

Snapshot: Subscriptions at a Glance

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Introduction

The way we access everything from entertainment to software has really changed, with subscriptions becoming a huge part of our daily lives. Knowing why people sign up, which service they use, and what makes them cancel is super important for any business trying to make it in this competitive market.

For this snapshot, Rakuten Insight conducted an online survey with consumers from its proprietary panel across APAC to explore the current state of subscription services.

The following insights reveal subscription volume, types, purchase drivers, and cancellation reasons, offering valuable perspectives for brands to better engage with and retain subscribers across Asia.



Findings

Subscriptions volume

Most consumers currently hold a light-to-moderate subscription load. A third (32%) pay for 2–3 services, while one in five (20%) only subscribe to one service. However, subscription avoidance remains notable: 26% report having no paid subscriptions at all. Markets such as South Korea (32%) and Hong Kong (32%) show higher levels of “none,” suggesting more cost-conscious or alternatives-driven behaviour. Meanwhile, Philippines (29%) and Vietnam (27%) show stronger single-subscription penetration, indicating selective adoption rather than stacking. Heavy subscription holders (5+ services) remain a niche at ~5% total.

Type of Subscriptions

Streaming remains the cornerstone of the subscription economy (41%), followed closely by music (32%) and internet/software services (32%). E-commerce subscriptions also have strong traction (25%), particularly in China (58%) and India (32%), showing highly developed digital shopping habits. Health & fitness (14%) and meal kits (16%) are more niche categories but notably higher in India (21-24%), reflecting a growing wellness and convenience trend. Financial app subscriptions show notable adoption in Thailand (30%) and Vietnam (26%), signalling strong fintech behaviour.

Purchase Drivers

Price dominates decision-making, with 65% saying affordability is the top factor, underscoring subscription fatigue and value scrutiny. Customer reviews (28%) and free trials (27%) also play major roles, pointing to a try-before-buy mindset and social proof influence. Singapore (72%) and Malaysia (75%) stand out with high price sensitivity, while India (33%) and Indonesia (31%) place higher importance on reviews. Free trials are particularly influential in Indonesia (32%) and Taiwan (30%), indicating low-risk onboarding as a key lever. Product features also matter (21%), especially in Hong Kong (29%) and Taiwan (28%), suggesting functionality remains a differentiator.



Findings

Cancellation Reasons

Cost pressure is the leading cancellation trigger: 58% say they cancel when the price feels too high, peaking in Singapore (70%) and the Philippines (68%), reflecting heightened subscription fatigue. Additional fees (26%) and inconsistent product quality (22%) also influence churn, especially in Indonesia (35%) for extra charges and China & Vietnam (30%+) for customer service frustrations. A meaningful share cancels when they no longer need the service (19%), with higher rates in Hong Kong (28%) and Taiwan (28%), while 18% churn after finding better alternatives - strongest in Singapore (24%) and Malaysia (22%). Difficulty pausing or contract-lock-ins play smaller but notable roles.

Purchase Channels

Consumers prefer to activate subscriptions through digital-first channels. E-commerce platforms lead (52%), followed by direct-from-seller purchases (47%) and in-app purchases (45%). China (63%) and Indonesia (65%) show the strongest e-commerce subscription culture, while Singapore (55%) heavily favours direct purchases from providers. In-app purchases skew high in Thailand (58%) and Indonesia (53%), demonstrating app-centric behaviour in mobile-first markets. Telecom operators are relevant in Indonesia (28%) and Vietnam (44%), indicating telcos' bundling strengths. Retail stores continue to play a secondary but meaningful role (24%), particularly in Hong Kong (27%) and Philippines (30%).



About the survey

For this survey, Rakuten Insight Global interviewed 61,488 adults 16+ years old across 12 of our proprietary panels (China, Hong Kong, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Thailand, Taiwan, Vietnam).

Target

Male and Female, aged 16+

Markets





China

How many subscriptions do you currently pay for?

13%
None

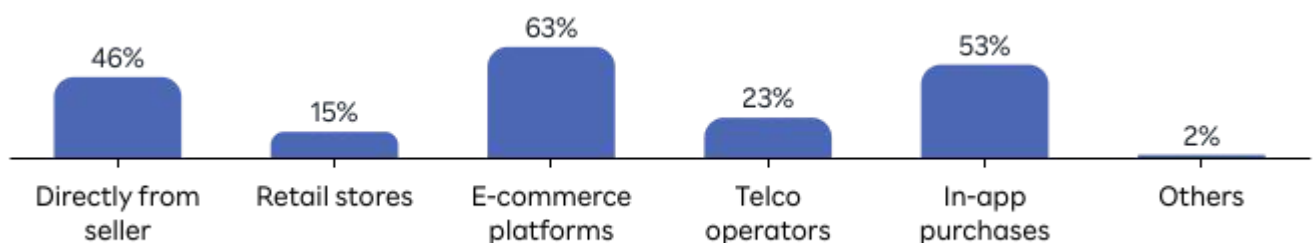
37%
1-2

32%
3-5

8%
6+

Type of subscriptions		Purchase Drivers		Reasons to cancel	
E-commerce platforms	58%	✓ Good price	65%	✗ The price is too high	60%
Streaming/ video services	61%	✓ Customer reviews	29%	✗ I do not want to be tied into a contract	18%
Music (e.g. Spotify, Apple Music)	55%	✓ Free trial	23%	✗ I have to pay in addition to the subscription (e.g. for delivery)	27%
Food, meal kits/ meal boxes	16%	✓ Customer service	24%	✗ Misinformation about recurring charges	19%
Health and Fitness	17%	✓ Brand reputation	26%	✗ Bad experience with customer service	34%
Fashion rentals	3%	✓ Free shipping	11%	✗ I am unable to pause the membership	13%
Internet and software (such as data storage, and apps)	27%	✓ Refund or termination policies	19%	✗ Unable to use a payment method I like	8%
Transportation (e-scooters, trains, etc.)	36%	✓ Convenience of buying the product	14%	✗ Product quality was inconsistent	25%
Print media (newspapers, magazines, etc.)	6%	✓ Loyalty incentives (such as rewards, discounts, free items)	16%	✗ I do not need the subscription anymore	18%
Subscription box	2%	✓ Endorsements by celebrities	2%	✗ I found a better alternative	17%
Finance/ payment apps	18%	✓ Product features	32%	✗ I am paying for too many subscriptions	9%
Pet supplies	6%	✓ Recommended by family/ friends	6%	✗ Inability to personalize products	4%
Others	3%	✓ Others	1%	✗ Other reasons	1%

Purchase Channels



N = 2,649



Hong Kong

How many subscriptions do you currently pay for?

32%
None

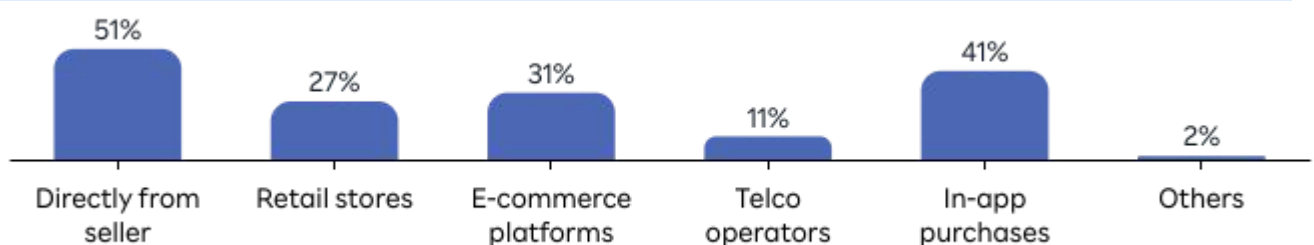
47%
1-2

17%
3-5

4%
6+

Type of subscriptions		Purchase Drivers		Reasons to cancel	
E-commerce platforms	11%	✓ Good price	70%	✗ The price is too high	58%
Streaming/ video services	43%	✓ Customer reviews	19%	✗ I do not want to be tied into a contract	23%
Music (e.g. Spotify, Apple Music)	34%	✓ Free trial	32%	✗ I have to pay in addition to the subscription (e.g. for delivery)	16%
Food, meal kits/ meal boxes	14%	✓ Customer service	13%	✗ Misinformation about recurring charges	6%
Health and Fitness	12%	✓ Brand reputation	20%	✗ Bad experience with customer service	22%
Fashion rentals	2%	✓ Free shipping	16%	✗ I am unable to pause the membership	7%
Internet and software (such as data storage, and apps)	25%	✓ Refund or termination policies	11%	✗ Unable to use a payment method I like	4%
Transportation (e-scooters, trains, etc.)	9%	✓ Convenience of buying the product	9%	✗ Product quality was inconsistent	22%
Print media (newspapers, magazines, etc.)	6%	✓ Loyalty incentives (such as rewards, discounts, free items)	14%	✗ I do not need the subscription anymore	28%
Subscription box	2%	✓ Endorsements by celebrities	1%	✗ I found a better alternative	17%
Finance/ payment apps	13%	✓ Product features	29%	✗ I am paying for too many subscriptions	6%
Pet supplies	4%	✓ Recommended by family/ friends	7%	✗ Inability to personalize products	1%
Others	4%	✓ Others	1%	✗ Other reasons	2%

Purchase Channels



N=1,786



India

How many subscriptions do you currently pay for?

24%
None

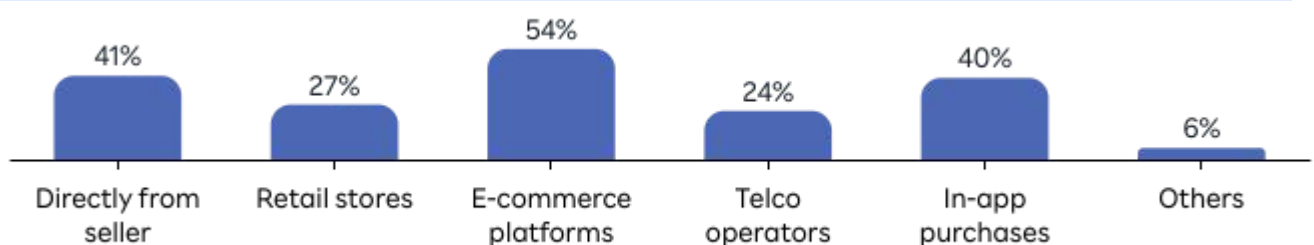
47%
1-2

21%
3-5

9%
6+

Type of subscriptions		Purchase Drivers		Reasons to cancel	
E-commerce platforms	32%	✓ Good price	55%	✗ The price is too high	45%
Streaming/ video services	47%	✓ Customer reviews	33%	✗ I do not want to be tied into a contract	16%
Music (e.g. Spotify, Apple Music)	38%	✓ Free trial	27%	✗ I have to pay in addition to the subscription (e.g. for delivery)	23%
Food, meal kits/ meal boxes	24%	✓ Customer service	25%	✗ Misinformation about recurring charges	19%
Health and Fitness	21%	✓ Brand reputation	20%	✗ Bad experience with customer service	28%
Fashion rentals	12%	✓ Free shipping	17%	✗ I am unable to pause the membership	15%
Internet and software (such as data storage, and apps)	26%	✓ Refund or termination policies	14%	✗ Unable to use a payment method I like	12%
Transportation (e-scooters, trains, etc.)	13%	✓ Convenience of buying the product	9%	✗ Product quality was inconsistent	21%
Print media (newspapers, magazines, etc.)	16%	✓ Loyalty incentives (such as rewards, discounts, free items)	13%	✗ I do not need the subscription anymore	14%
Subscription box	11%	✓ Endorsements by celebrities	3%	✗ I found a better alternative	18%
Finance/ payment apps	15%	✓ Product features	16%	✗ I am paying for too many subscriptions	7%
Pet supplies	5%	✓ Recommended by family/ friends	7%	✗ Inability to personalize products	4%
Others	4%	✓ Others	1%	✗ Other reasons	3%

Purchase Channels



N = 16.184



Indonesia

How many subscriptions do you currently pay for?

23%
None

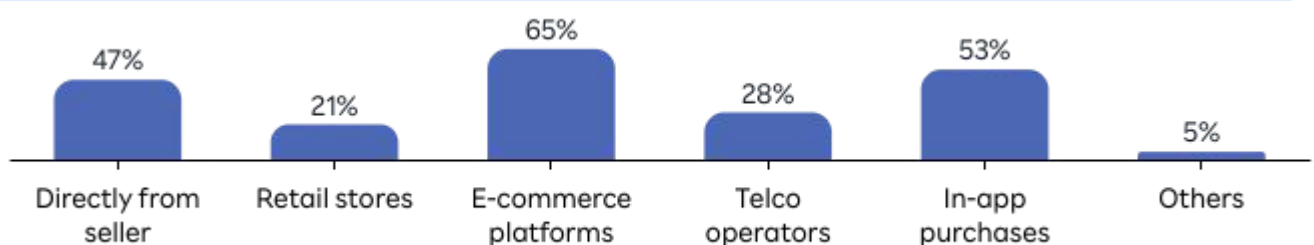
55%
1-2

18%
3-5

4%
6+

Type of subscriptions		Purchase Drivers		Reasons to cancel	
E-commerce platforms	31%	✓ Good price	65%	✗ The price is too high	68%
Streaming/ video services	36%	✓ Customer reviews	31%	✗ I do not want to be tied into a contract	18%
Music (e.g. Spotify, Apple Music)	31%	✓ Free trial	32%	✗ I have to pay in addition to the subscription (e.g. for delivery)	35%
Food, meal kits/ meal boxes	12%	✓ Customer service	20%	✗ Misinformation about recurring charges	16%
Health and Fitness	15%	✓ Brand reputation	23%	✗ Bad experience with customer service	30%
Fashion rentals	3%	✓ Free shipping	14%	✗ I am unable to pause the membership	6%
Internet and software (such as data storage, and apps)	39%	✓ Refund or termination policies	11%	✗ Unable to use a payment method I like	10%
Transportation (e-scooters, trains, etc.)	11%	✓ Convenience of buying the product	13%	✗ Product quality was inconsistent	27%
Print media (newspapers, magazines, etc.)	5%	✓ Loyalty incentives (such as rewards, discounts, free items)	13%	✗ I do not need the subscription anymore	15%
Subscription box	2%	✓ Endorsements by celebrities	1%	✗ I found a better alternative	16%
Finance/ payment apps	22%	✓ Product features	20%	✗ I am paying for too many subscriptions	5%
Pet supplies	3%	✓ Recommended by family/ friends	6%	✗ Inability to personalize products	3%
Others	8%	✓ Others	2%	✗ Other reasons	2%

Purchase Channels



N = 7,747



Japan

How many subscriptions do you currently pay for?

57%
None

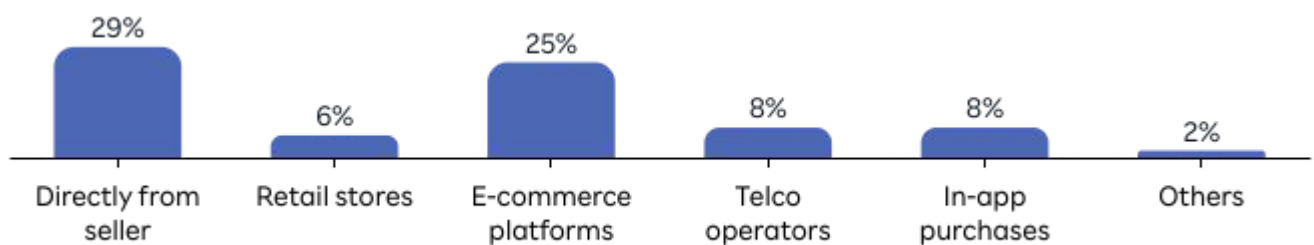
36%
1-2

7%
3-5

0%
6+

Type of subscriptions		Purchase Drivers		Reasons to cancel	
E-commerce platforms	3%	✓ Good price	64%	✗ The price is too high	38%
Streaming/ video services	27%	✓ Customer reviews	10%	✗ I do not want to be tied into a contract	13%
Music (e.g. Spotify, Apple Music)	13%	✓ Free trial	10%	✗ I have to pay in addition to the subscription (e.g. for delivery)	12%
Food, meal kits/ meal boxes	4%	✓ Customer service	6%	✗ Misinformation about recurring charges	3%
Health and Fitness	3%	✓ Brand reputation	10%	✗ Bad experience with customer service	4%
Fashion rentals	0%	✓ Free shipping	22%	✗ I am unable to pause the membership	5%
Internet and software (such as data storage, and apps)	12%	✓ Refund or termination policies	7%	✗ Unable to use a payment method I like	4%
Transportation (e-scooters, trains, etc.)	3%	✓ Convenience of buying the product	9%	✗ Product quality was inconsistent	7%
Print media (newspapers, magazines, etc.)	3%	✓ Loyalty incentives (such as rewards, discounts, free items)	9%	✗ I do not need the subscription anymore	30%
Subscription box	0%	✓ Endorsements by celebrities	0%	✗ I found a better alternative	8%
Finance/ payment apps	3%	✓ Product features	22%	✗ I am paying for too many subscriptions	5%
Pet supplies	1%	✓ Recommended by family/ friends	3%	✗ Inability to personalize products	0%
Others	6%	✓ Others	2%	✗ Other reasons	1%

Purchase Channels



N = 415



South Korea

How many subscriptions do you currently pay for?

32%
None

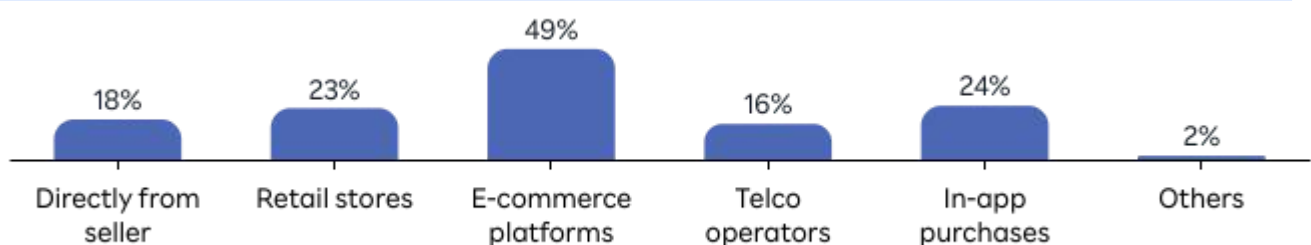
53%
1-2

13%
3-5

2%
6+

Type of subscriptions		Purchase Drivers		Reasons to cancel	
E-commerce platforms	24%	✓ Good price	58%	✗ The price is too high	41%
Streaming/ video services	47%	✓ Customer reviews	19%	✗ I do not want to be tied into a contract	14%
Music (e.g. Spotify, Apple Music)	27%	✓ Free trial	12%	✗ I have to pay in addition to the subscription (e.g. for delivery)	15%
Food, meal kits/ meal boxes	10%	✓ Customer service	20%	✗ Misinformation about recurring charges	4%
Health and Fitness	7%	✓ Brand reputation	16%	✗ Bad experience with customer service	11%
Fashion rentals	2%	✓ Free shipping	18%	✗ I am unable to pause the membership	4%
Internet and software (such as data storage, and apps)	10%	✓ Refund or termination policies	14%	✗ Unable to use a payment method I like	4%
Transportation (e-scooters, trains, etc.)	5%	✓ Convenience of buying the product	16%	✗ Product quality was inconsistent	9%
Print media (newspapers, magazines, etc.)	4%	✓ Loyalty incentives (such as rewards, discounts, free items)	17%	✗ I do not need the subscription anymore	24%
Subscription box	3%	✓ Endorsements by celebrities	1%	✗ I found a better alternative	12%
Finance/ payment apps	13%	✓ Product features	22%	✗ I am paying for too many subscriptions	11%
Pet supplies	3%	✓ Recommended by family/ friends	6%	✗ Inability to personalize products	1%
Others	3%	✓ Others	0%	✗ Other reasons	1%

Purchase Channels



N = 2,341



Malaysia

How many subscriptions do you currently pay for?

26%
None

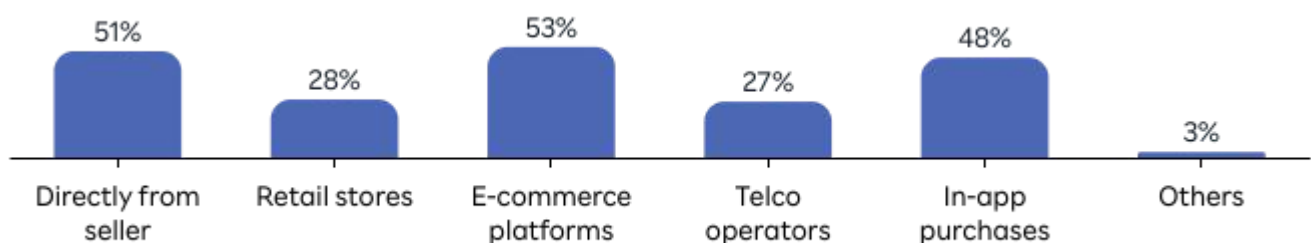
57%
1-2

14%
3-5

2%
6+

Type of subscriptions		Purchase Drivers		Reasons to cancel	
E-commerce platforms	21%	✓ Good price	75%	✗ The price is too high	67%
Streaming/ video services	30%	✓ Customer reviews	25%	✗ I do not want to be tied into a contract	33%
Music (e.g. Spotify, Apple Music)	26%	✓ Free trial	26%	✗ I have to pay in addition to the subscription (e.g. for delivery)	27%
Food, meal kits/ meal boxes	17%	✓ Customer service	17%	✗ Misinformation about recurring charges	19%
Health and Fitness	12%	✓ Brand reputation	21%	✗ Bad experience with customer service	13%
Fashion rentals	3%	✓ Free shipping	18%	✗ I am unable to pause the membership	8%
Internet and software (such as data storage, and apps)	45%	✓ Refund or termination policies	13%	✗ Unable to use a payment method I like	9%
Transportation (e-scooters, trains, etc.)	9%	✓ Convenience of buying the product	11%	✗ Product quality was inconsistent	23%
Print media (newspapers, magazines, etc.)	6%	✓ Loyalty incentives (such as rewards, discounts, free items)	18%	✗ I do not need the subscription anymore	23%
Subscription box	4%	✓ Endorsements by celebrities	1%	✗ I found a better alternative	22%
Finance/ payment apps	18%	✓ Product features	20%	✗ I am paying for too many subscriptions	8%
Pet supplies	5%	✓ Recommended by family/ friends	7%	✗ Inability to personalize products	2%
Others	7%	✓ Others	1%	✗ Other reasons	2%

Purchase Channels



N = 7,216



Philippines

How many subscriptions do you currently pay for?

25%
None

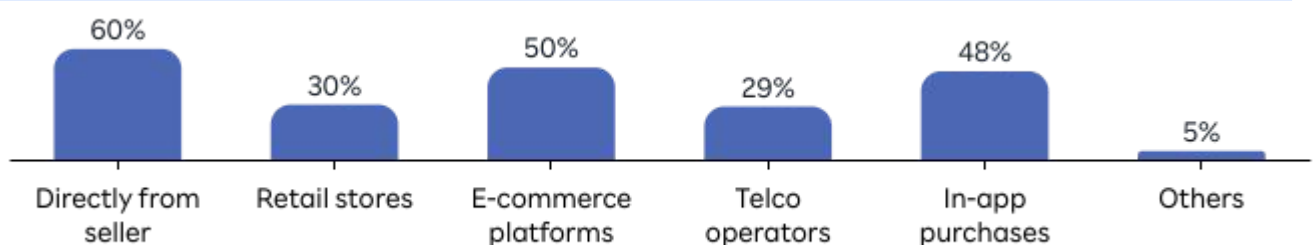
61%
1-2

11%
3-5

2%
6+

Type of subscriptions		Purchase Drivers		Reasons to cancel	
E-commerce platforms	14%	✓ Good price	70%	✗ The price is too high	68%
Streaming/ video services	44%	✓ Customer reviews	35%	✗ I do not want to be tied into a contract	17%
Music (e.g. Spotify, Apple Music)	34%	✓ Free trial	25%	✗ I have to pay in addition to the subscription (e.g. for delivery)	25%
Food, meal kits/ meal boxes	12%	✓ Customer service	22%	✗ Misinformation about recurring charges	24%
Health and Fitness	7%	✓ Brand reputation	20%	✗ Bad experience with customer service	30%
Fashion rentals	2%	✓ Free shipping	16%	✗ I am unable to pause the membership	7%
Internet and software (such as data storage, and apps)	37%	✓ Refund or termination policies	7%	✗ I am unable to pause the membership	7%
Transportation (e-scooters, trains, etc.)	8%	✓ Convenience of buying the product	13%	✗ Unable to use a payment method I like	10%
Print media (newspapers, magazines, etc.)	3%	✓ Loyalty incentives (such as rewards, discounts, free items)	13%	✗ Product quality was inconsistent	22%
Subscription box	5%	✓ Endorsements by celebrities	1%	✗ I do not need the subscription anymore	18%
Finance/ payment apps	14%	✓ Product features	22%	✗ I found a better alternative	17%
Pet supplies	4%	✓ Recommended by family/ friends	10%	✗ I am paying for too many subscriptions	6%
Others	5%	✓ Others	2%	✗ Inability to personalize products	2%
				✗ Other reasons	3%

Purchase Channels



N = 5,175



Singapore

How many subscriptions do you currently pay for?

23%
None

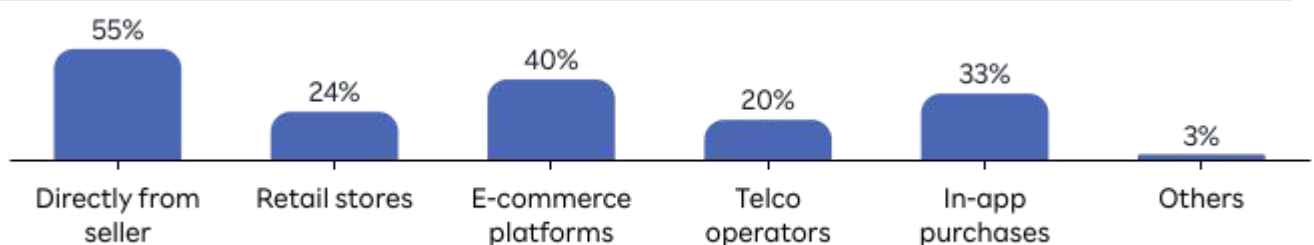
55%
1-2

19%
3-5

3%
6+

Type of subscriptions		Purchase Drivers		Reasons to cancel	
E-commerce platforms	12%	✓ Good price	72%	✗ The price is too high	70%
Streaming/ video services	43%	✓ Customer reviews	23%	✗ I do not want to be tied into a contract	23%
Music (e.g. Spotify, Apple Music)	34%	✓ Free trial	26%	✗ I have to pay in addition to the subscription (e.g. for delivery)	19%
Food, meal kits/ meal boxes	10%	✓ Customer service	14%	✗ Misinformation about recurring charges	17%
Health and Fitness	10%	✓ Brand reputation	22%	✗ Bad experience with customer service	19%
Fashion rentals	2%	✓ Free shipping	12%	✗ I am unable to pause the membership	8%
Internet and software (such as data storage, and apps)	34%	✓ Refund or termination policies	15%	✗ Unable to use a payment method I like	5%
Transportation (e-scooters, trains, etc.)	11%	✓ Convenience of buying the product	10%	✗ Product quality was inconsistent	18%
Print media (newspapers, magazines, etc.)	7%	✓ Loyalty incentives (such as rewards, discounts, free items)	18%	✗ I do not need the subscription anymore	29%
Subscription box	4%	✓ Endorsements by celebrities	1%	✗ I found a better alternative	24%
Finance/ payment apps	10%	✓ Product features	22%	✗ I am paying for too many subscriptions	10%
Pet supplies	2%	✓ Recommended by family/ friends	9%	✗ Inability to personalize products	1%
Others	9%	✓ Others	1%	✗ Other reasons	1%

Purchase Channels



N = 2,183



Thailand

How many subscriptions do you currently pay for?

28%
None

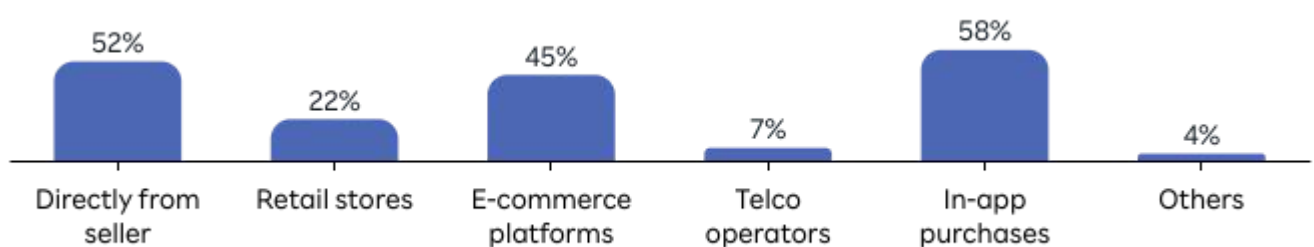
53%
1-2

16%
3-5

4%
6+

Type of subscriptions		Purchase Drivers		Reasons to cancel	
E-commerce platforms	17%	✓ Good price	70%	✗ The price is too high	62%
Streaming/ video services	30%	✓ Customer reviews	28%	✗ I do not want to be tied into a contract	12%
Music (e.g. Spotify, Apple Music)	19%	✓ Free trial	28%	✗ I have to pay in addition to the subscription (e.g. for delivery)	31%
Food, meal kits/ meal boxes	15%	✓ Customer service	22%	✗ Misinformation about recurring charges	10%
Health and Fitness	9%	✓ Brand reputation	14%	✗ Bad experience with customer service	23%
Fashion rentals	3%	✓ Free shipping	23%	✗ I am unable to pause the membership	9%
Internet and software (such as data storage, and apps)	37%	✓ Refund or termination policies	9%	✗ Unable to use a payment method I like	11%
Transportation (e-scooters, trains, etc.)	6%	✓ Convenience of buying the product	14%	✗ Product quality was inconsistent	22%
Print media (newspapers, magazines, etc.)	3%	✓ Loyalty incentives (such as rewards, discounts, free items)	13%	✗ I do not need the subscription anymore	16%
Subscription box	6%	✓ Endorsements by celebrities	1%	✗ I found a better alternative	21%
Finance/ payment apps	30%	✓ Product features	22%	✗ I am paying for too many subscriptions	15%
Pet supplies	7%	✓ Recommended by family/ friends	3%	✗ Inability to personalize products	2%
Others	6%	✓ Others	1%	✗ Other reasons	4%

Purchase Channels



N = 7,830



Taiwan

How many subscriptions do you currently pay for?

36%
None

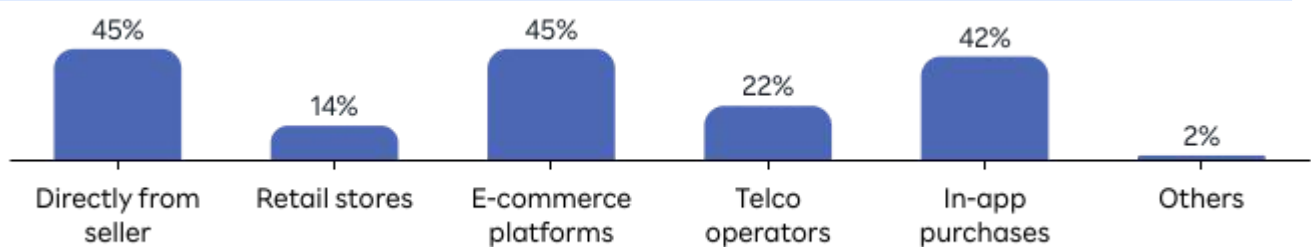
51%
1-2

12%
3-5

2%
6+

Type of subscriptions		Purchase Drivers		Reasons to cancel	
E-commerce platforms	12%	✓ Good price	67%	✗ The price is too high	57%
Streaming/ video services	47%	✓ Customer reviews	19%	✗ I do not want to be tied into a contract	19%
Music (e.g. Spotify, Apple Music)	30%	✓ Free trial	30%	✗ I have to pay in addition to the subscription (e.g. for delivery)	25%
Food, meal kits/ meal boxes	10%	✓ Customer service	15%	✗ Misinformation about recurring charges	7%
Health and Fitness	7%	✓ Brand reputation	15%	✗ Bad experience with customer service	17%
Fashion rentals	2%	✓ Free shipping	18%	✗ I am unable to pause the membership	6%
Internet and software (such as data storage, and apps)	23%	✓ Refund or termination policies	12%	✗ Unable to use a payment method I like	6%
Transportation (e-scooters, trains, etc.)	7%	✓ Convenience of buying the product	15%	✗ Product quality was inconsistent	17%
Print media (newspapers, magazines, etc.)	3%	✓ Loyalty incentives (such as rewards, discounts, free items)	10%	✗ I do not need the subscription anymore	28%
Subscription box	1%	✓ Endorsements by celebrities	1%	✗ I found a better alternative	20%
Finance/ payment apps	12%	✓ Product features	28%	✗ I am paying for too many subscriptions	6%
Pet supplies	3%	✓ Recommended by family/ friends	8%	✗ Inability to personalize products	2%
Others	5%	✓ Others	1%	✗ Other reasons	2%

Purchase Channels



N=5,526



Vietnam

How many subscriptions do you currently pay for?

17%
None

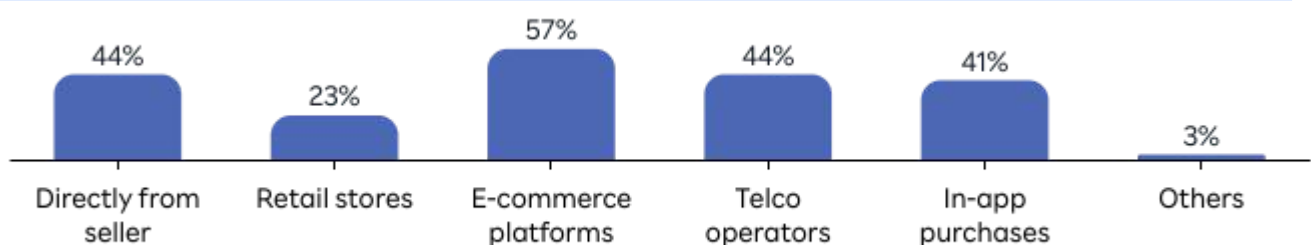
64%
1-2

15%
3-5

3%
6+

Type of subscriptions		Purchase Drivers		Reasons to cancel	
E-commerce platforms	42%	✓ Good price	63%	✗ The price is too high	53%
Streaming/ video services	28%	✓ Customer reviews	29%	✗ I do not want to be tied into a contract	17%
Music (e.g. Spotify, Apple Music)	31%	✓ Free trial	28%	✗ I have to pay in addition to the subscription (e.g. for delivery)	29%
Food, meal kits/ meal boxes	14%	✓ Customer service	21%	✗ Misinformation about recurring charges	22%
Health and Fitness	18%	✓ Brand reputation	37%	✗ Bad experience with customer service	33%
Fashion rentals	5%	✓ Free shipping	17%	✗ I am unable to pause the membership	9%
Internet and software (such as data storage, and apps)	49%	✓ Refund or termination policies	9%	✗ Unable to use a payment method I like	9%
Transportation (e-scooters, trains, etc.)	12%	✓ Convenience of buying the product	12%	✗ Product quality was inconsistent	33%
Print media (newspapers, magazines, etc.)	7%	✓ Loyalty incentives (such as rewards, discounts, free items)	12%	✗ I do not need the subscription anymore	15%
Subscription box	4%	✓ Endorsements by celebrities	2%	✗ I found a better alternative	15%
Finance/ payment apps	26%	✓ Product features	22%	✗ I am paying for too many subscriptions	6%
Pet supplies	4%	✓ Recommended by family/ friends	4%	✗ Inability to personalize products	3%
Others	5%	✓ Others	1%	✗ Other reasons	2%

Purchase Channels



N = 1,922

Conclusion

In conclusion, the subscription economy in APAC is characterized by a nuanced and evolving consumer landscape.

Firstly, while a substantial segment of consumers maintains a light-to-moderate subscription portfolio, the notable percentage of non-subscribers emphasizes the necessity for clear value propositions and low-risk entry points.

Secondly, the dominance of streaming and music services, alongside the rise of e-commerce and fintech subscriptions in specific markets, highlights diverse regional preferences and the potential for targeted growth in niche categories like health & fitness.

Finally, the pivotal role of pricing in both attracting and retaining subscribers, coupled with a strong preference for digital acquisition channels, reinforces the necessity of competitive strategies, transparent value communication, and seamless online user experiences. Rakuten Insight will continue to monitor these trends, providing ongoing insights to help businesses navigate and succeed in the dynamic subscription market.

About Rakuten Insight Global

For over 25 years, Rakuten Insight Global has been at the forefront of consumer market research data collection. By combining our 1st party data with the highest levels of quality assurance processes, Rakuten Insight Global has remained our clients' trusted research partner for Asia, US & Beyond.

Our proprietary online panels have been developed throughout 12 major Asian markets & the US. All of the panels are managed by dedicated local support teams and meet the highest industry standards. The Rakuten Insight Global team offers 24-hour coverage from 11 worldwide locations, providing exceptional service for 500+ clients across the globe.

Rakuten Insight Global is tasked with leveraging the 1st party membership assets of Rakuten Group for market research purposes. Having access to such a diverse and unique group of research participants allows Rakuten Insight to remain at the forefront of online research.

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