

7 of 15 sign-up flows show a cheaper first box without saying what the boxes after it cost.

We walked the public sign-up of 20 UK subscription boxes (pet food, meal kits, coffee, household and personal care, drinks, flowers) as a guest, from the plan page to the last screen before payment, and read what each site says about cancelling. Here is what keeps coming up, with the screen it sits on and the rule behind it.

At a glance

- 20 sign-up flows walked, desktop, as a guest
- 10 findings worth a look, each seen in two or more flows
- 16 checks per flow from the Flowlane checklist

Walked 5 Oct 2026 · Version 1.1 ·
7 Oct 2026

What we saw across 20 sign-up flows walked

Walked against the full Flowlane checklist for the United Kingdom (16 checks); shown: every finding seen in more than one flow, with the screen it sits on, the rule it touches and the usual size of a change. Counted once per flow; uncertain observations not counted. Each number counts only the flows in which that step could be checked.

WHAT WE SAW AND WHERE IT SITS	FLOWS	RULE	CHANGE
Reduced first box shown without the price of the boxes that follow Order summary, plan page	7 of 15	A · DMCC ss 256–257	M Medium
Subscription or a bigger box already selected on the plan page Plan page, product page	7 of 15	B · CCR reg 40	S Small
Plan and price appear only after an email address Plan questionnaire	5 of 20	C · DMCC ss 226–228	L Large
Delivery or card charge added after the advertised price Product page, checkout	4 of 16	B · DMCC s 230	S Small
Offer conditions in a footnote or the FAQ, not at the offer Home page, footnote, FAQ	4 of 20	B · DMCC s 230	M Medium
Refusing cookies takes more effort than accepting them Cookie banner on the first page	14 of 17	D · PECR reg 6	M Medium
Marketing emails ticked in advance next to the email field Email step, checkout	10 of 15	D · PECR reg 22	S Small
Also seen in two or three flows			
How to cancel missing where the plan is confirmed	2 of 6	A · DMCC ss 256–257	S Small
Free-delivery promise that changes at the basket or checkout	2 of 16	B · DMCC s 230	S Small
Cancelling needs a phone call or an email, while joining is online	2 of 19	A · DMCC s 260	L Large

S: a label or a line of text · M: layout or the order of a step · L: a new screen or route.

Two examples, written as categories

JOINING

In one sign-up flow, the order summary showed about £23 for the first box against a full price of about £38, with no line on what the later boxes cost.

CHOOSING

In one sign-up flow, the subscription was already selected on the product page; the one-off purchase beside it cost about £3 more.

What the rules ask

The pricing and unfair-practice rules have applied since 6 April 2025. The subscription regime is expected to apply from January 2027; the date is not yet fixed. Shown here: the rules this report touches.

A · DMCC ss 256–257A · DMCC s 260

Subscriptions EXPECTED JANUARY 2027
Pre-contract information before the customer commits, reminders before a trial or introductory period ends and before renewals, and an exit that is as easy as the sign-up.

B · DMCC s 230B · CCR reg 40

Fees and total price IN FORCE SINCE APRIL 2025
The total price, including every mandatory charge, in the headline price. No additional payment without the customer's express consent, so nothing pre-ticked.

C · DMCC ss 226–228

Banned and unfair practices IN FORCE SINCE APRIL 2025
No false urgency, no claims of limited availability that are not true, no omission of information the customer needs to decide.

D · PECR reg 6D · PECR reg 22

Consent IN FORCE
Non-essential cookies and marketing messages wait for a clear yes; refusing is as easy as accepting.

Check your own flow in ten minutes

One question per finding. A "no" is worth a look; it is not a verdict.

QUESTION	RULE	YOUR FLOW
1 Does the order summary show what each box costs once the introductory offer ends?	A · DMCC ss 256–257	☐ yes ☐ no
2 Does the plan page open with no subscription, bigger box or extra meals selected for the customer?	B · CCR reg 40	☐ yes ☐ no
3 Can a customer see the plan and its price before giving an email address?	C · DMCC ss 226–228	☐ yes ☐ no
4 Is every charge each order pays, such as delivery, shown next to the first price?	B · DMCC s 230	☐ yes ☐ no
5 Does every condition of an introductory offer sit next to the offer, not in a footnote or the FAQ?	B · DMCC s 230	☐ yes ☐ no
6 Does the checkout say how to cancel, next to the renewal amount and frequency?	A · DMCC ss 256–257	☐ yes ☐ no
7 Is the free-delivery promise the same on the plan page, the basket and the checkout?	B · DMCC s 230	☐ yes ☐ no
8 Can a customer who joined online also cancel online, at any time, without a call or an email?	A · DMCC s 260	☐ yes ☐ no
9 Is rejecting non-essential cookies one click on the first banner, with no ad trackers set before a choice?	D · PECR reg 6	☐ yes ☐ no
10 Is every marketing box unticked until the customer ticks it?	D · PECR reg 22	☐ yes ☐ no

Not observed in this benchmark

Reminder emails before renewal
They arrive by email after sign-up, and a guest walk-through stops before payment.

The cancellation path behind the login
Cancelling happens inside the account, which a guest cannot open.

Plans behind an email step
In 5 sign-up flows, plan and price came only after an email address, so the walk stopped there.

How the benchmark is made: public flows, walked as a guest, with a screenshot for every observation and a rule mapping, no company named. Full method: getflowlane.com/benchmarks/subscription-boxes-united-kingdom/#method

NEXT STEP

See where your flow sits. Twenty minutes, for you only.

Book a walkthrough: getflowlane.com/walkthrough

Or email the URL of your flow to tobias@getflowlane.com



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