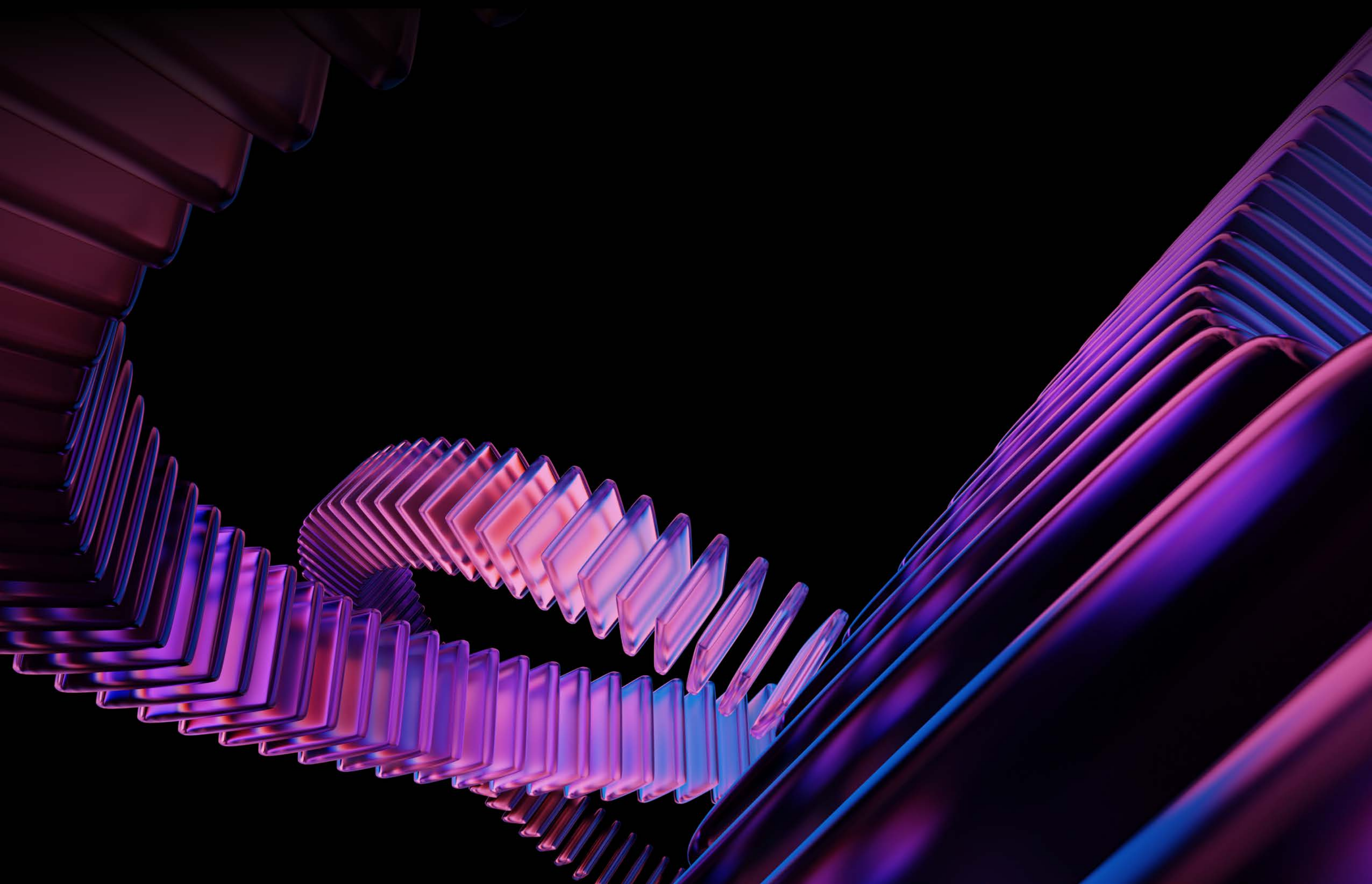
MX

Groundhog Day:
Key Insights on Top Recurring Transactions for Consumers



Do you ever have deja vu? That’s the key question Phil Connors asks Mrs. Lancaster in Groundhog Day when he finds himself stuck reliving the same day over and over again. Her reply? “I don’t think so, but I could check with the kitchen.”

However, for consumers managing their daily finances, a better place to check is their bank statement. Millions of consumers have multiple recurring transactions that hit their financial accounts every month. This includes subscriptions for everything from entertainment streaming services to food delivery to home maintenance services.

What’s more, industry research shows many consumers may be paying for subscriptions they don’t remember or duplicate subscriptions with the same merchant. In fact, CNET’s second annual subscription survey found the average U.S. adult spends $1,080 per year on subscriptions, and nearly $200 on unused subscriptions.

MX data shows how many subscriptions the average consumer has, average spend, and the top merchants and categories where these recurring transactions occur.

Ranking Top Recurring Transactions

MX's latest analysis looks at aggregated and anonymized data of millions of consumers to identify where consumers have the most recurring transactions. Our data found the average U.S. consumer had 4.17 subscriptions in 2025. This is on par with industry data from Rocket Money, which found an average 4 to 5 subscriptions per user in the past year.

Where are consumers choosing financial deja vu most often? The top categories where consumers have recurring transactions include:

Top 10 Categories for Recurring Spend

Category	Total Users (Past 90 Days)	Average Spend During (Past 90 Days)
Television (Eg: Netflix, hulu)	8.82M	$27.09
Electronics and Software (Eg: Apple, Google ONE)	7.19M	$9.12
Shopping (Eg: Amazon, Walmart)	4.52M	$16.88
Music (Eg: Spotify, SiriusXM)	4.49M	$16.31
Entertainment (Eg: Youtube)	2.72M	$30.38
Gym Memberships (Eg: Planet Fitness, Crunch Fitness)	2.32M	$28.27
Books (Eg: Kindle, Audible)	1.21M	$13.83
Health and Fitness (Eg: YMCA, Peloton)	0.90M	$82.22
Movies and DVDs (Eg: Crunchyroll, Cinemark Movie Club)	0.52M	$12.18
Services and Parts (Eg: Quick Quack Car Wash	0.90M	$36.07

While television subscriptions top the list with the most users by more than 1.5 million, the average spend for consumers is much higher in other categories. Health and fitness subscriptions are the most expensive, followed by services and parts, entertainment subscriptions, and gym memberships.

When looking at the top merchants across all categories, it's no surprise that streaming services and merchants like Netflix, Apple, and Amazon top the list. The merchants with the most users during the past 90 days include:

Top 10 Merchants for Recurring Spend

Merchants	Total Users (Past 90 Days)	Average Spend During (Past 90 Days)
NETFLIX	5.77M	$21.36
Apple	4.82M	$3.14
amazon	4.09M	$15.17
Spotify	3.34M	$14.92
hulu	1.92M	$33.14
Disney+	1.79M	$18.96
Google One	1.51M	$4.75
planet fitness	1.47M	$22.45
SiriusXM	1.29M	$21.79
YouTube	1.27M	$20.53

Why This Matters for Financial Providers

Recurring transactions and duplicate subscriptions are an opportunity for financial providers to deliver value to consumers, build trust, and create lasting relationships.

Consumers are juggling a multitude of financial accounts across many different financial institutions. This can make it harder to spot those repeating transaction moments or duplicate subscriptions. Financial institutions can leverage consumer-permissioned data to detect recurring bills and subscriptions to help consumers better predict future bills to improve budgeting, and flag duplicate charges to help them eliminate unwanted subscriptions.

By delivering timely, relevant insights about their finances, financial providers can drive higher engagement and growth.