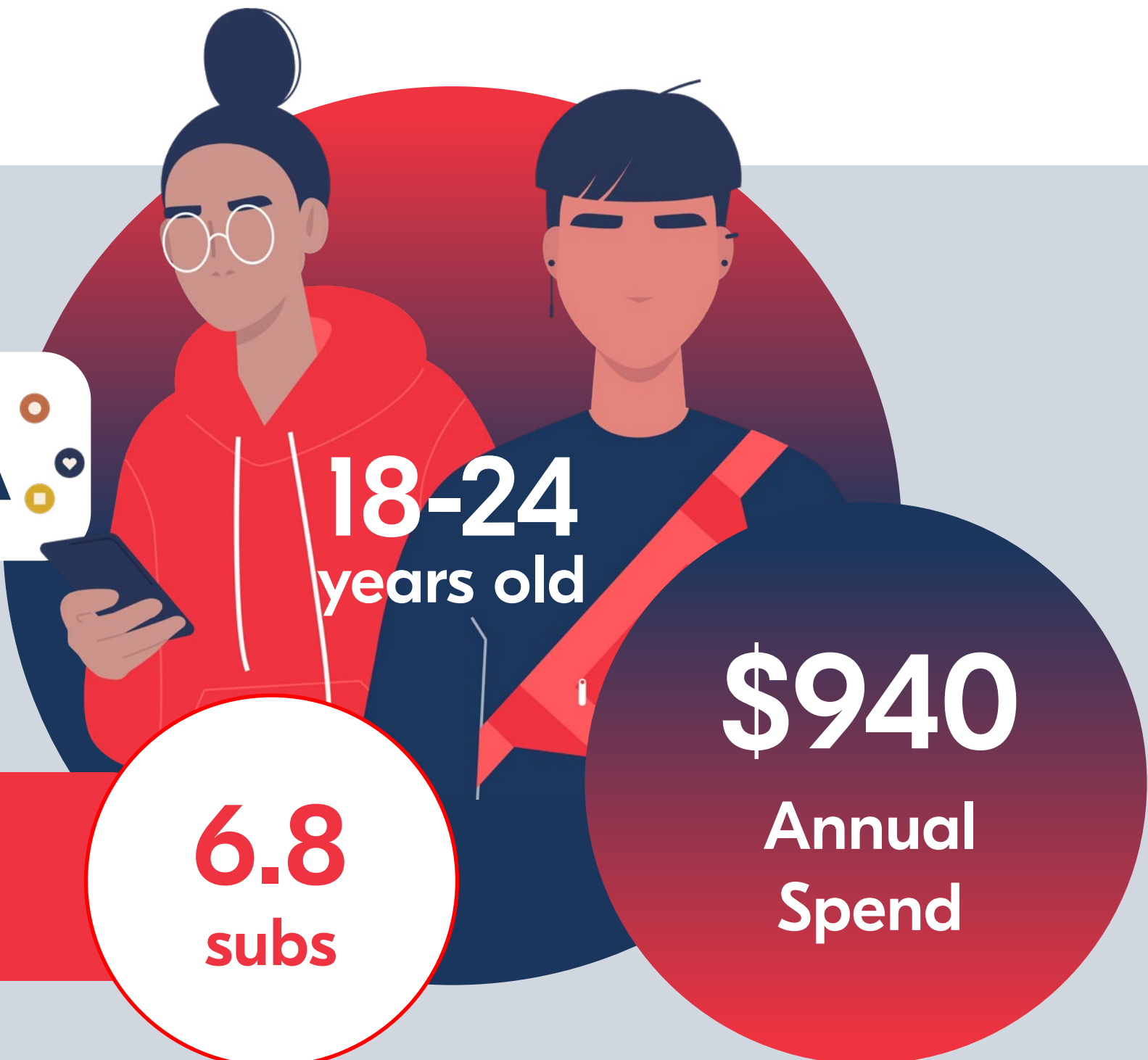


GENERATION Z

subscriptions in the USA



18-24
years old

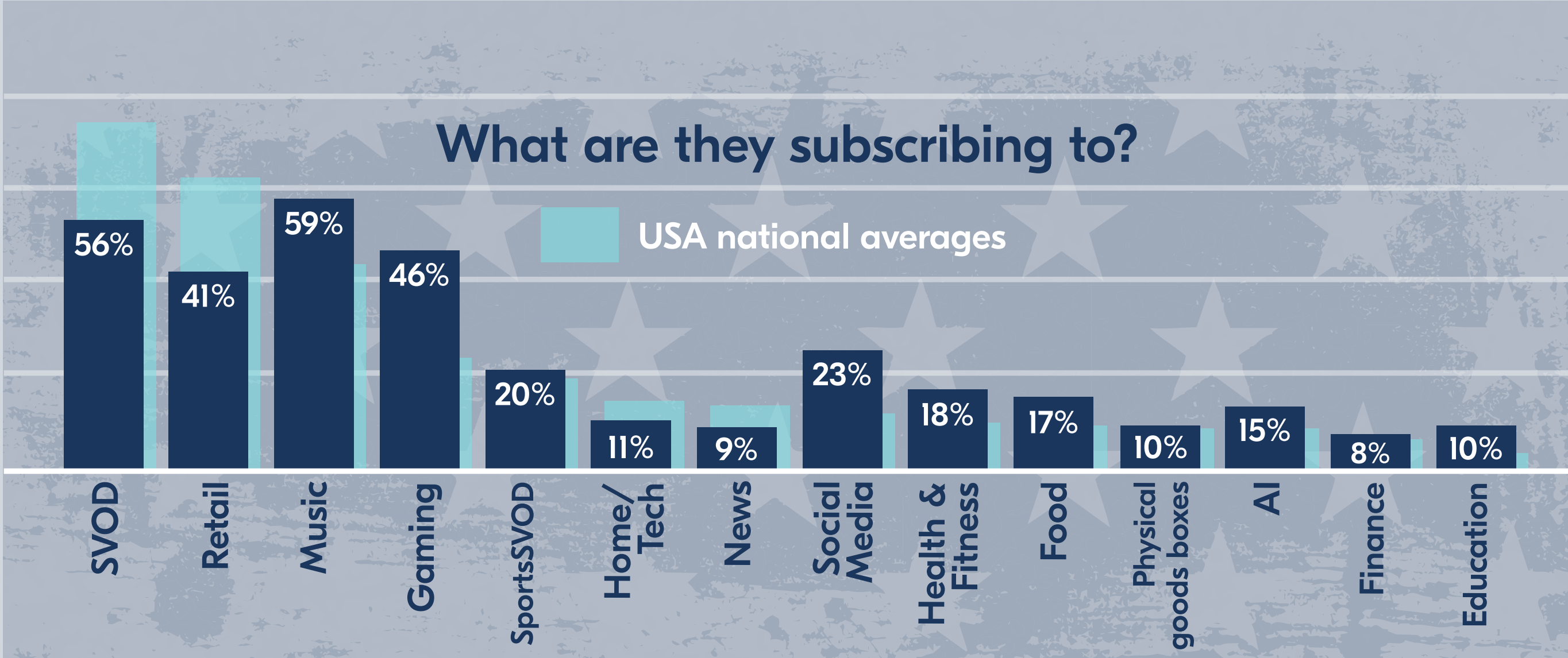
\$940
Annual Spend


6.8
subs


How many subscriptions on average?:


4.1 Direct

2.7 Indirect

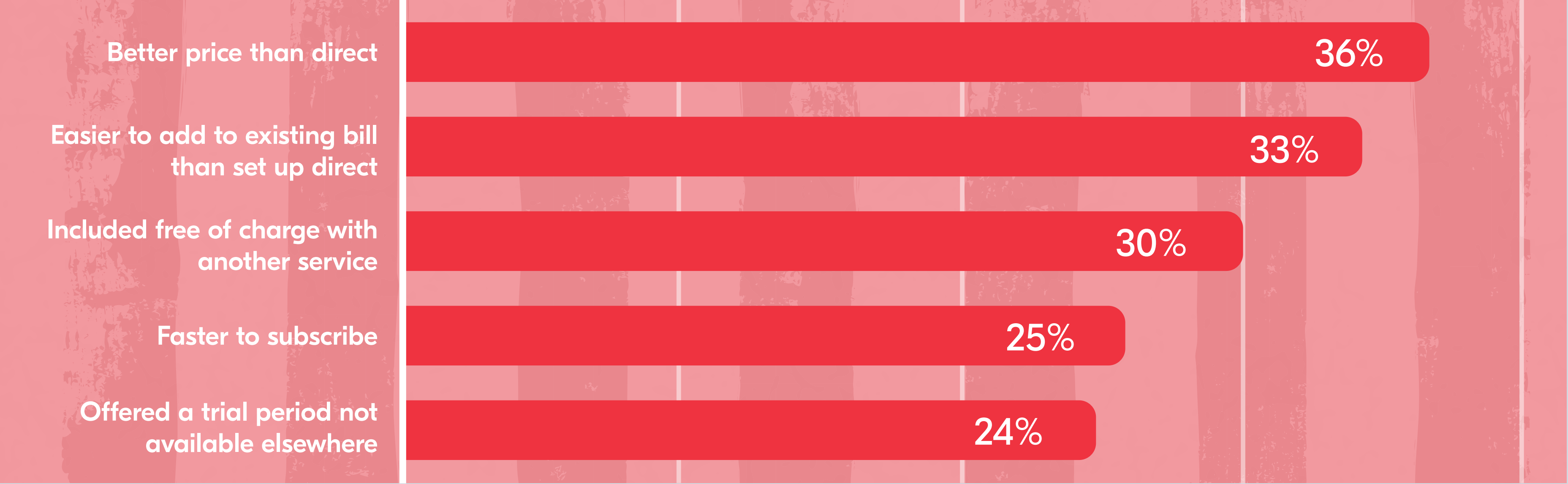



Music tops the subs list
59%
USA average: **43%**


Gaming subs more popular with GenZ
46%
USA average: **22%**


Paying for social media subs
23%
USA average: **14%**

Top five reasons why GenZ are using indirect channels



Bundles needed

Despite being cost-conscious digital natives, Gen Z subscribers are the most likely to lose track of what they're paying for.

48%	admit they lose track of their total subscription spend
52%	are frustrated they can't manage all their subscriptions in one place
55%	would like their telco to manage all their subscriptions
73%	say they'd be willing to pay more on their mobile or internet bill if subscriptions were included

Source: Subscriptions Assemble, Bango, 2025

SCAN ME

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