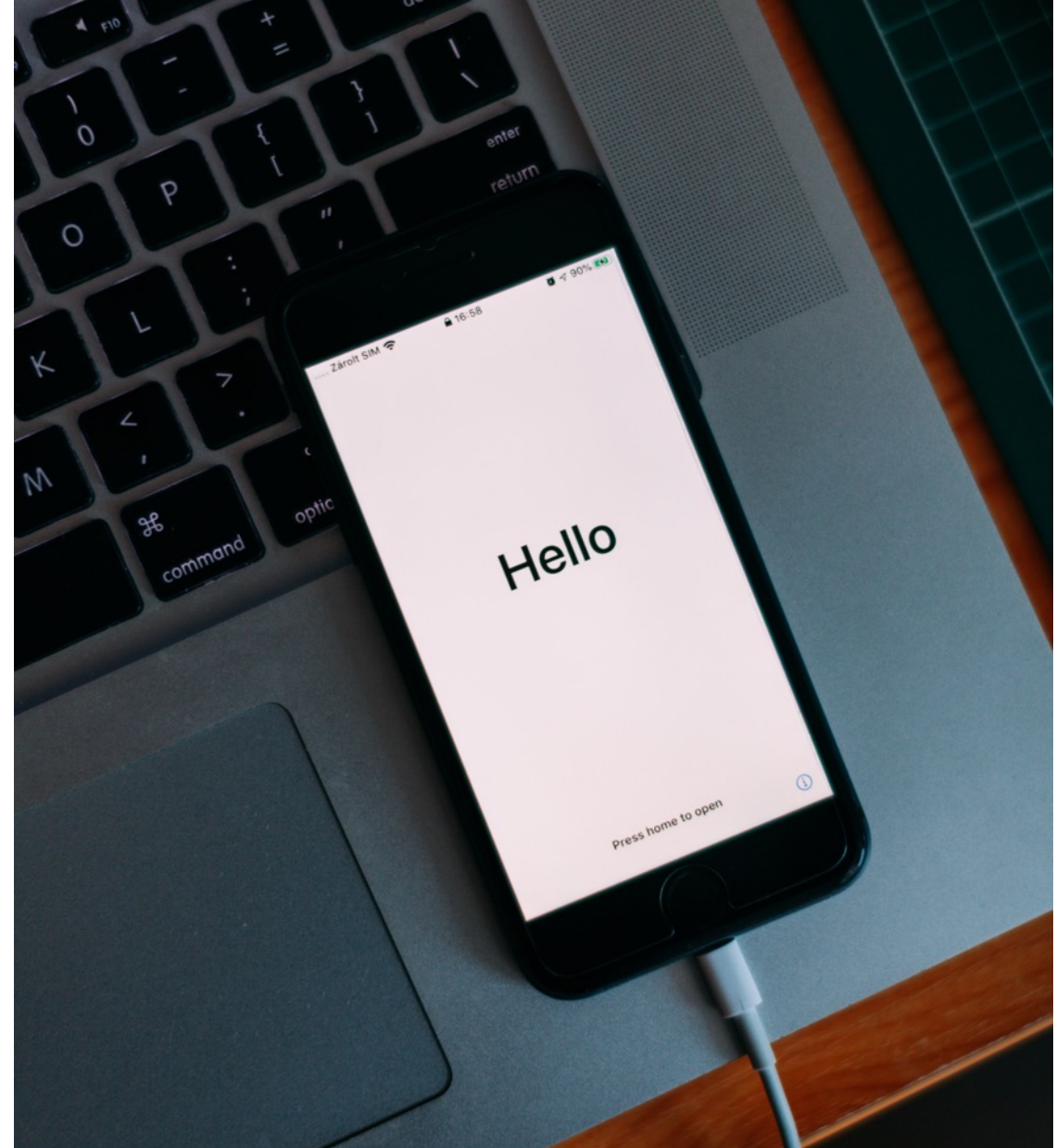
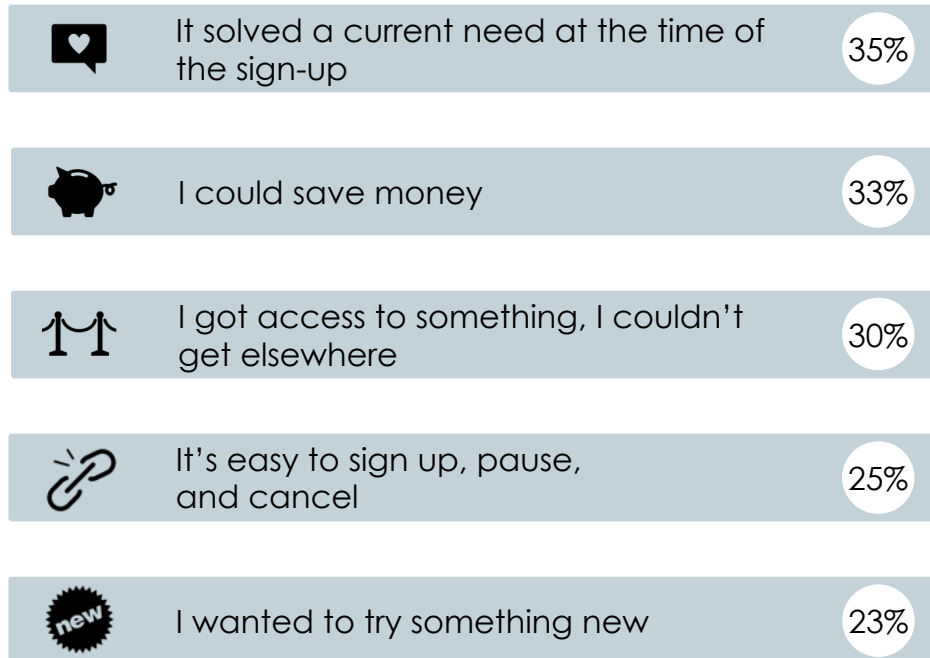
"I believe people will subscribe to more products and services, and own less stuff in the future"



# Reasons for subscribing...

## TOP 5 REASONS FOR SIGNING UP FOR A SUBSCRIPTION

Q: Think of the last subscription or membership you signed up for. What were the most important drivers?

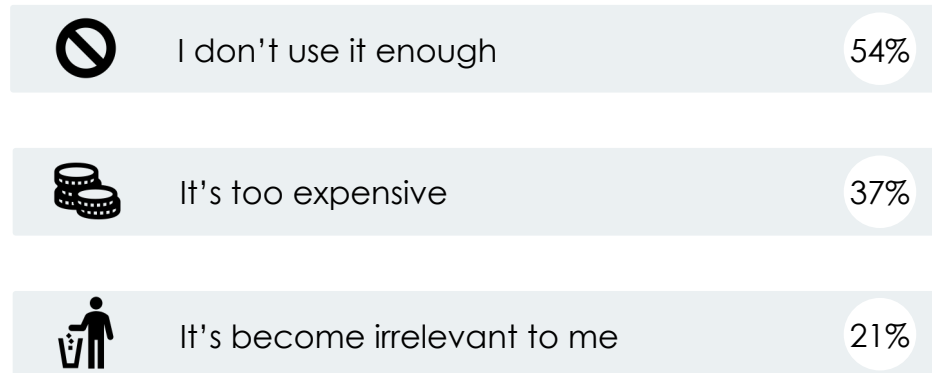




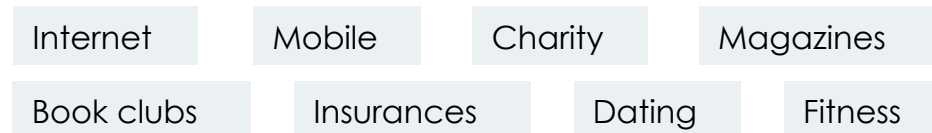
## ...and unsubscribing

### TOP 3 REASONS FOR CANCELLING A SUBSCRIPTION

Q: Think of the last subscription or membership you cancelled. What were the reason?



72% associate subscriptions with bindings. 50% experience that some subscriptions are difficult to cancel, especially:



#2 | SUBSCRIPTION IS FOR HOUSEKEEPING AND ENTERTAINMENT

74%

subscribe to TV and movie streaming  
– 56% have a Netflix subscription in DK.



# #2 | Subscription is for housekeeping and entertainment

## MOST POPULAR SUBSCRIPTION CATEGORIES – TOP 10

1. Mobile phone (96%)
2. Internet (93%)
3. Insurance (90%)
4. Energy, water, and heat (89%)
5. A-kasse (unemployment insurance fund) and/or union (80%)
6. TV and movie streaming (74%)
7. Music service (55%)
8. Transport, e.g BroPas/BroBizz (46%)
9. Training and fitness (41%)
10. Associations (40%)

Although, meal boxes , audio books and podcasts, and contact lenses and glasses didn't make it to the top 10 in 2020, they might in the future...

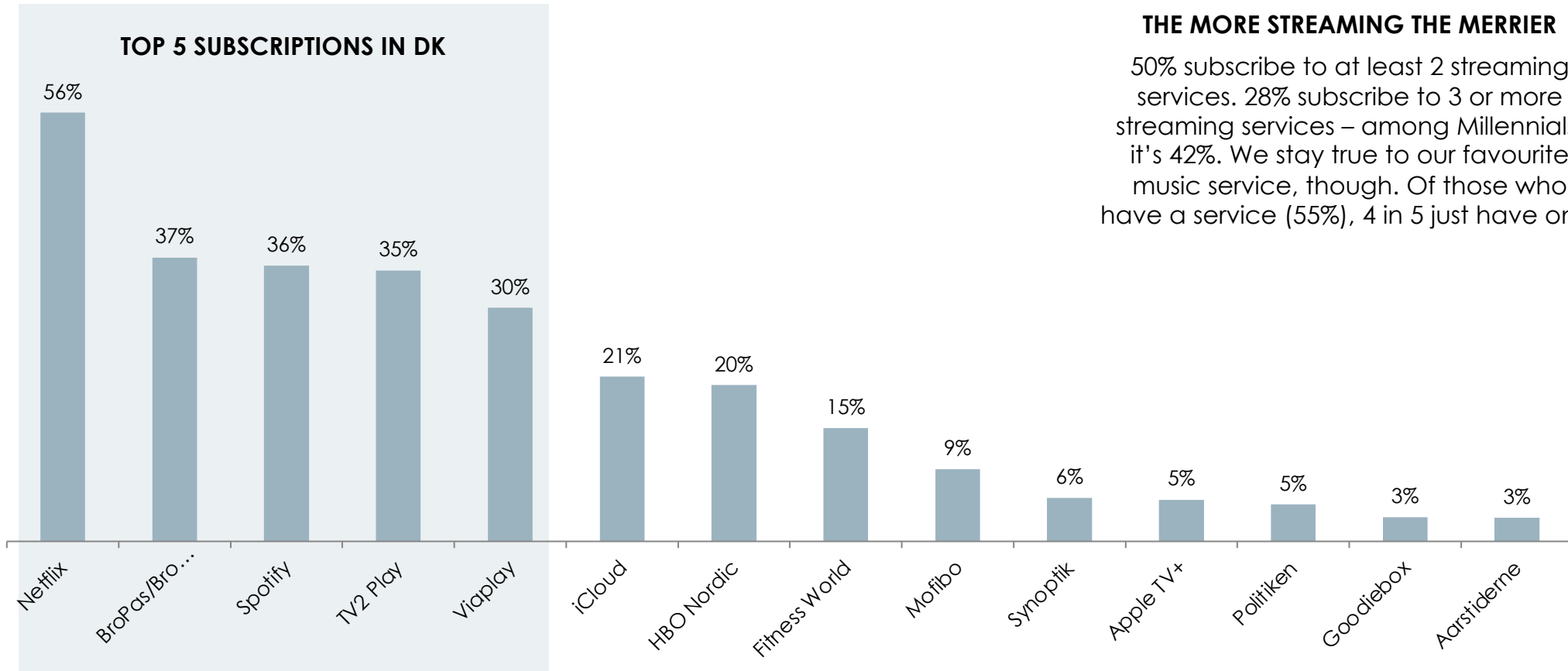
## TOP 5 SUBSCRIPTIONS CONSUMERS WANT MORE OF IN THE FUTURE



- |                               |                                    |
|-------------------------------|------------------------------------|
| 1. TV and movie streaming     | 62%                                |
| 2. Music service              | 42%                                |
| 3. Meal boxes                 | 31% <i>(against just 9% today)</i> |
| 4. Audiobooks and podcasts    | 30% <i>(against 23% today)</i>     |
| 5. Contact lenses and glasses | 18%                                |

# Four streaming services in our top 5 subscriptions

Q: Which of these popular subscriptions do you subscribe to? (DK)



## THE MORE STREAMING THE MERRIER

50% subscribe to at least 2 streaming services. 28% subscribe to 3 or more streaming services – among Millennials, it's 42%. We stay true to our favourite music service, though. Of those who have a service (55%), 4 in 5 just have one.



#3 | YOUNGER GENERATIONS REALLY LOVE SUBSCRIPTIONS

**37%**

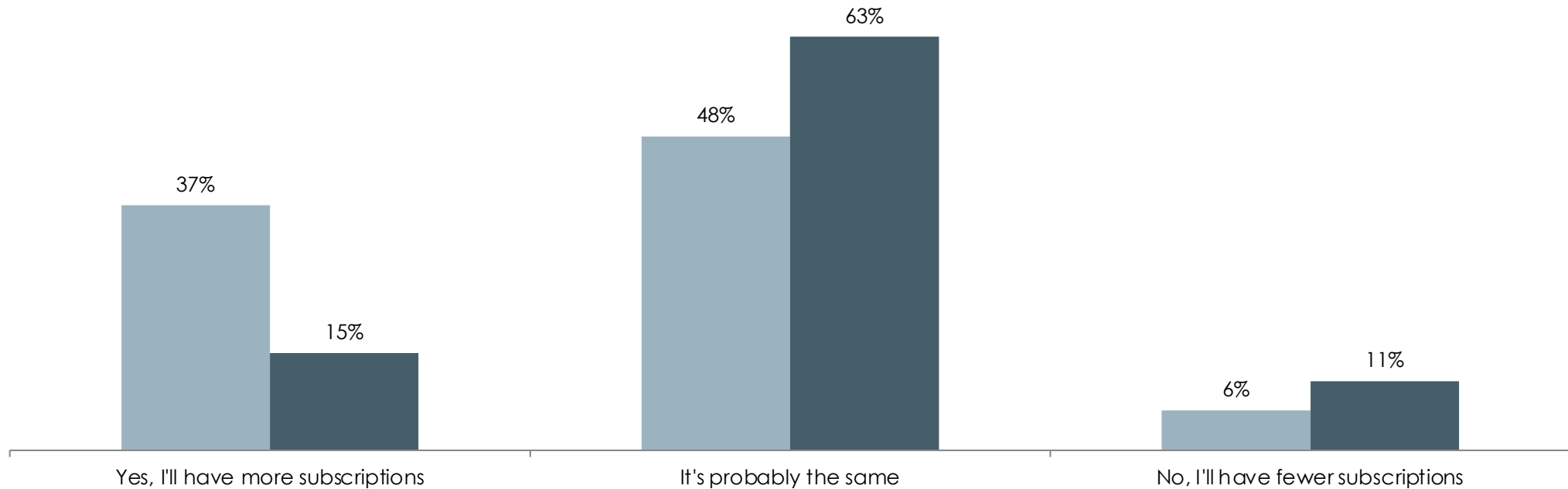
**of Millennials**

will subscribe more in the future  
– against just 15% among +40s.

# #3 | Younger generations really love subscriptions

Q: In the future, will you have more subscriptions than today?

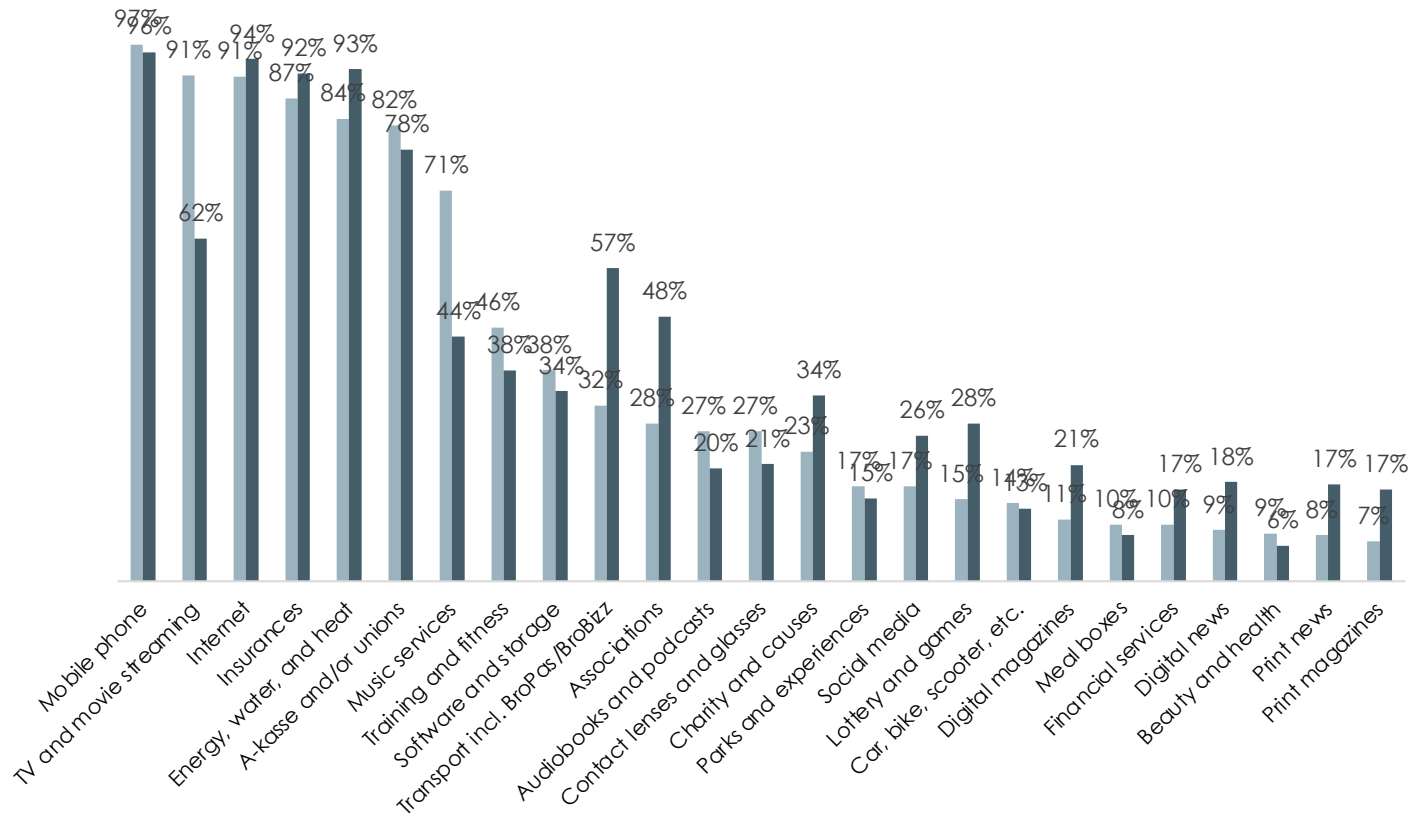
■ Under 40 yrs. ■ +40 yrs.



# Subscriptions differ across generations

SUBSCRIPTIONS PER HOUSEHOLD (DK)

■ Under 40 yrs. ■ +40 yrs.



## GENERATIONAL DIFFERENCES

More Millennials subscribe to...

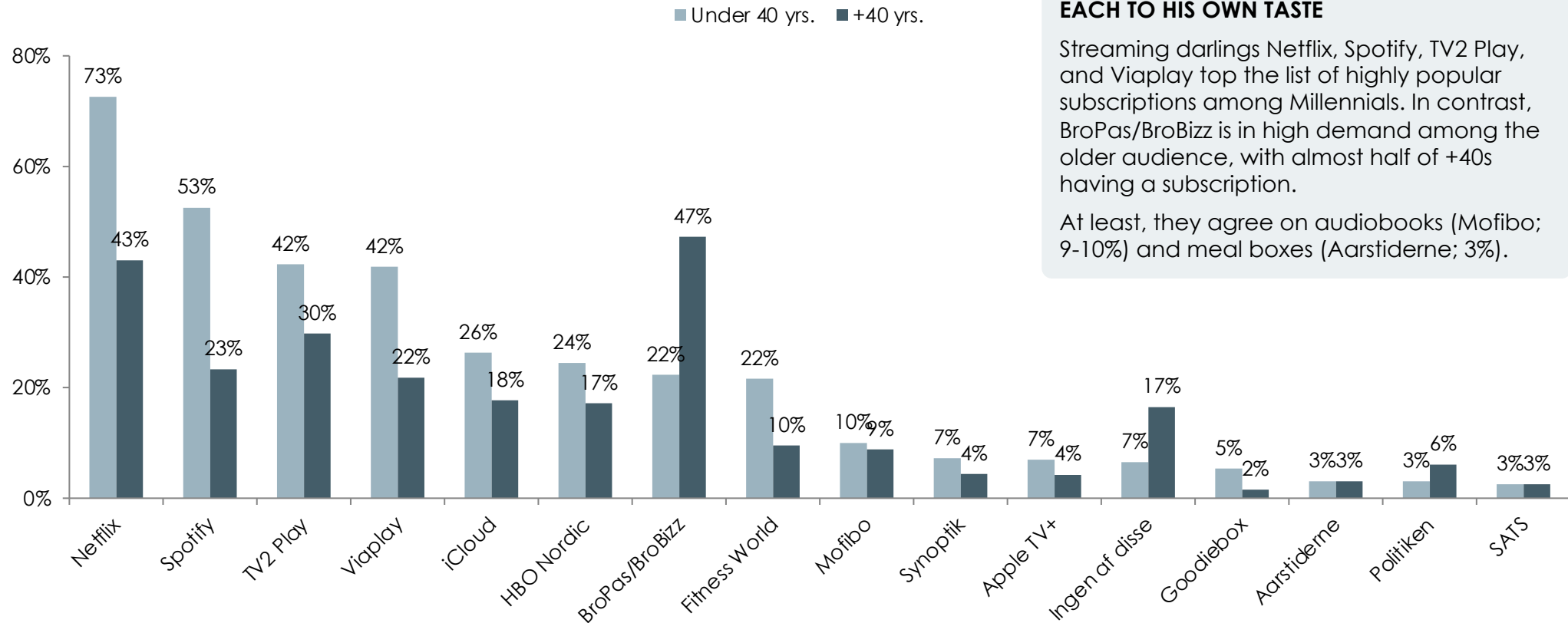
- TV and movie streaming (+29%)
- Music services (+27%)

More +40s subscribe to...

- Transport (+25%)
- Associations (+25%)
- Lottery and games (+13%)
- Charity and causes (+11%)
- News and magazines (+9-10%)

# Also, subscription preferences depends on your age

Q: Which of these popular subscriptions do you subscribe to? (DK)

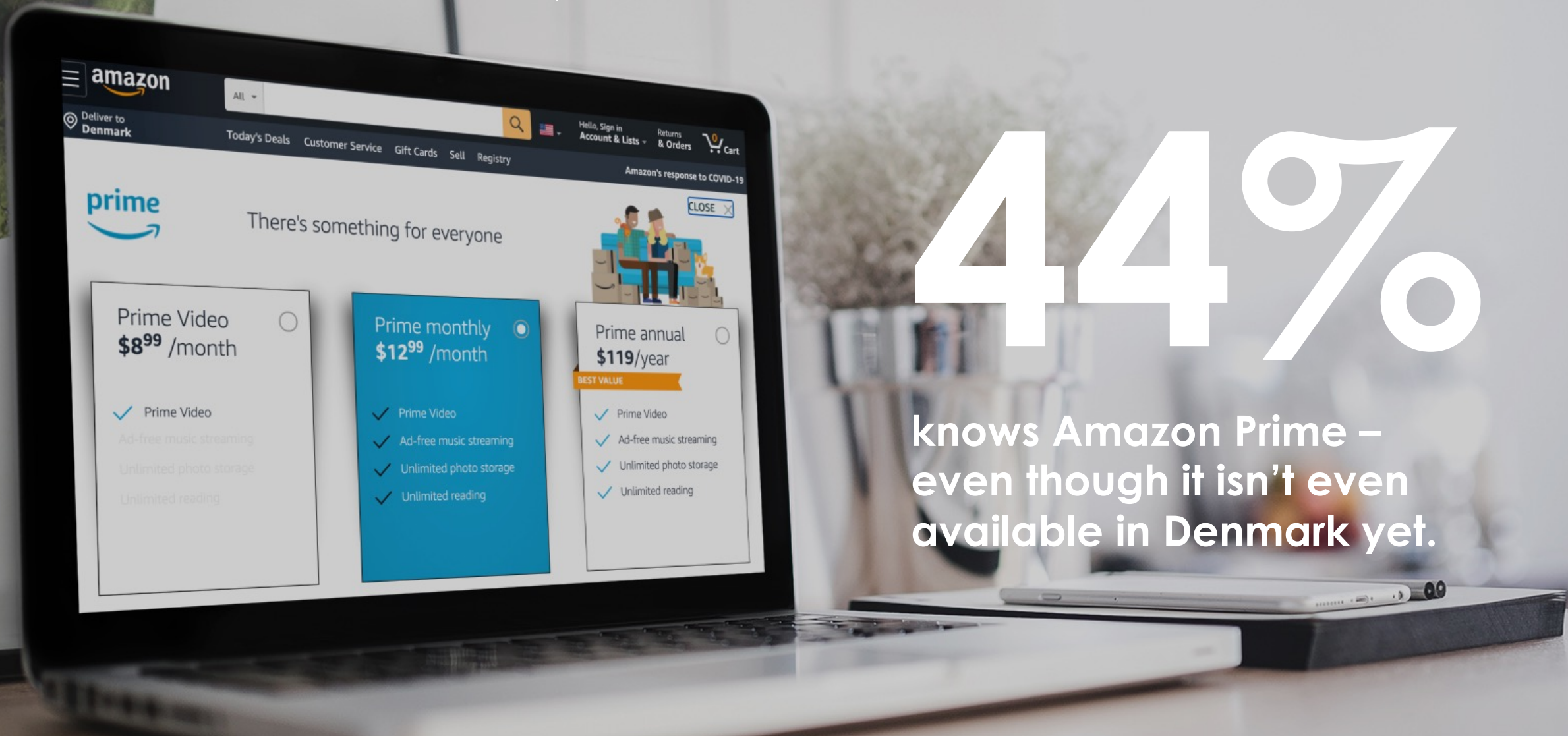


## EACH TO HIS OWN TASTE

Streaming darlings Netflix, Spotify, TV2 Play, and Viaplay top the list of highly popular subscriptions among Millennials. In contrast, BroPas/BroBizz is in high demand among the older audience, with almost half of +40s having a subscription.

At least, they agree on audiobooks (Mofibo; 9-10%) and meal boxes (Aarstiderne; 3%).

#4 | AMAZON PRIME IS ALREADY HERE

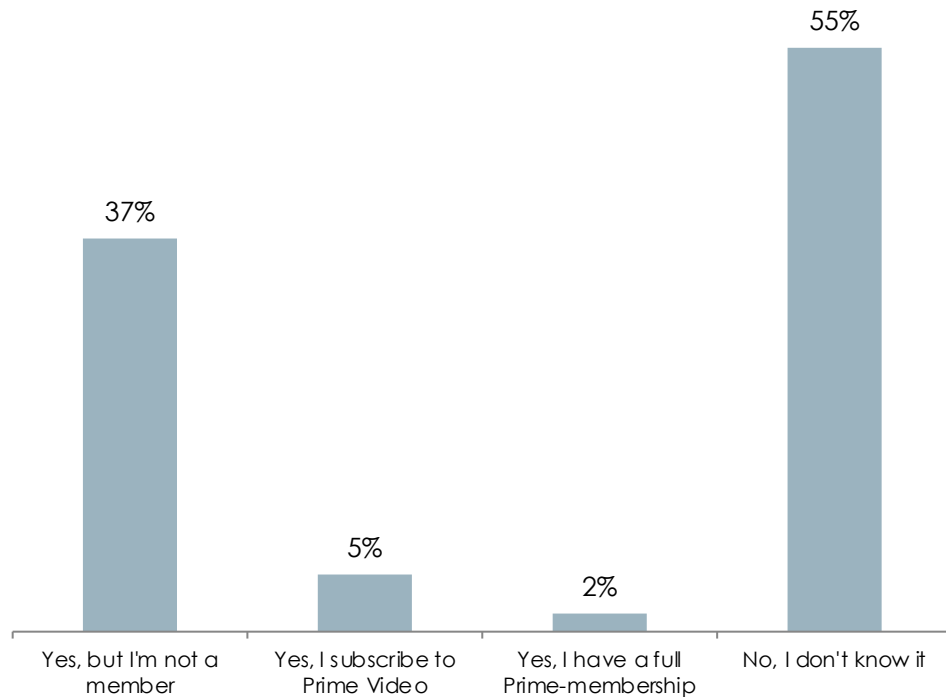


# 44%

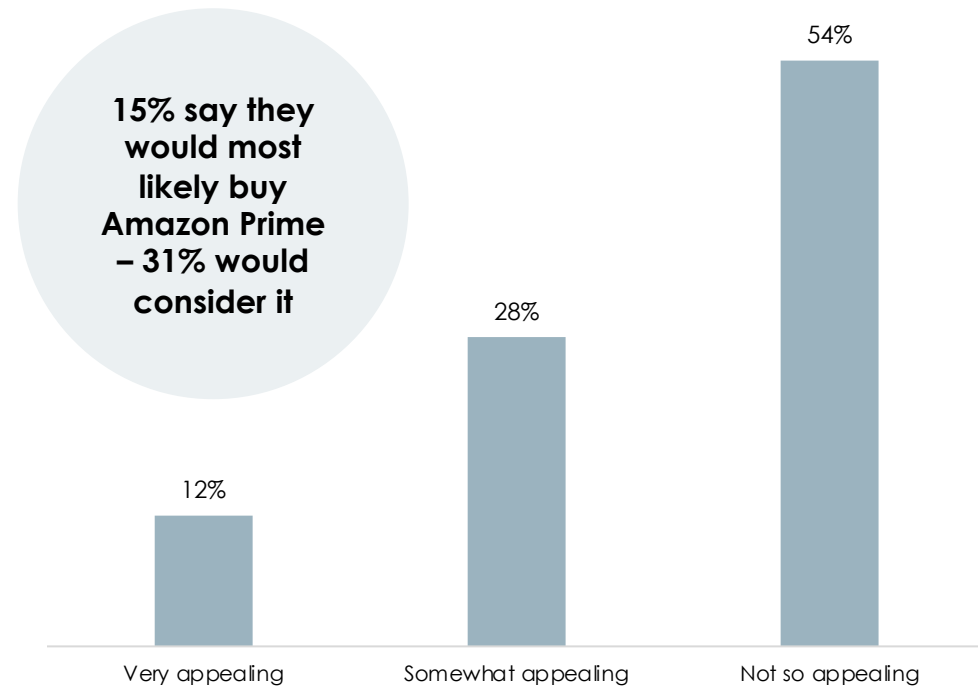
knows Amazon Prime – even though it isn't even available in Denmark yet.

# #4 | Amazon Prime is already here

Q: Are you familiar with Amazon's membership Amazon Prime?

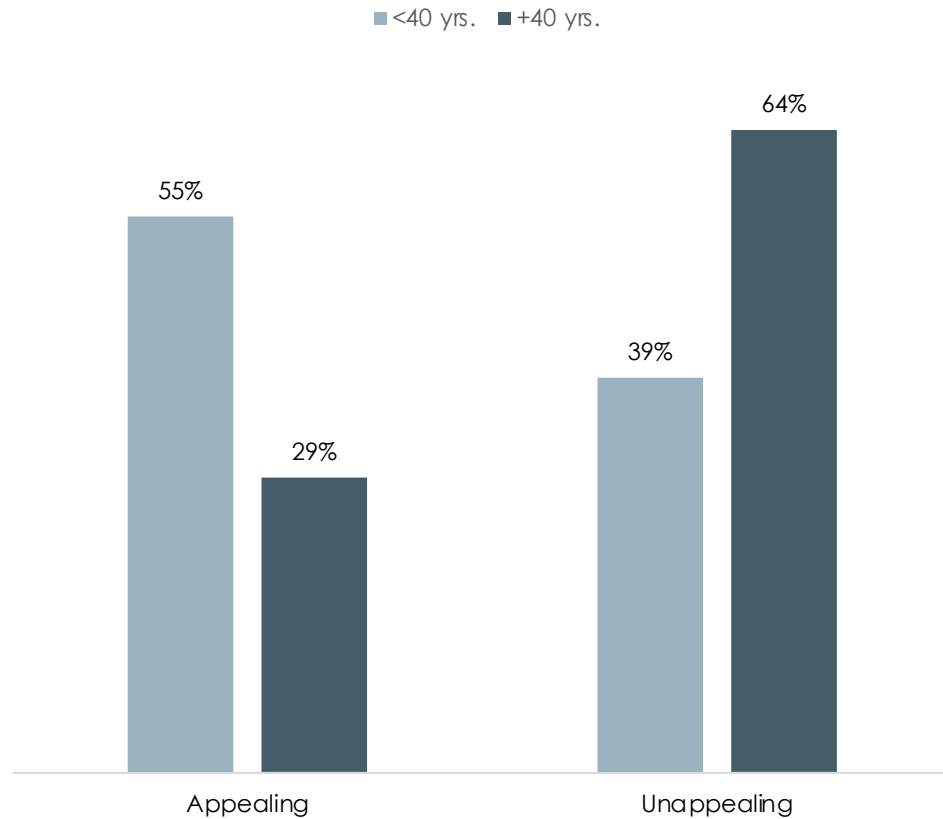


Q: To what extent does Amazon Prime seem appealing to you?



# Especially, Millennials find Amazon Prime appealing

Q: To what extent do you find Amazon Prime appealing? (DK)






# Methodology of the survey

- The survey was conducted online via SurveyMonkey.
- 1,000 respondents from each country (Denmark and Norway) participated in the survey.
- The respondents were recruited by [Norstat](#) – a trusted supplier within research and analysis in the Nordic countries.
- The responses were collected from the 19th – 29th of October 2020.

Demographic variables were collected in order to ensure that the general adult population were reflected. Apart from the data seen on the right, variables such as income level and employment situation were also collected.

## DEMOGRAPHIC VARIABLES (DK)

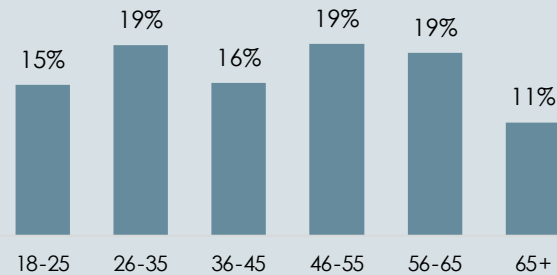
**Market** Denmark 

**Gender** 47% men   
53% women 

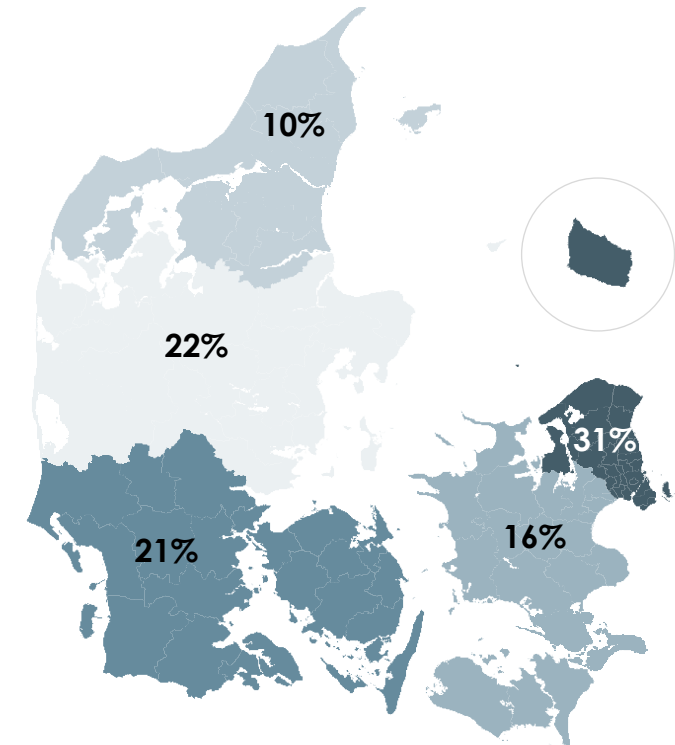
### Household sizes

35% live with a partner  
25% live alone  
25% live with their partner and children

### Age



## Region



# Let's stay in touch

We'd love to hear your feedback. Plus, we live off of relations. Literally. So, don't hold back. Give us a call, connect with us on LinkedIn, or send us an email, if you have any thoughts, reflections, or questions you'd like to share.

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# We can't wait to hear from you!



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