



A strategic approach to your new Subscription  
Business

Scandinavisk subscription undersøkelse 2021  
Kilde; Zuora/Subscribe



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- Utdannet Cand.Merc + Sales Psychologi
- NLP Prestations coach – Master Practitioner
- Independent Leadership Consultants Partner  
Certificated Everything DiSC® and The Five Behaviors of a Cohesive Team™.
- Nasjonal og internasjonal erfaring siden 1995
- Serieentreprenør/iverksetter siden 2001
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#1 | SUBSCRIPTION IS ALIVE AND GROWING IN NORWAY

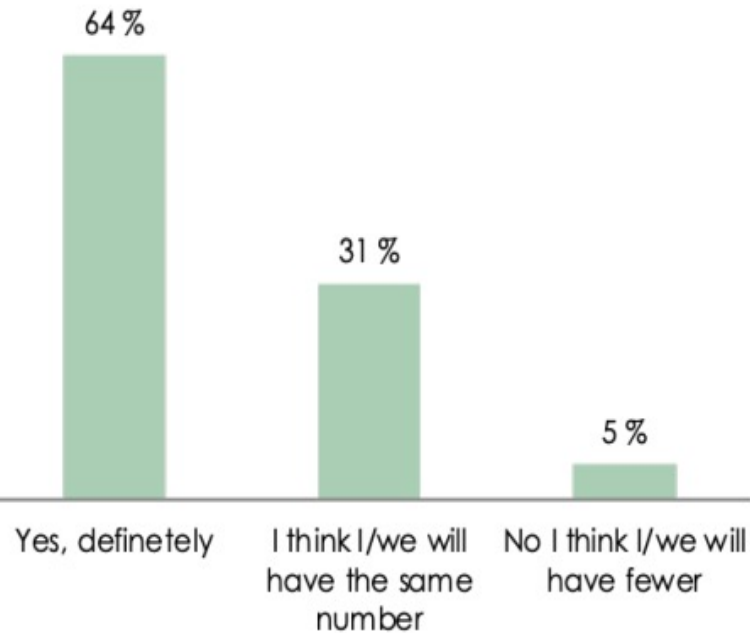
# 18

The average  
number of  
subscriptions  
per household  
in Norway

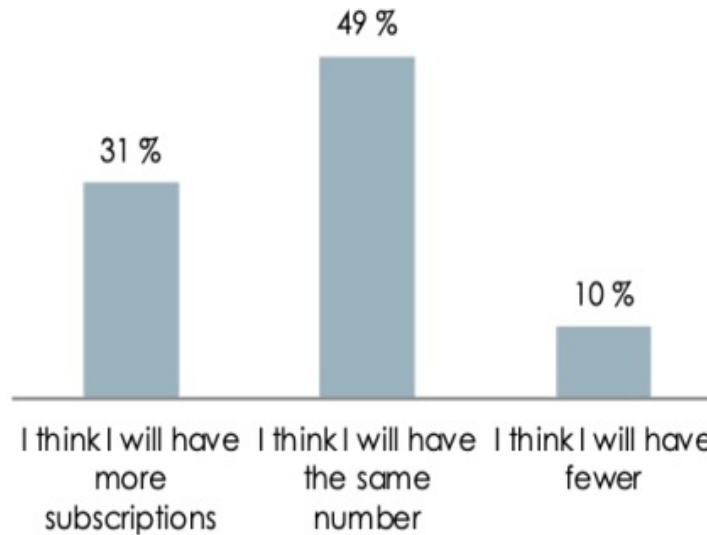
Although, when asked – we think we have about 9-10...

# #1 | Subscription is alive and growing in Norway

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 Norwegian household has 18 subscriptions, and spend NOK 4,230 per month on subscriptions.



41% think subscription gives them more convenience, flexibility, and freedom.

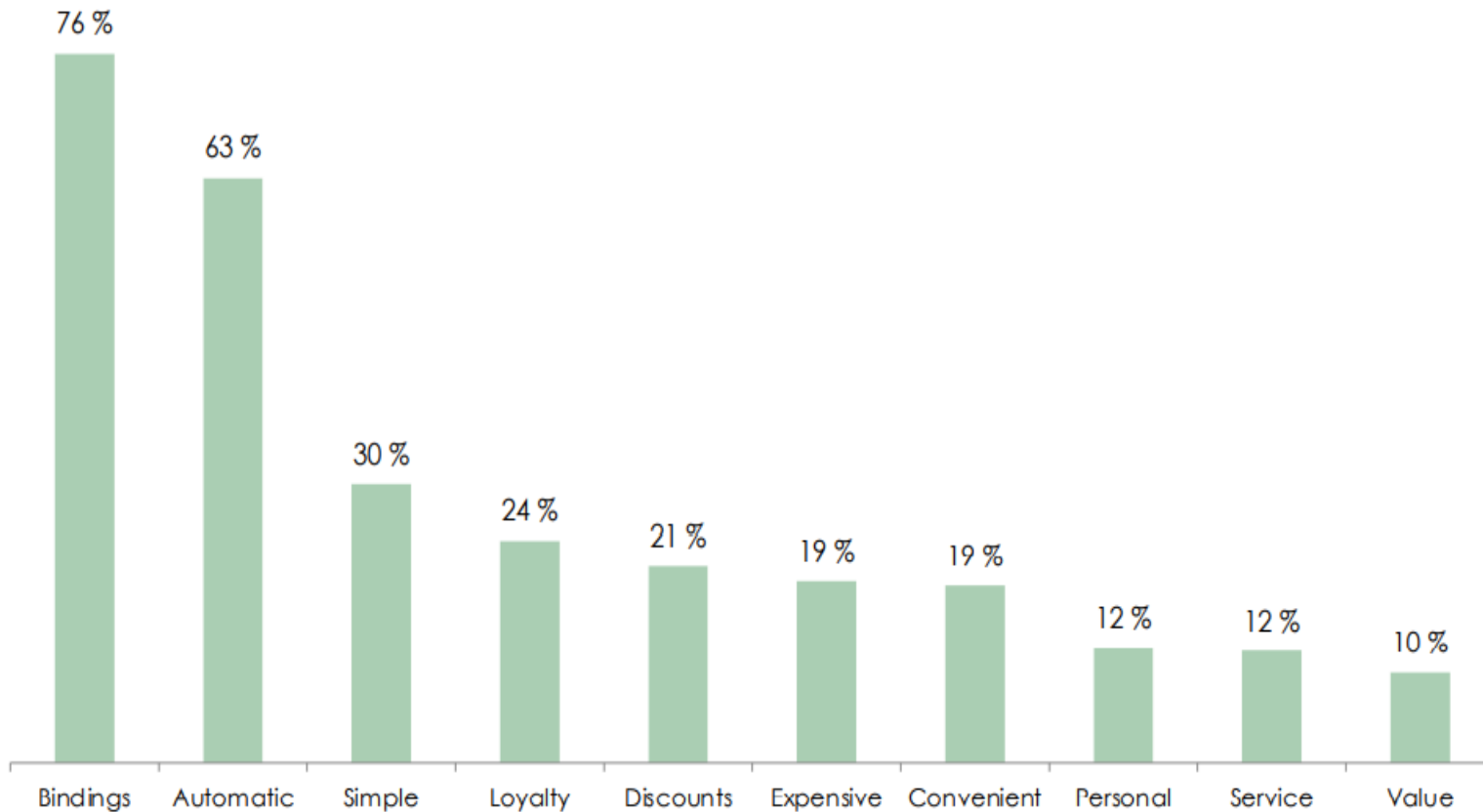


29% feel that subscription sets them free from planning, ownership, and obligation.

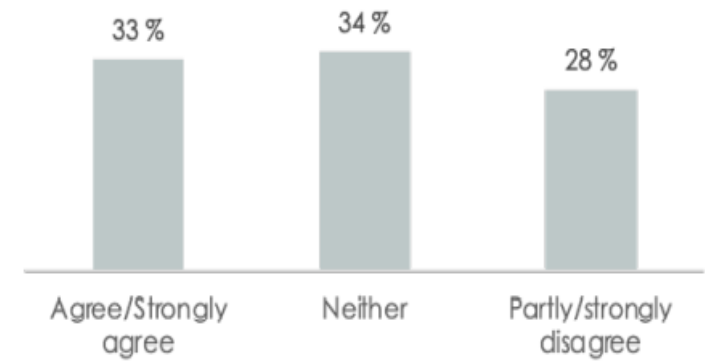
## Maybe it's growing, because many find subscription 'automatic', 'simple', and 'convenient'

### KEY SUBSCRIPTION DRIVERS

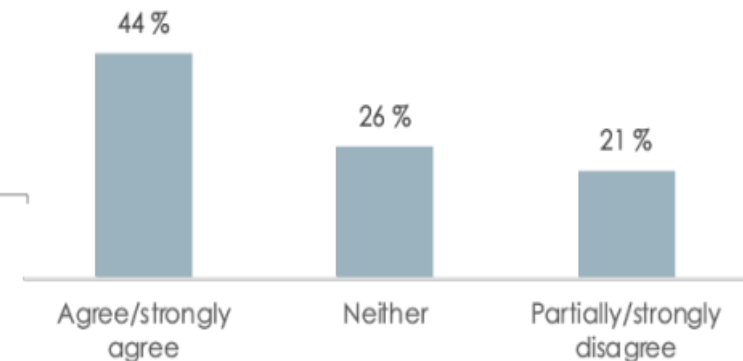
Q: What do you think of, when you hear the word 'subscription'?



"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"

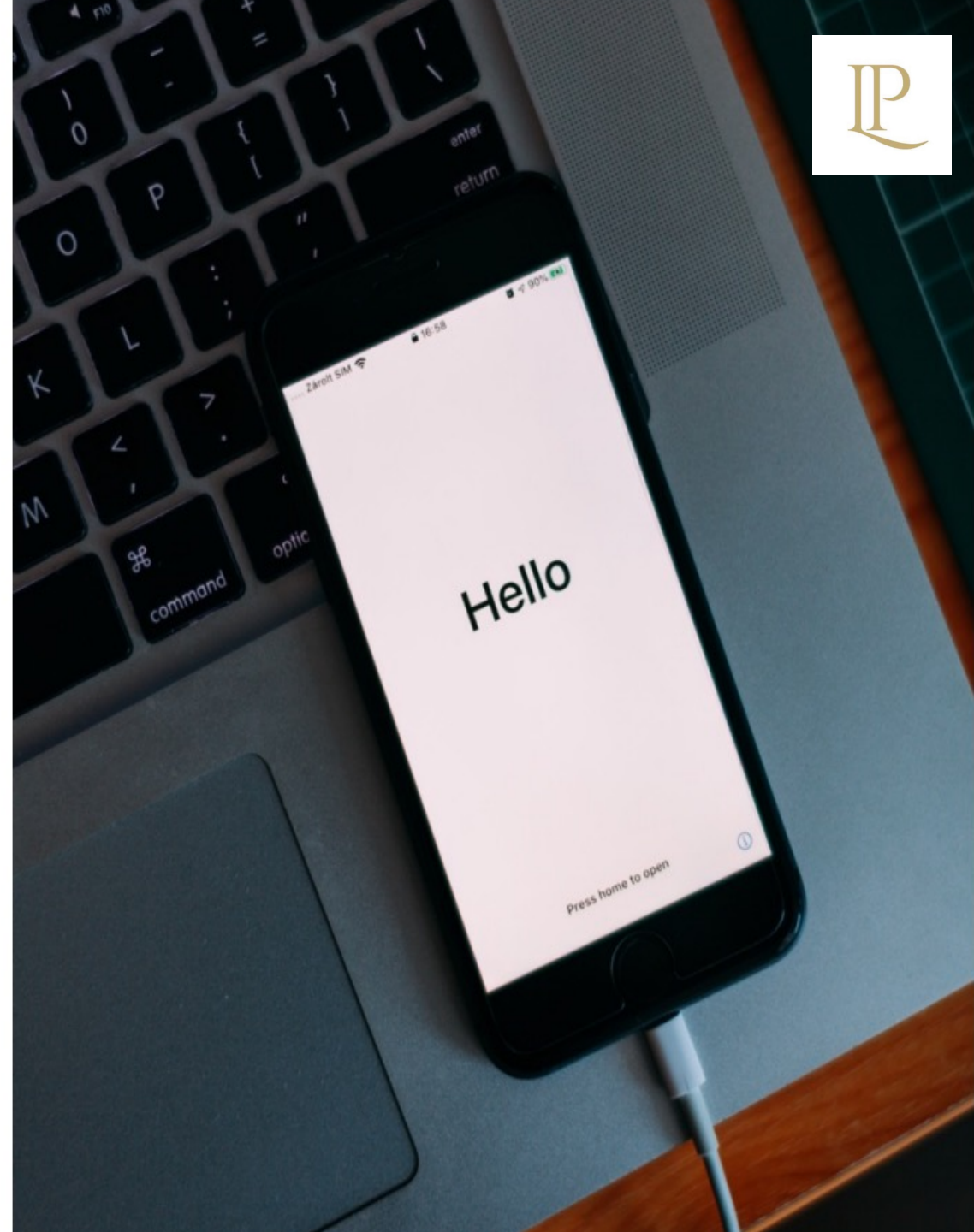




# Reasons for subscribing...

## TOP 5 REASONS FOR SIGNING UP FOR A SUBSCRIPTION

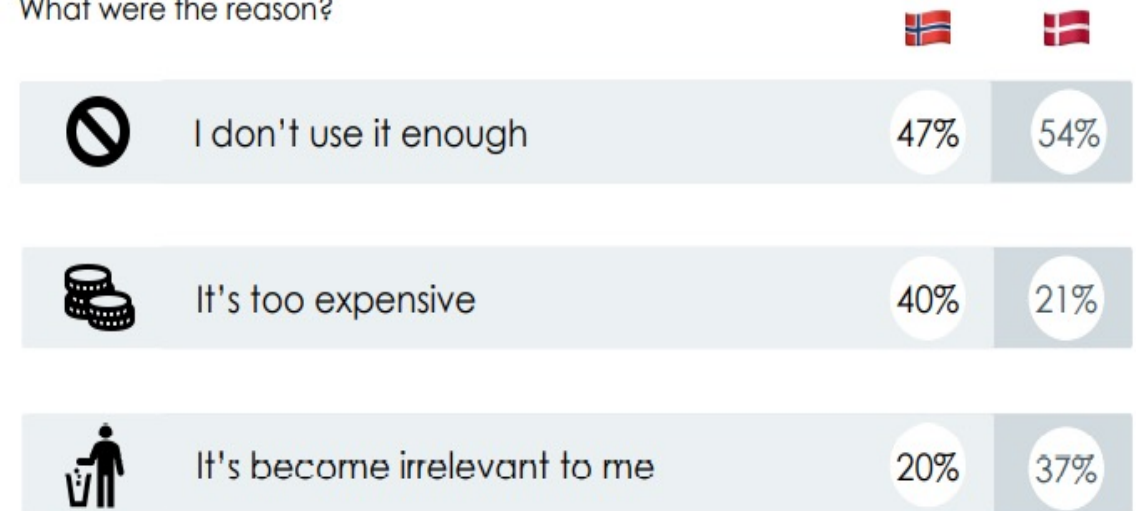
Q: Think of the last subscription or membership you signed up for. What were the most important drivers?



## ...and unsubscribing

### TOP 3 REASONS FOR CANCELLING A SUBSCRIPTION

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



76% associate subscriptions with bindings. 51% has experienced that some subscriptions are difficult to cancel, especially:

Internet

Mobile

Charity

Magazines

Book clubs

Insurances

Dating

Fitness



#2 | SUBSCRIPTION IS FOR HOUSEKEEPING AND ENTERTAINMENT

77%

subscribe to TV and movie streaming  
– 63% have a Netflix subscription in  
Norway.



## #2 | Subscribing in the future

### MOST POPULAR SUBSCRIPTION CATEGORIES – TOP 10

1. TV and movie streaming (77%)
2. Music service (73%)
3. Employee Union (68%)
4. Associations (52%)
5. Digital newspapers and news services (49%)
6. Software and digital storage (46%)
7. Gym & fitness (40%)
8. Charities (35%)
9. Social Media (33%)
10. Lotteries and online games

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

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

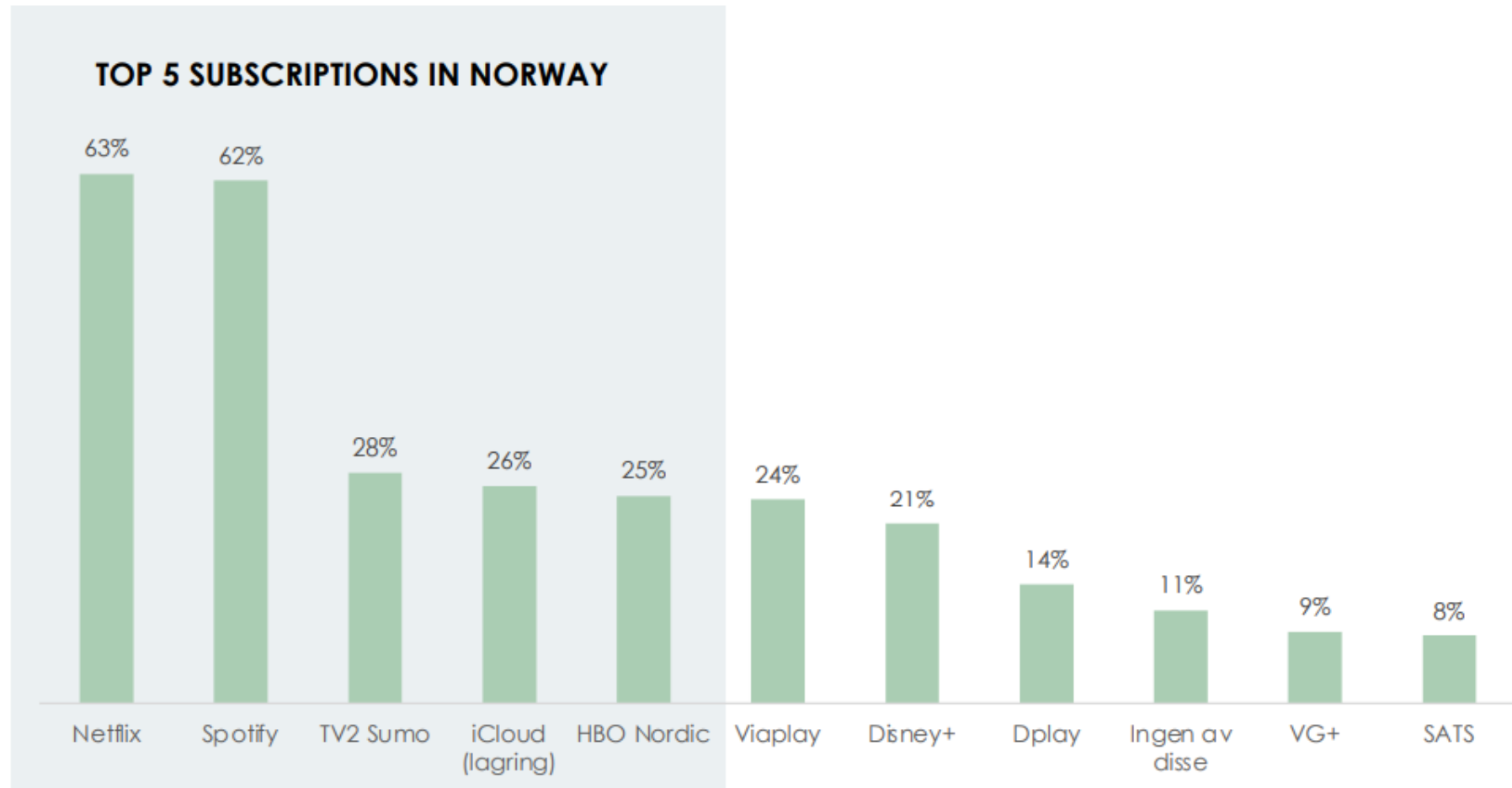


1. TV and movie streaming	71%
2. Music service	54%
3. Digital newspapers	46%
4. Audiobooks and podcasts	33% <i>(against 21% today)</i>
5. Meal boxes	20% <i>(against just 3% today)</i>



# Four streaming services in our top 5 subscriptions

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





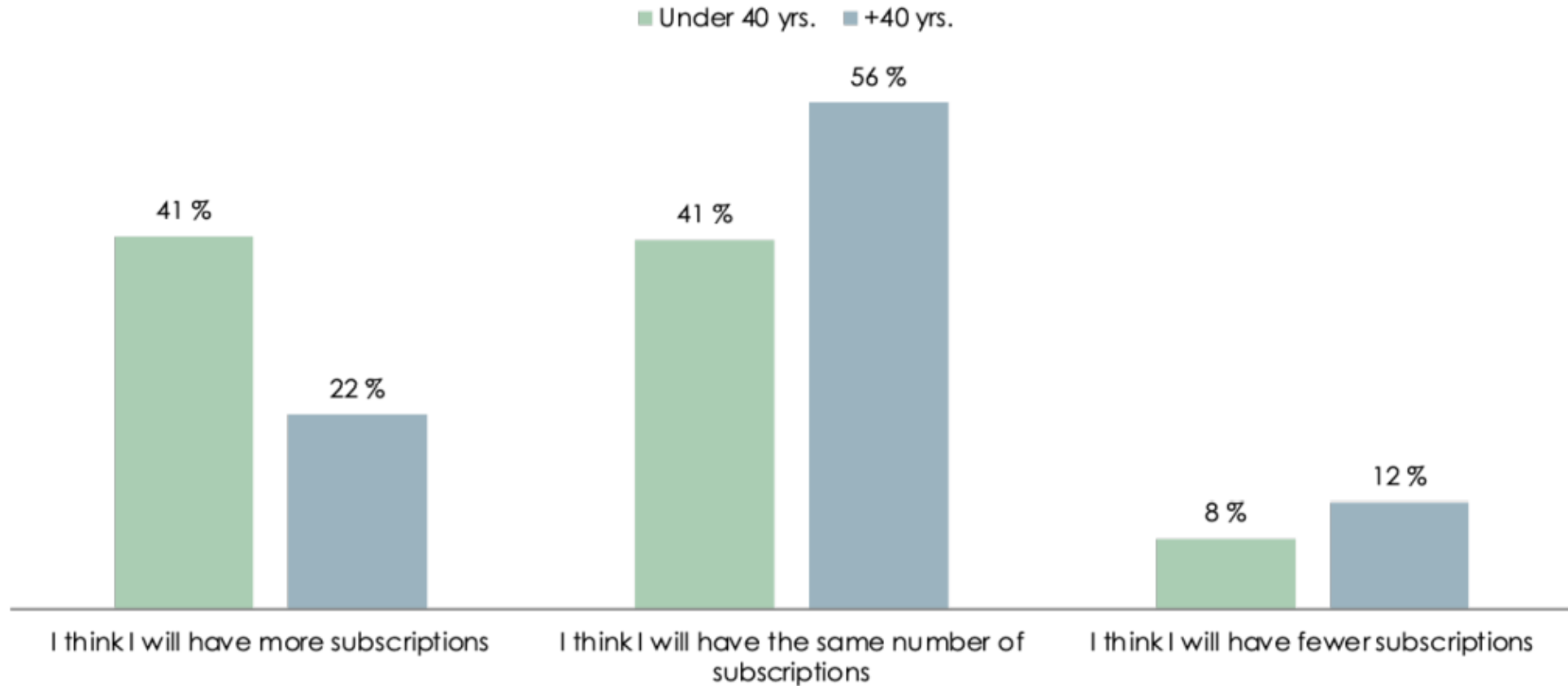
**41%**  
**of Millennials**

will subscribe more in the future  
– against just 22% among +40s.



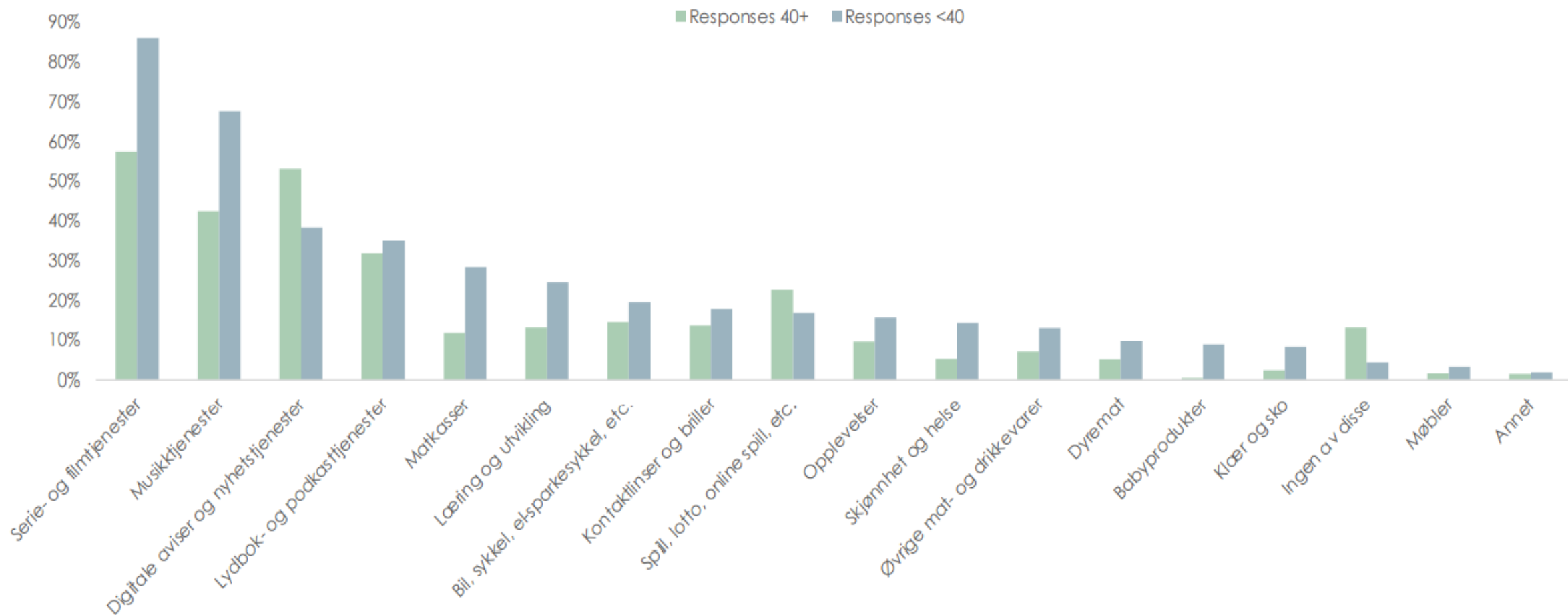
### #3 | Younger generations really love subscriptions

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



# Subscriptions differ across generations

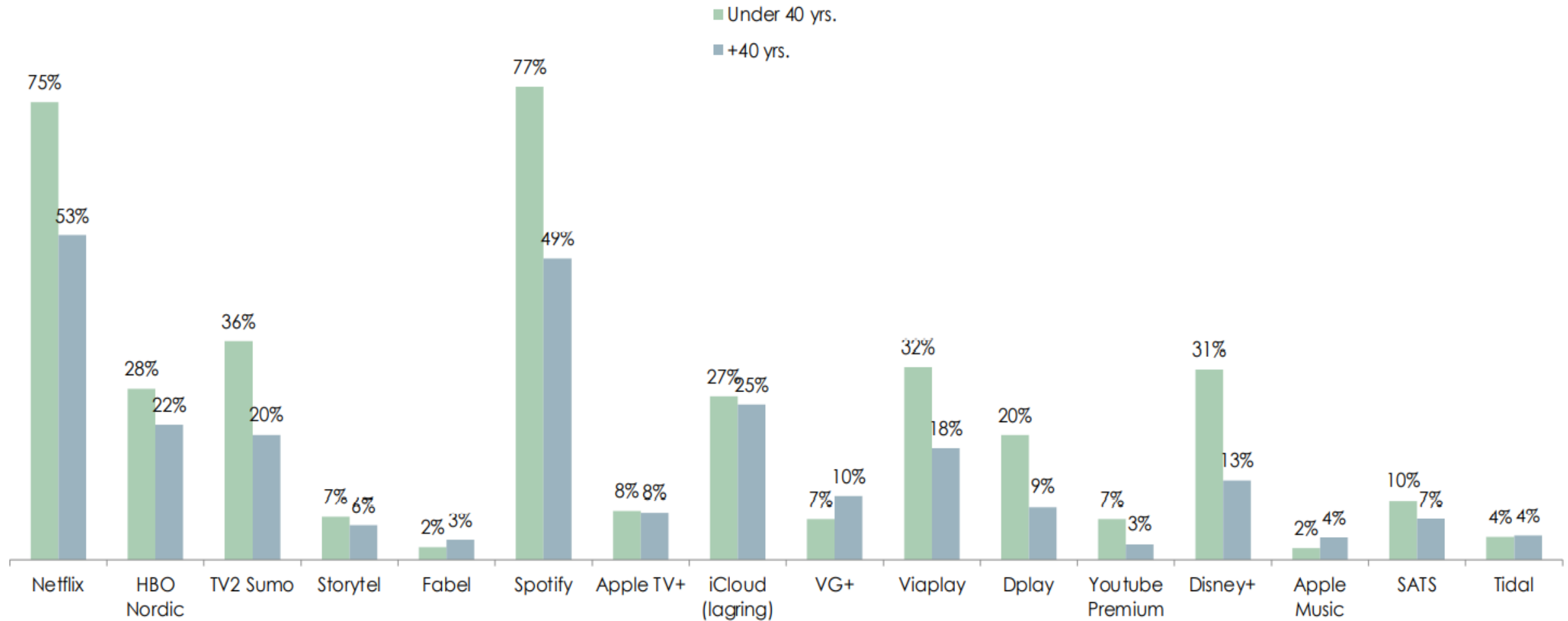
## SUBSCRIPTIONS PER HOUSEHOLD





# Also, subscription preferences depends on your age

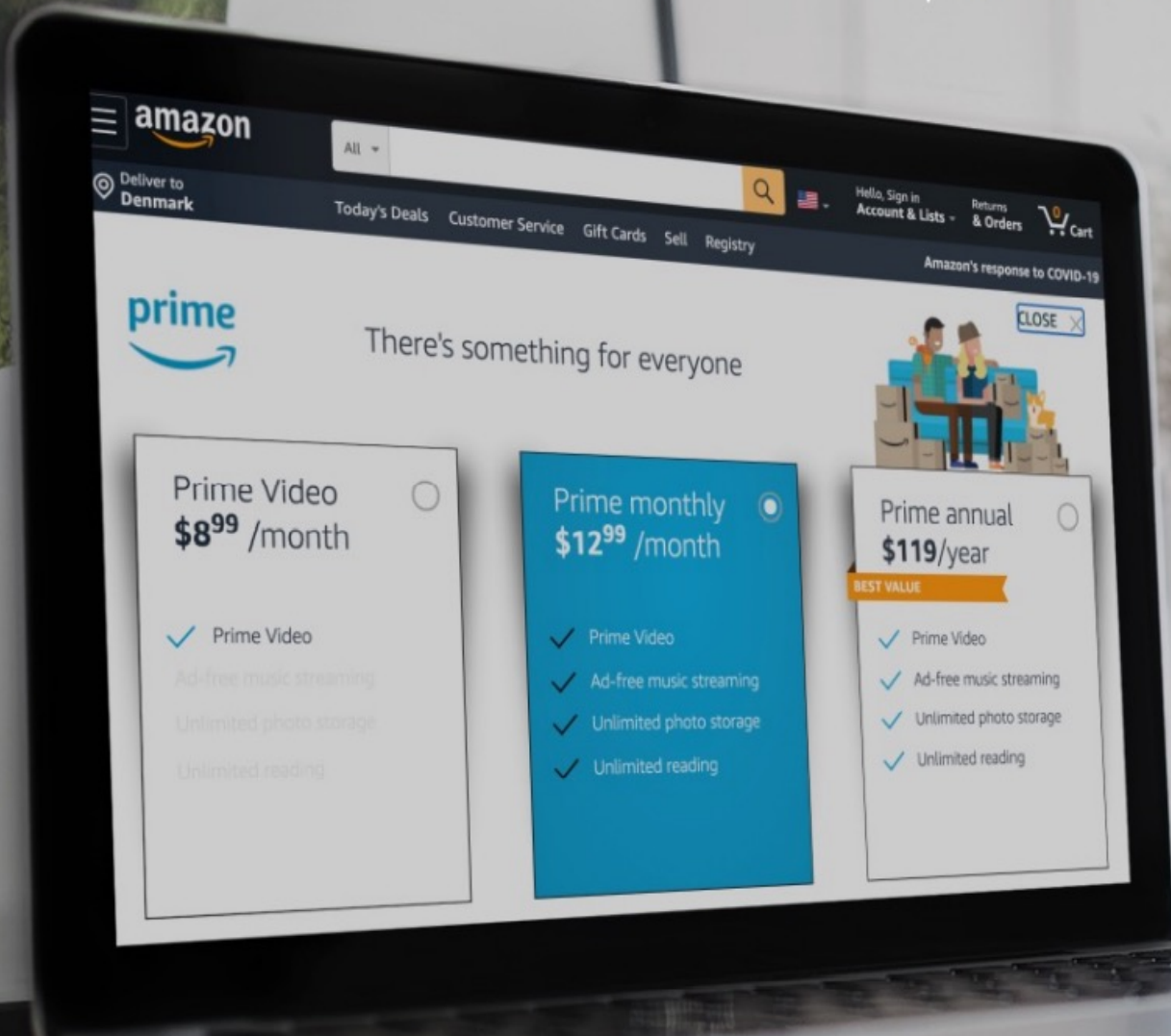
Q: Which of these popular subscriptions do you subscribe to?



#4 | AMAZON PRIME IS ALREADY HERE

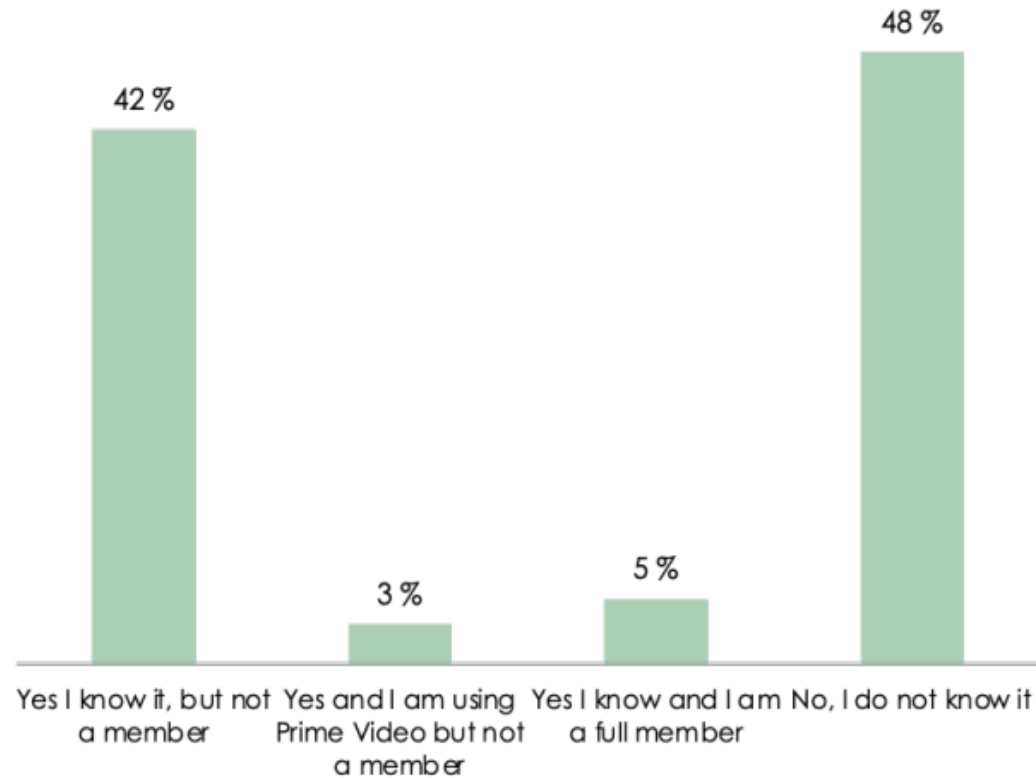
51%

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

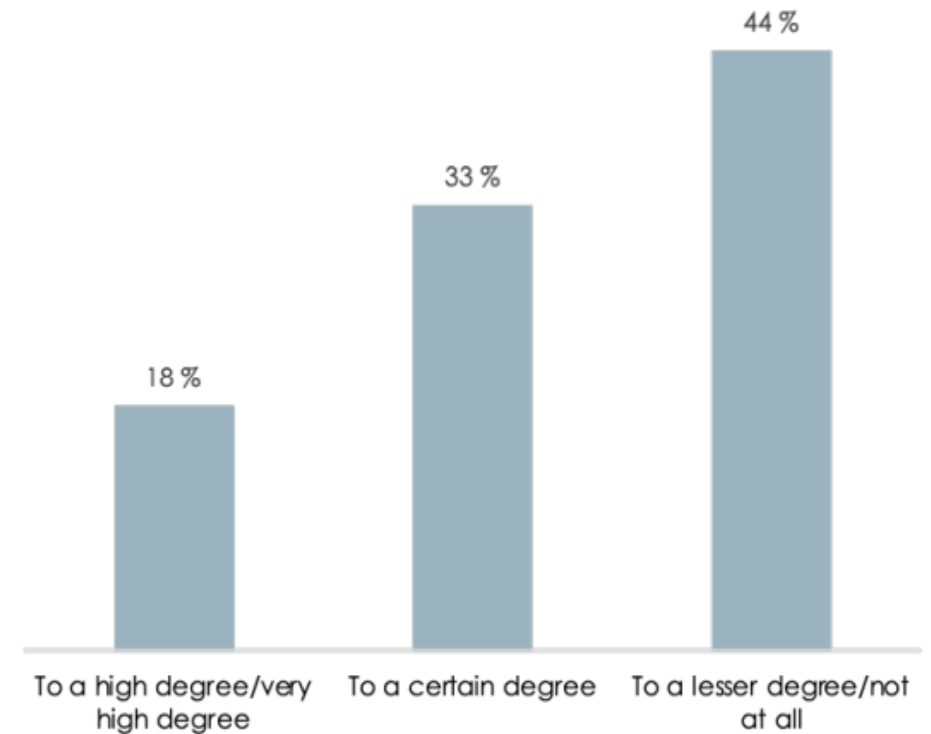


## #4 | Amazon Prime is already here

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



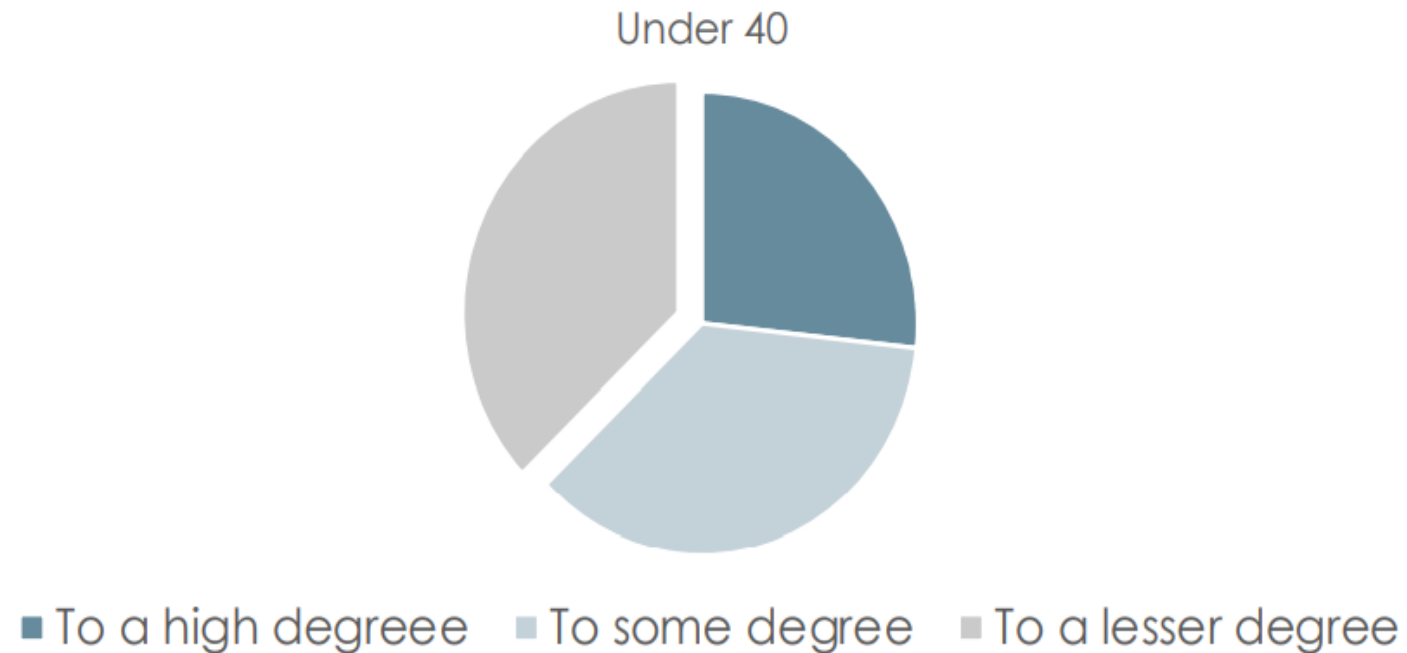
Q: To what extent does Amazon Prime seem appealing to you?





## #4 | Amazon Prime is already here

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



# Demografi

- 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 (NO)

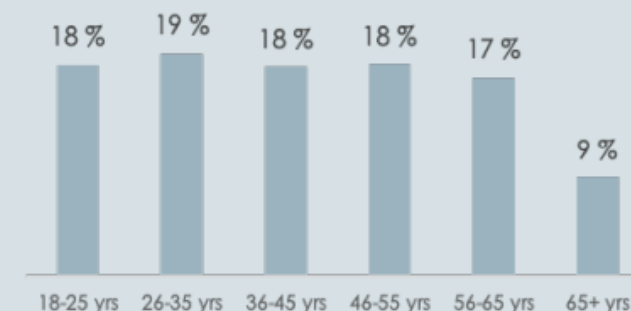
**Market** Norway

**Gender** 45% men  
55% women

### Household sizes

34% live with a partner  
23% live alone  
25% live with their partner and children

### Age



## Region

Troms og Finnmark	4%
Nordland	5%
Trøndelag	11%
Møre og Romsdal	4%
Vestland	13%
Rogaland	6%
Agder	6%
Vestfold og Telemark	5%
Viken	22%
Oslo	16%
Innlandet	7%





## Hvorfor LP Subscription Academy?

I LOYALTYPARTNER, gjør vi det som skal til for at DU skal ligge et hestehode foran. Vi hjelper deg helt i mål (til lansering) via vårt håndplukkede ekspert team med ulik ekspertise og bred erfaring, inkludert en strategisk tilnærming i forhold til hvilken hverdag du møter i morgen! Uansett bransje, vil du få en robust **fordelsklubb** (abonnemestforretning) som hver måned gir deg faste inntekter så du slipper å starte på NULL hver måned.

Og best av alt - KUNDENE elsker abonnement!

Les mer om Morten Bakke - stifter og CEO av selskapet under.

[Les mer](#)

 La oss chatte!



# La oss holde kontakt:

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