

# One in four Brits struggle to cancel subscriptions, Recharge.com offers a smarter solution

**London, United Kingdom | 18th September 2025** – Subscription services should be flexible, but for millions of UK consumers they've become financial traps. A new survey by research firm [Opinium](#), commissioned by [Recharge](#), reveals that 23% of UK adults failed to cancel a subscription in the past year, leading to an average loss of £123.40 per person.

The challenge is particularly clear in fast-growing markets such as gaming, where subscription services like [Xbox Game Pass](#) have become central to how players access content. With over [100 million subscribers signed up](#) to access this and other gaming portals, this payment model is transforming entertainment, yet the difficulty of cancelling unwanted subscriptions means many consumers end up paying for services they no longer use.

Younger consumers and lower-income households are hit the hardest. According to the research, 18-34-year-olds were 163% more likely this year to face failed cancellations than those aged 35+, while low-income individuals struggled 62% more often than high-income respondents.

## Younger and Low-Income Consumers Face the Biggest Losses

- *42% of 18-34-year-olds struggled to cancel, compared to 16% of 35+ individuals.*
- *30% of very low and low-income respondents failed to cancel a subscription, 62% more likely than high-income respondents (19%).*
- *Average financial loss per person due to failed cancellations: £123.40.*
  - *High-income individuals lost £216.05 on average, compared to £69.25 for low-income individuals.*

## Prepaid Cards Offer Control in a Subscription Economy

With subscription traps on the rise, consumers are seeking better ways to manage payments and avoid unwanted charges. The survey found that:

- *40% of prepaid card users failed to cancel a subscription, compared to 21% of non-users.*
- *Prepaid card users saw higher financial losses, averaging £254.80 per person vs. £91.10 for non-users.*
- *Median losses were £150.50 for prepaid users vs. £38.00 for non-users.*

While prepaid card users currently face higher losses, they also enjoy greater financial control, ensuring no unexpected charges once funds run out.

Commenting on the findings, **Günther Vogelpoel, CEO of Recharge**, said: “Whether it’s streaming, gaming or paying for everyday services like mobile data, subscriptions should provide flexibility, not frustration. Too often, consumers are locked into payments they no longer want or need. Recharge.com’s prepaid solutions give people the power to manage their finances on their terms with no unexpected charges and difficult cancellations. As digital spending continues to grow, prepaid payments are a seamless and secure alternative for consumers worldwide.”

**-ENDS-**

## **About Recharge**

Recharge is European Leader in digital prepaid payments, seamlessly connecting global brands with their customers through innovative platform solutions. With multi-country digital storefronts like [Recharge.com](https://recharge.com) and [Startselect.com](https://startselect.com), Recharge enables users to access prepaid payment products anytime, anywhere. The company also powers B2B digital rewards and incentives, helping businesses acquire, engage, and retain customers with [Giftcloud](https://giftcloud.com). Trusted by industry leaders such as [Apple](https://apple.com), [Google](https://google.com), [Vodafone](https://vodafone.com) and [PlayStation](https://playstation.com), the Amsterdam-headquartered company has been driving convenience and innovation in the prepaid ecosystem since 2010, partnering with over 1,000 brands and service providers worldwide. Recharge became part of [Coda](https://coda.com) in 2025.

## **Images**

[Available Here](#)

## **Contacts**

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*This research was conducted by Opinium Research on behalf of Recharge.com, among a nationally representative sample of 1,000 UK adults. For further details on the survey results please contact [press@recharge.com](mailto:press@recharge.com).*