

## **Here's Why Monthly Subscription Boxes Are A Booming Business**

<http://www.trueship.com/blog/2016/08/03/heres-why-monthly-subscription-boxes-are-booming/#.V7djVvkrJhG>

## **Subscription Box Services and the U.S. Postal Service: The Gift That Keeps on Giving**

Subscription box services took in \$5 billion in revenue in 2014. The market has also seen rapid growth since 2011 with hundreds of new entrants and an annualized growth rate of 200 percent. While it's unclear exactly how many total packages correspond to these revenue numbers, Barkbox, a subscription service that sends a box of toys and treats for your dog, has shipped 4 million boxes in the last five years. One of the most well-known subscription box services, Birchbox, amassed 800,000 monthly subscribers in 2014. <https://www.uspsaig.gov/sites/default/files/document-library-files/2015/Subscription%20Box%20Services%20and%20the%20U.S.%20Postal%20Service%20The%20Gift%20that%20Keeps%20on%20Giving.pdf>

## **How the Boring brown box on your doorstep became an object of desire**

Online retailers are giving the humble cardboard box an extreme makeover, transforming a four-sided receptacle for delivering goods into the new shopping bag.

Birchbox, which offers makeup and men's grooming supplies, ships boxes decorated with flowers, bright neons and abstract designs. Graze, a healthy snack service, uses the underside of the lid for paintings of scrumptious fruits. Loot Crate, which ships a monthly assortment of gaming and pop culture gizmos, has included scannable codes that play video clips on smartphones.

<http://www.sanluisobispo.com/news/nation-world/national/article96594292.html>