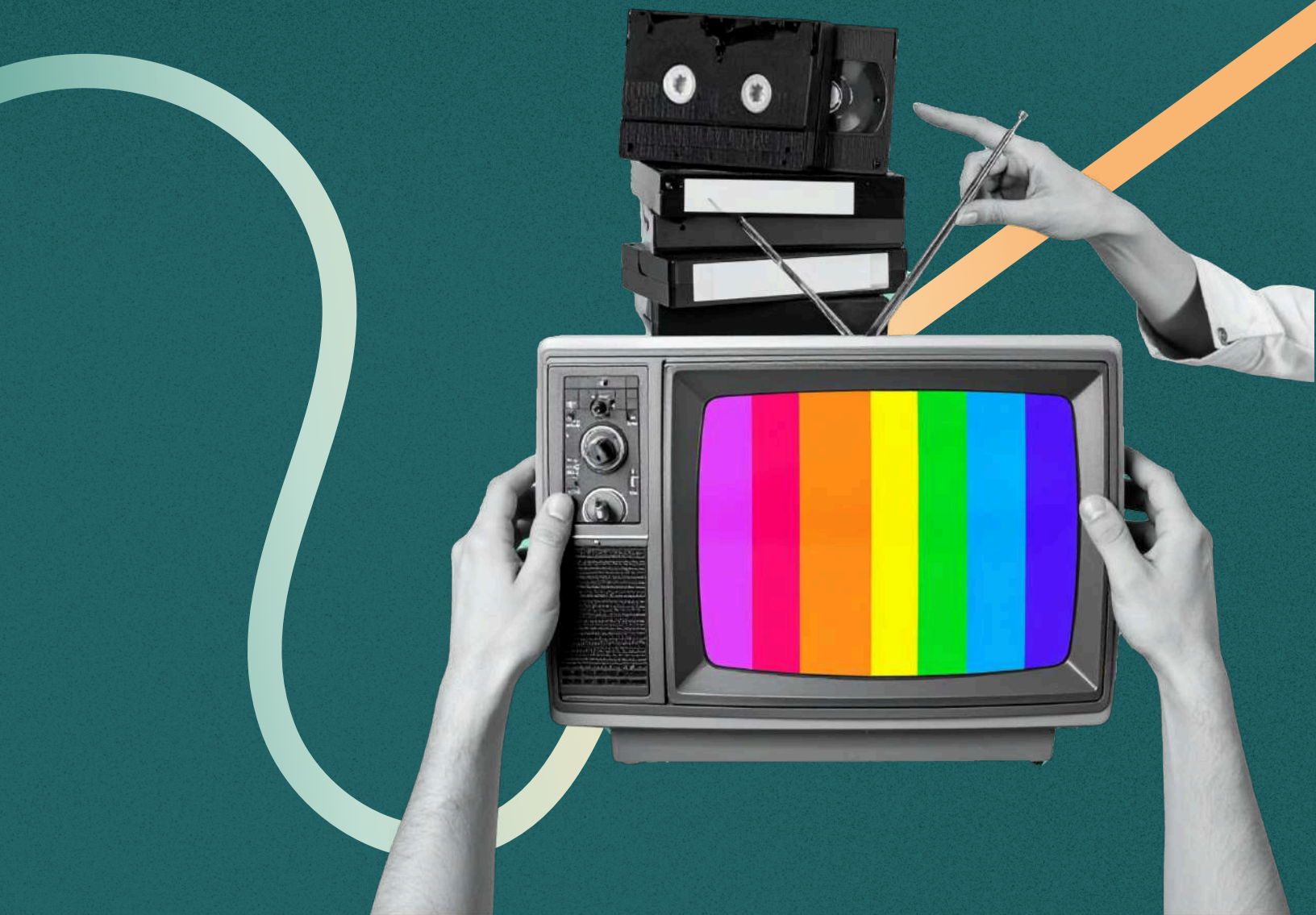


knit

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# The Bundle Boom:

What Consumers Really Want from the  
Next Wave of Streaming Packages





## A New Kind of Convenience Economy

It's getting crowded out there. Between the endless array of streaming options and creeping price hikes, consumers are starting to crave something simpler. The “bundle boom” isn't just about saving a few bucks — it's about reducing chaos.

Knit's latest study — built from hundreds of survey responses and real consumer videos — shows that bundling has officially entered its second act. Forget cable nostalgia; today's viewers want control, clarity, and content that feels worth their time.

## Affordability, Simplicity, and Variety Drive the Bundle Buzz

When consumers talk about streaming bundles, they're not waxing poetic about the golden age of cable — they're talking about **value and ease**. Ask them what “bundling” means, and you'll hear words like “*saves money*,” “*convenient*,” and “*more content in one place*.”

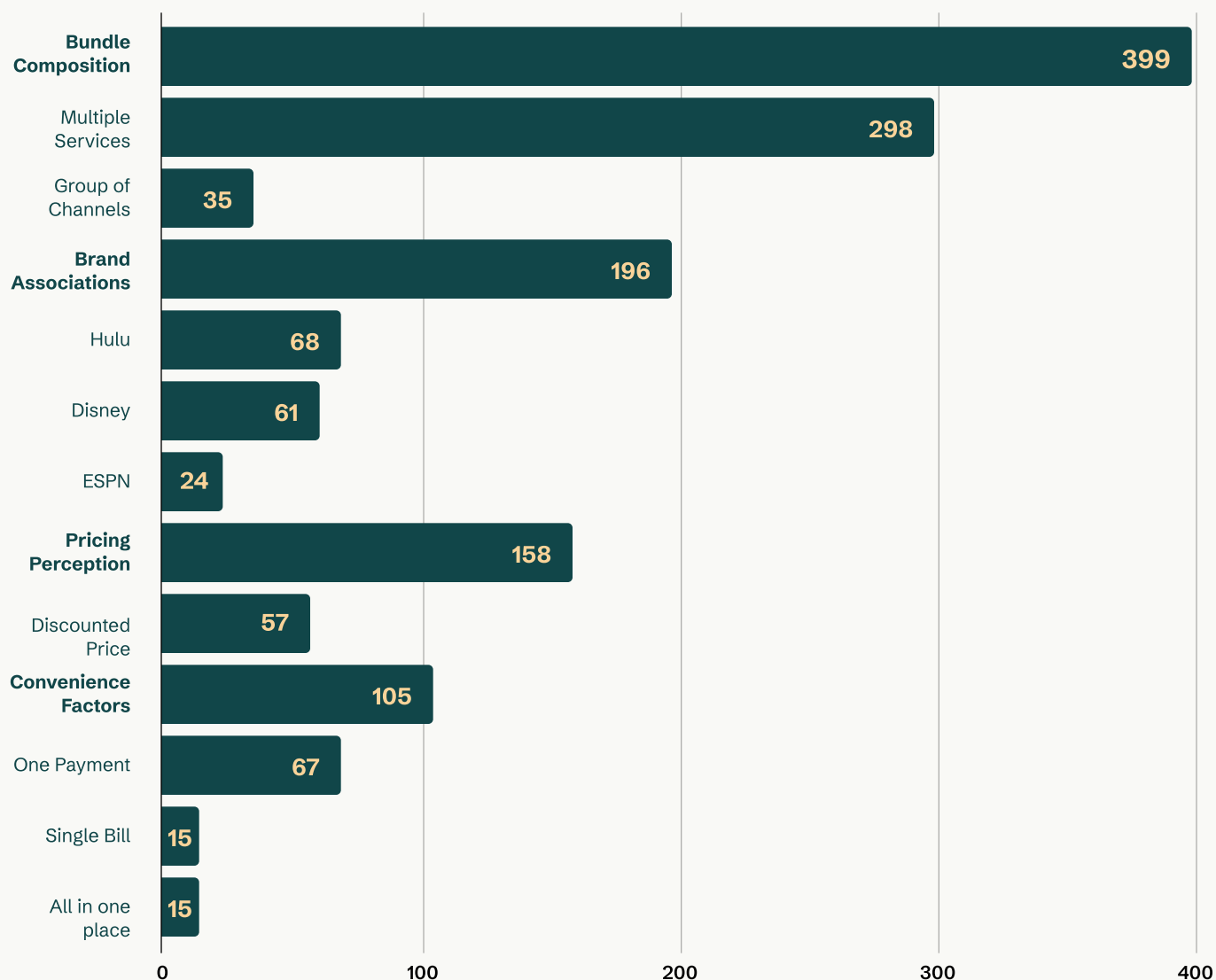
This mindset explains why lower monthly cost, easy cancellation, and access to more shows top the list of motivators. The “one bill, one password” appeal is real —

particularly among families and those who've held onto cable longer than most.

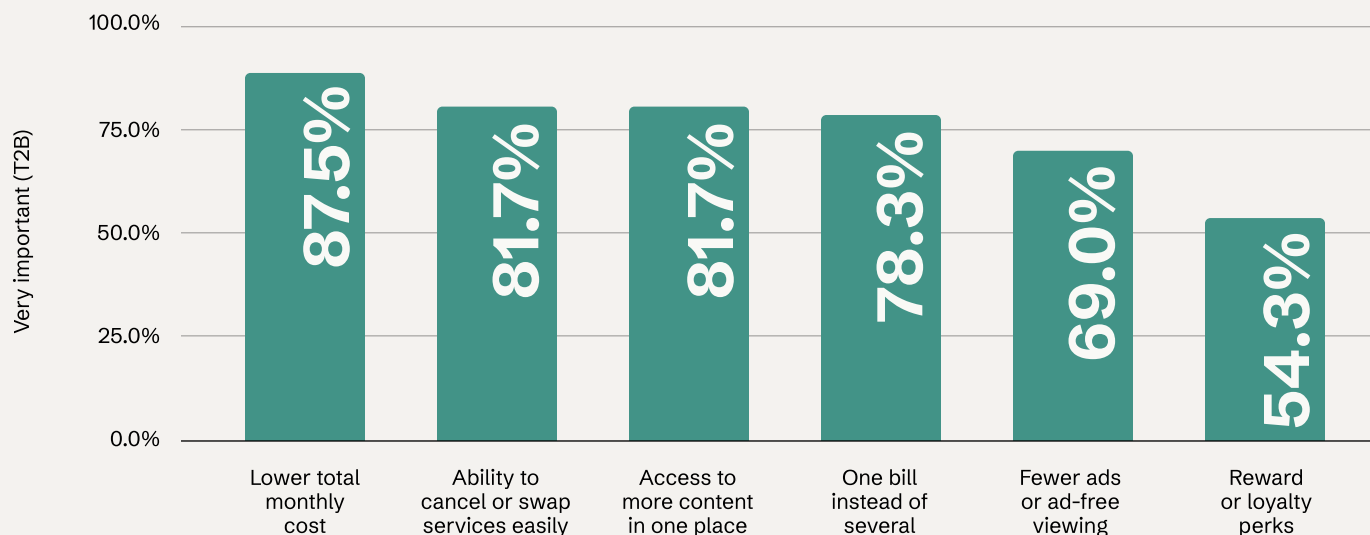
Interestingly, a majority still prefer **ad-supported bundles** over premium ad-free options. Maybe it's ad fatigue, maybe it's subscription burnout — but the tolerance for short ad breaks is rising if it means keeping costs down. (Netflix's and Disney+'s ad tiers, anyone?)

## Bundle Associations - Qual

Streaming Bundle - First Thoughts - Total

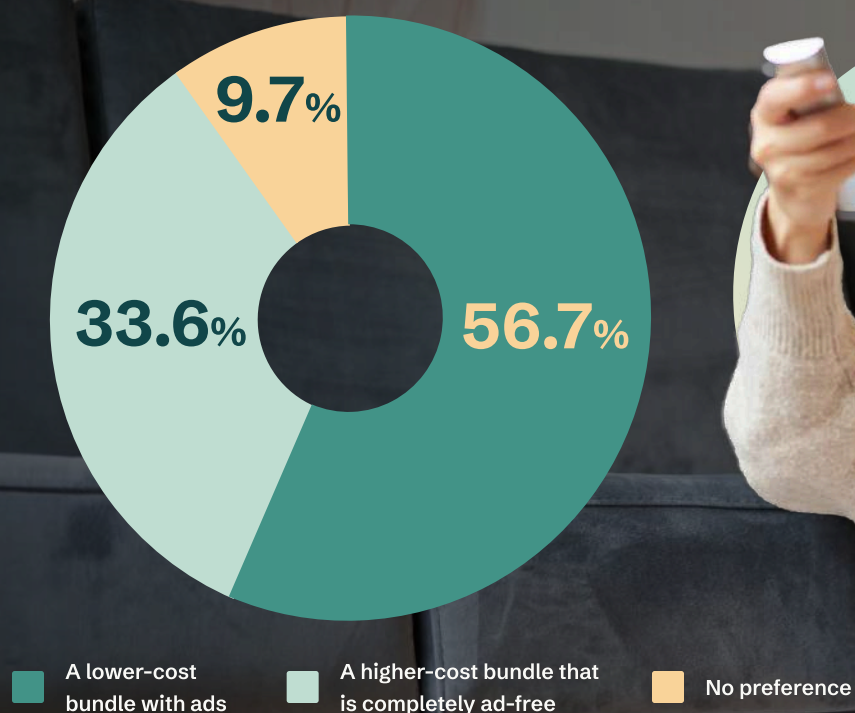


## Motivators for Subscription Decisions



BundleMotivators: How important are each of the following when deciding whether to subscribe to a streaming bundle N=545

## Preferred Ad Tiers



PriceTradeoff: If you had to choose, which would you prefer? N=545

# Families and Cable Holdouts See Bundles as Sanity Savers

Families, in particular, view bundles less as “entertainment” and more as **household management tools**. With multiple viewers, devices, and profiles, the ability to unify services under one umbrella — and one bill — feels like peace of mind.

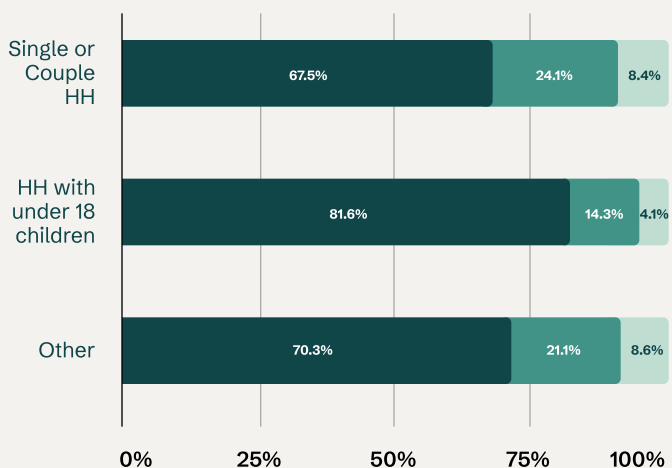
Cable loyalists feel similarly. Many see bundles as a natural bridge between traditional and streaming TV — a way to

maintain the familiarity of live and on-demand in one place. For them, simplicity trumps savings.

When asked to design their ideal bundle, “all-in-one lifestyle” packages were most popular — think something that mixes TV, music, sports, and even retail perks. It’s less about adding channels, and more about **reducing mental load**.

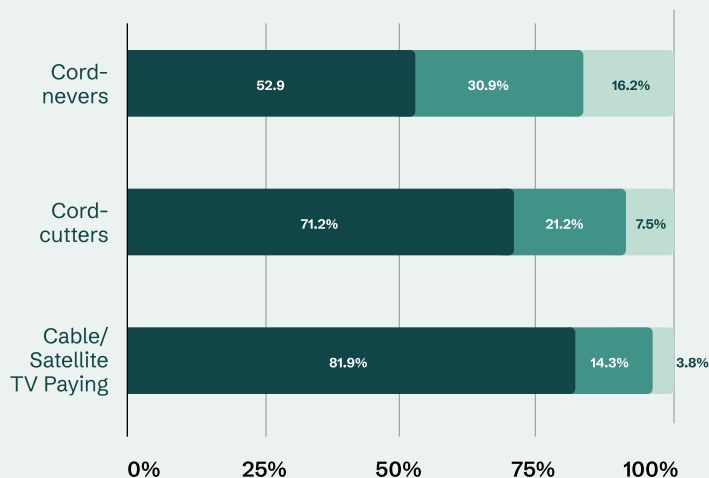
## Current Bundle Fit and Satisfaction

Fit within Household Needs -  
by Household Type



Well (T2B) Neutral Not well (B2B)

Fit within Household Needs -  
by Paid TV shows

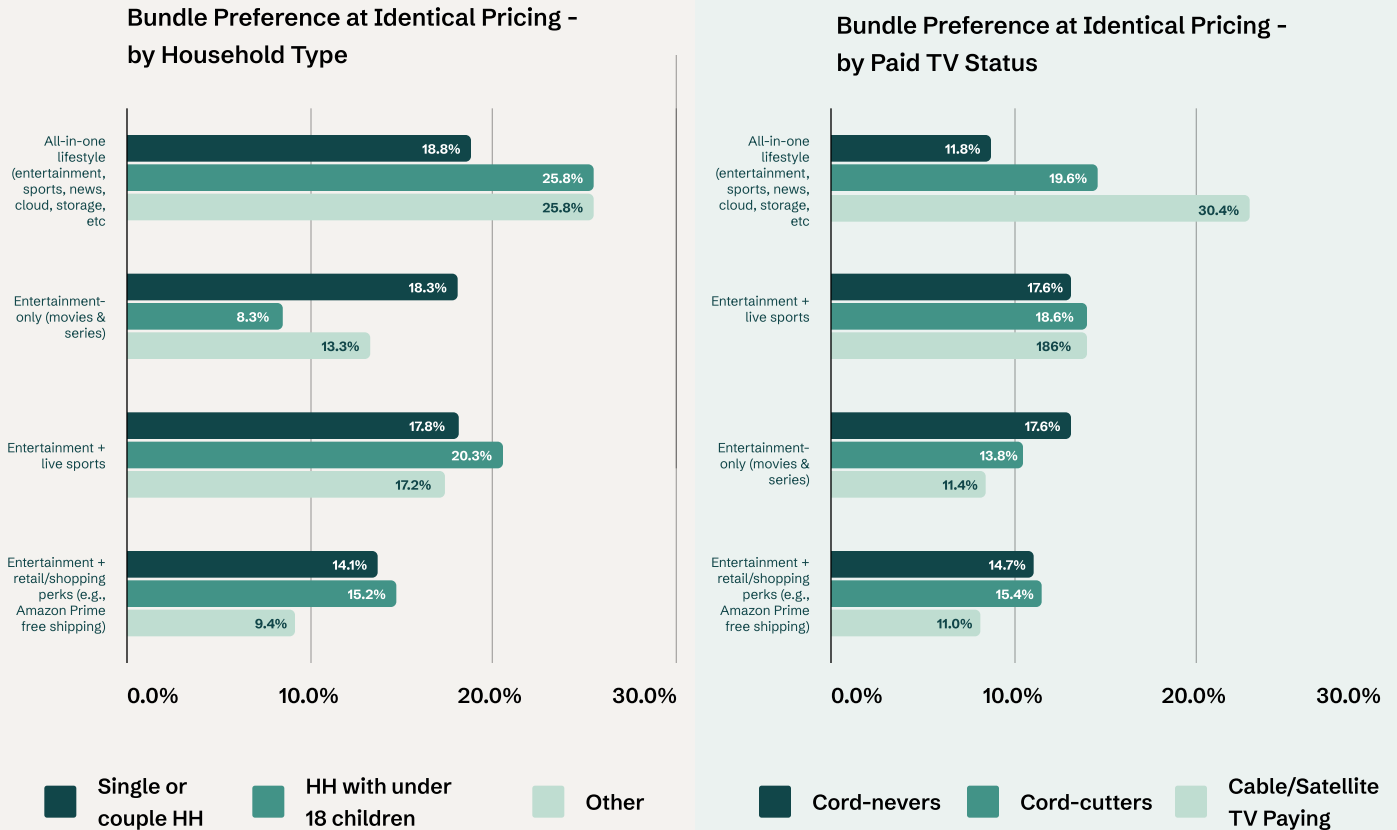


Well (T2B) Neutral Not well (B2B)

HouseholdFit: Overall, how well do current bundle offerings fit your household's needs? N=536



## Preferred Bundle Type



PreferredBundle: If priced the same, which type of bundle would you choose? N=536



# Live and Broadcast Content Keep People Hooked

If you thought the streaming wars had killed live content, think again.

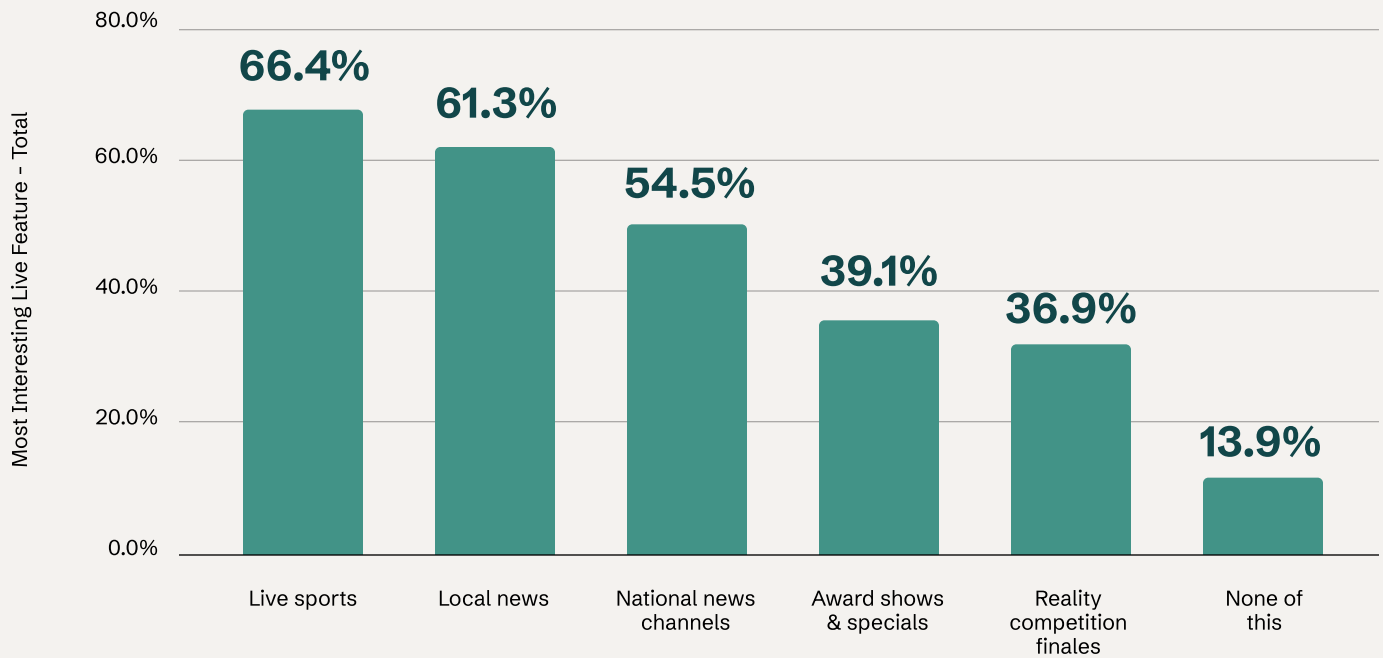
Consumers still see **live sports and news** as must-haves in a bundle — especially families and long-time cable subscribers.

Sports, in particular, are doing heavy lifting. As one respondent put it: **“If I can’t get live games, I’m not interested.”** ESPN+, Prime Video’s NFL streams, and Peacock’s Olympic coverage have set expectations high — live content equals legitimacy.

Local and national news, too, add credibility and familiarity. Including these channels doesn’t just boost perceived value; it makes a bundle feel **complete** — like you’re not missing anything.

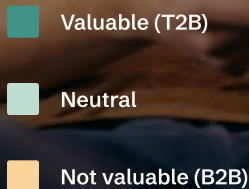


## Impact of Live Content on Bundle Appeal



LiveInterests: Which live elements make a bundle more appealing to you? Please select the top 3. N=545

## Value of Broadcast Networks in a Bundle



BroadcastValue: How valuable is access to broadcast network content (e.g., ABC, NBC, CBS, FOX shows or local news) within a streaming bundle? N=545



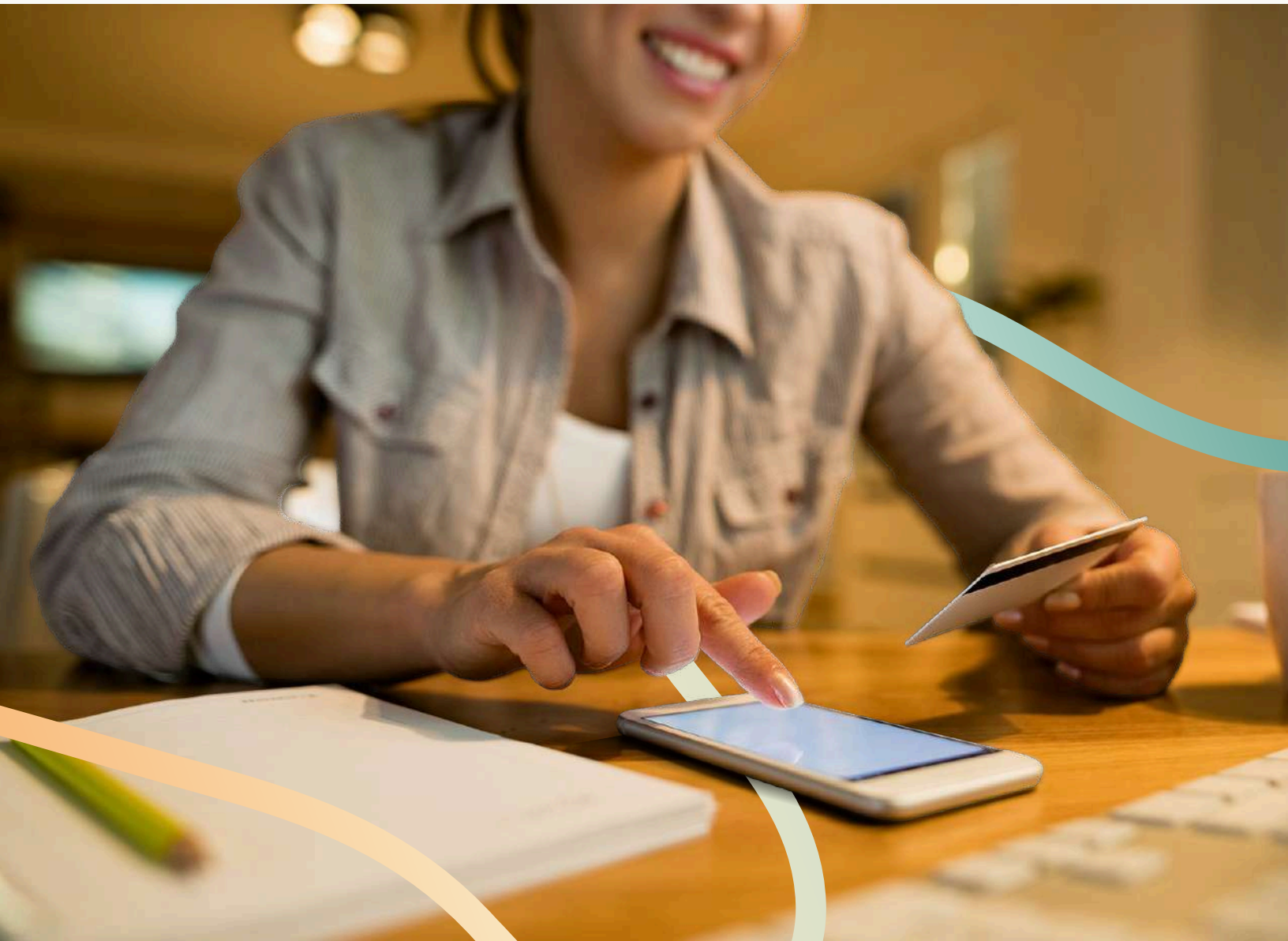
# Rising Prices and “Fluff” Erode the Perception of Value

Ask any consumer about their biggest bundle frustrations, and you’ll hear a familiar refrain: **“I’m paying for stuff I don’t use.”**

Price hikes, irrelevant add-ons, and too many ads top the list of irritants. What’s striking is how quickly rising costs turn loyalty into irritation — even among families who say they “love” their bundle.

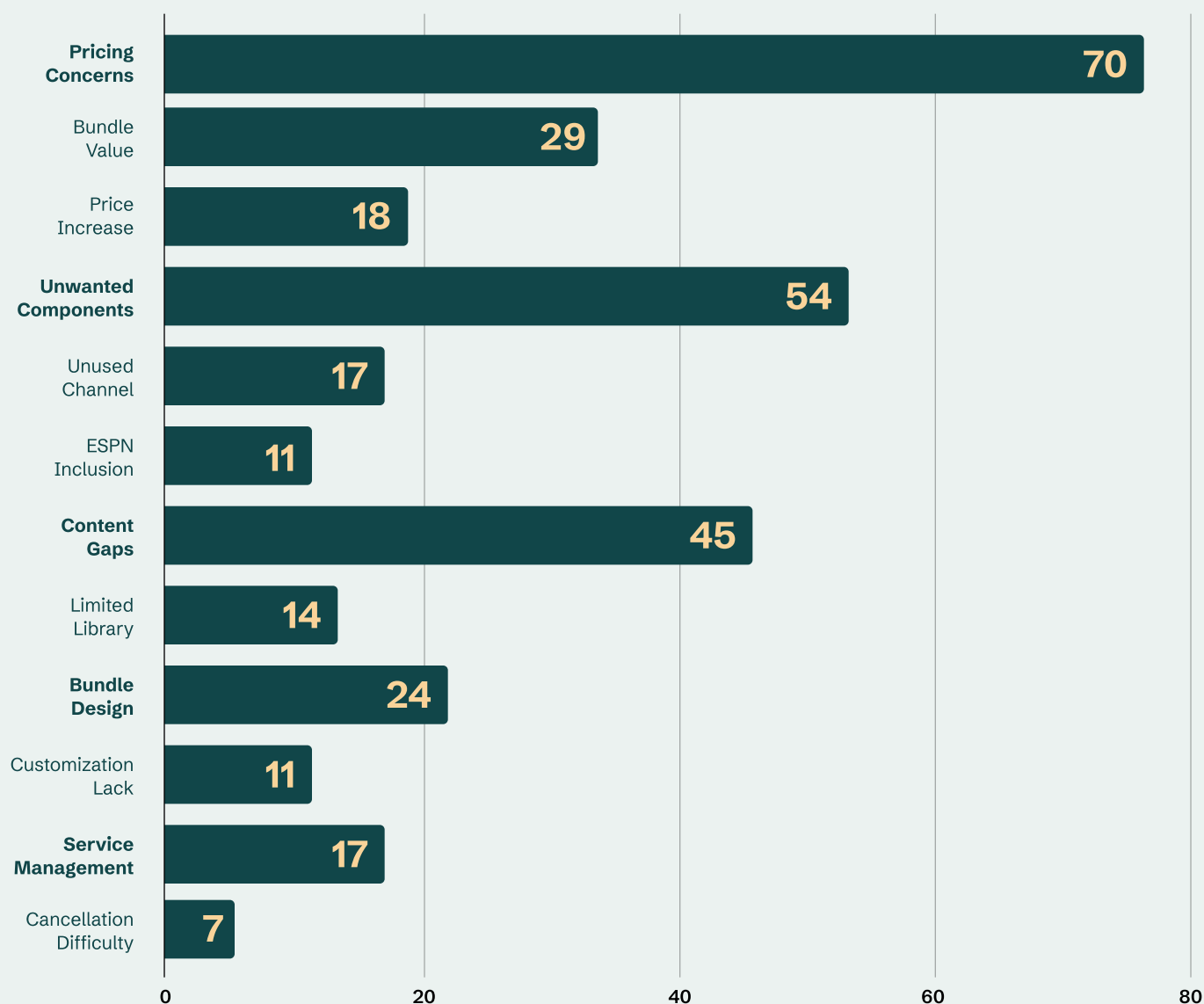
That mix of love and frustration? It’s the same dynamic you’d find in a long-term relationship where someone keeps moving the goalposts.

The takeaway is clear: people don’t mind paying — they just want to **feel like they’re paying for what they actually use.**





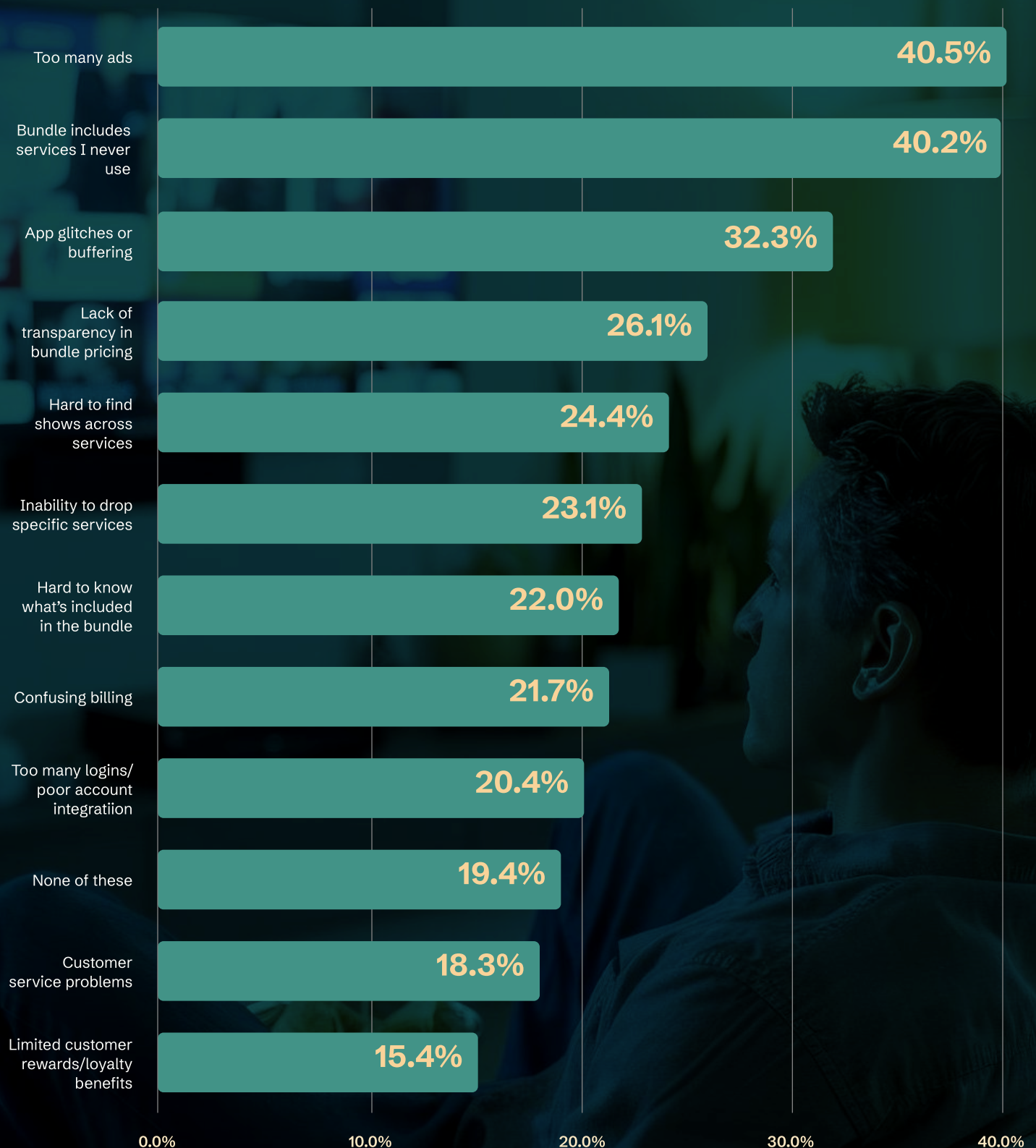
## Top Bundle Frustrations - Qual



What is the single biggest frustration you have experienced with any streaming bundle?



## Bundle Dissatisfaction Drivers



# Discounts Keep People In; Price Hikes Push Them Out

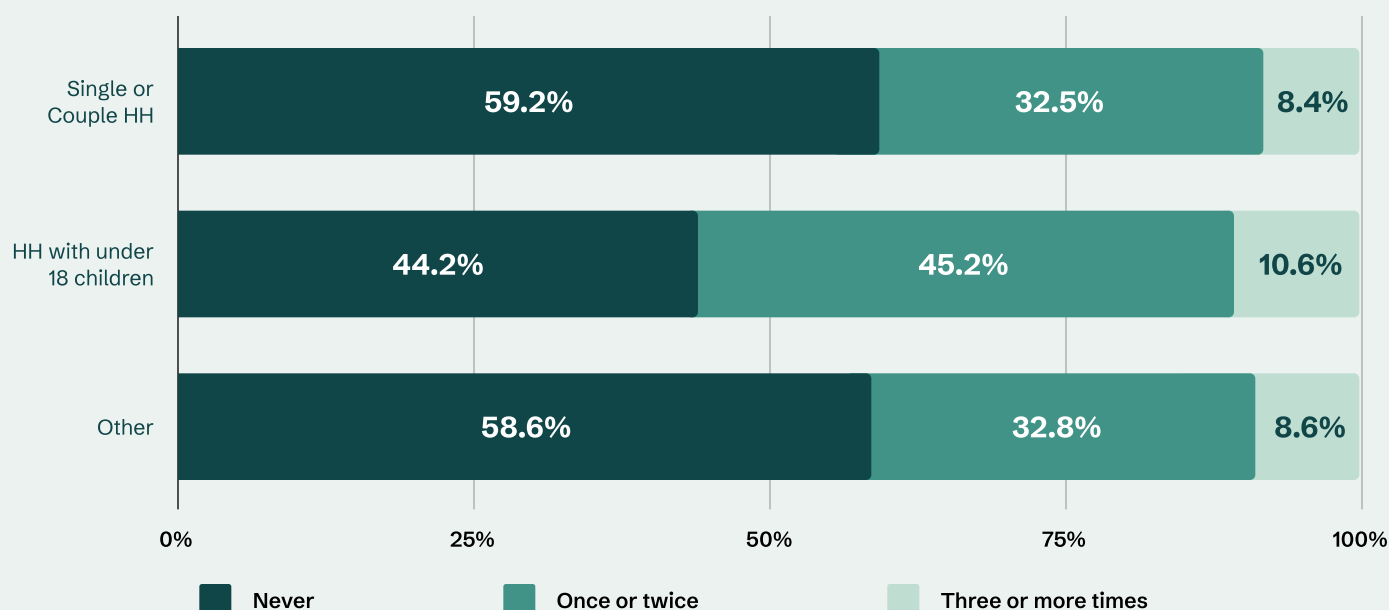
**Almost half of consumers have switched or canceled a service in the past year. The biggest culprit?**

**Price increases.**

Even small jumps — five or ten bucks — send people looking for alternatives. But on the flip side, modest discounts go a long way. Offer 20% off or bundle a premium channel for free, and consumers are quick to stay put.

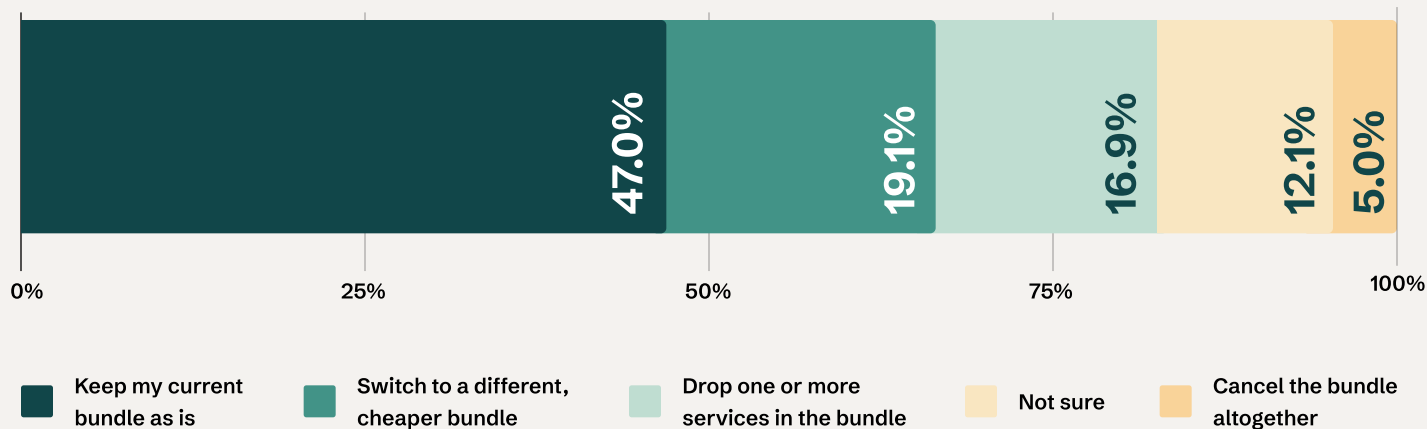
This pattern isn't new, but it's intensifying. Price sensitivity is becoming emotional — consumers take hikes personally. Think of the uproar every time Netflix announces a rate increase; it's not about the extra \$3, it's about trust.

## Recent Churn and Switching Behavior



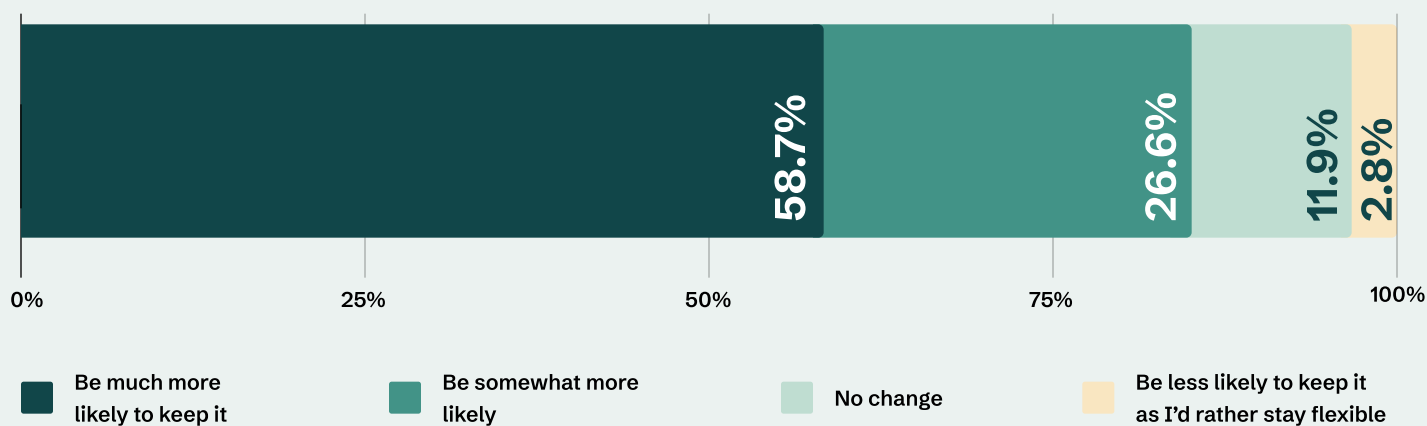


## Response to \$5 Price Increase vs. 20% Discount



BundlePriceIncr: If your preferred bundle increased in price by \$5 per month, what would you most likely do? N=545

## Impact of Bundle Price Decrease - Total



BundleRetain: A bundle saved you 20%, would you... N=545

# Curiosity Drives Trials — If the Risk Is Low

Despite frustrations, curiosity runs high. More than half of consumers say they'd try a **free trial bundle**, and another large chunk say they "might."

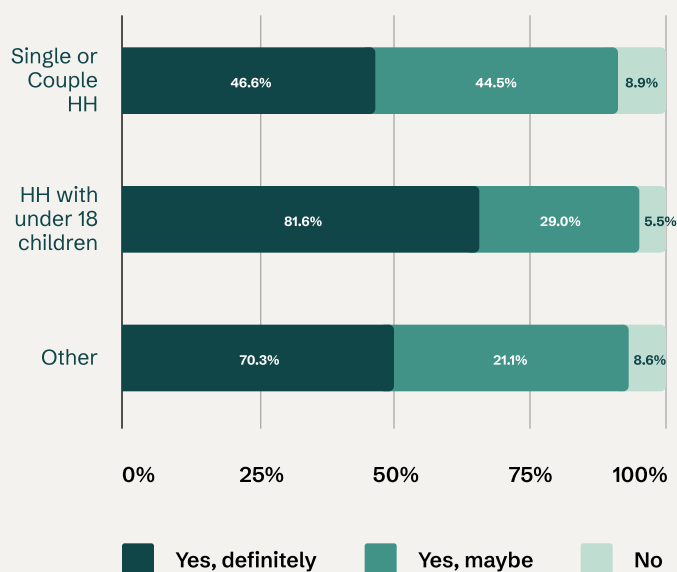
Families, again, lead the charge — they're most likely to experiment if the commitment feels reversible.

That's why short-term offers, limited-time crossovers, and month-long free bundles work so well.

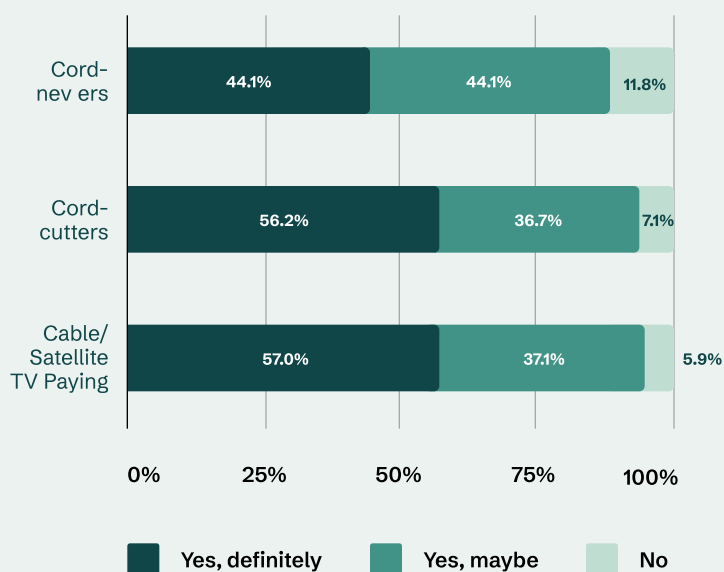
In an industry where people often subscribe impulsively and forget to cancel, "try it and see" has become the new acquisition strategy.

## Likelihood to Try a Free Trial Bundle

Trial Bundles Interest - by Household Type



Trial Bundle Interest - by Paid TV Status



TrialBundles: Would you be interested in trying a streaming bundle temporarily if you could cancel after one month at no cost? N=536



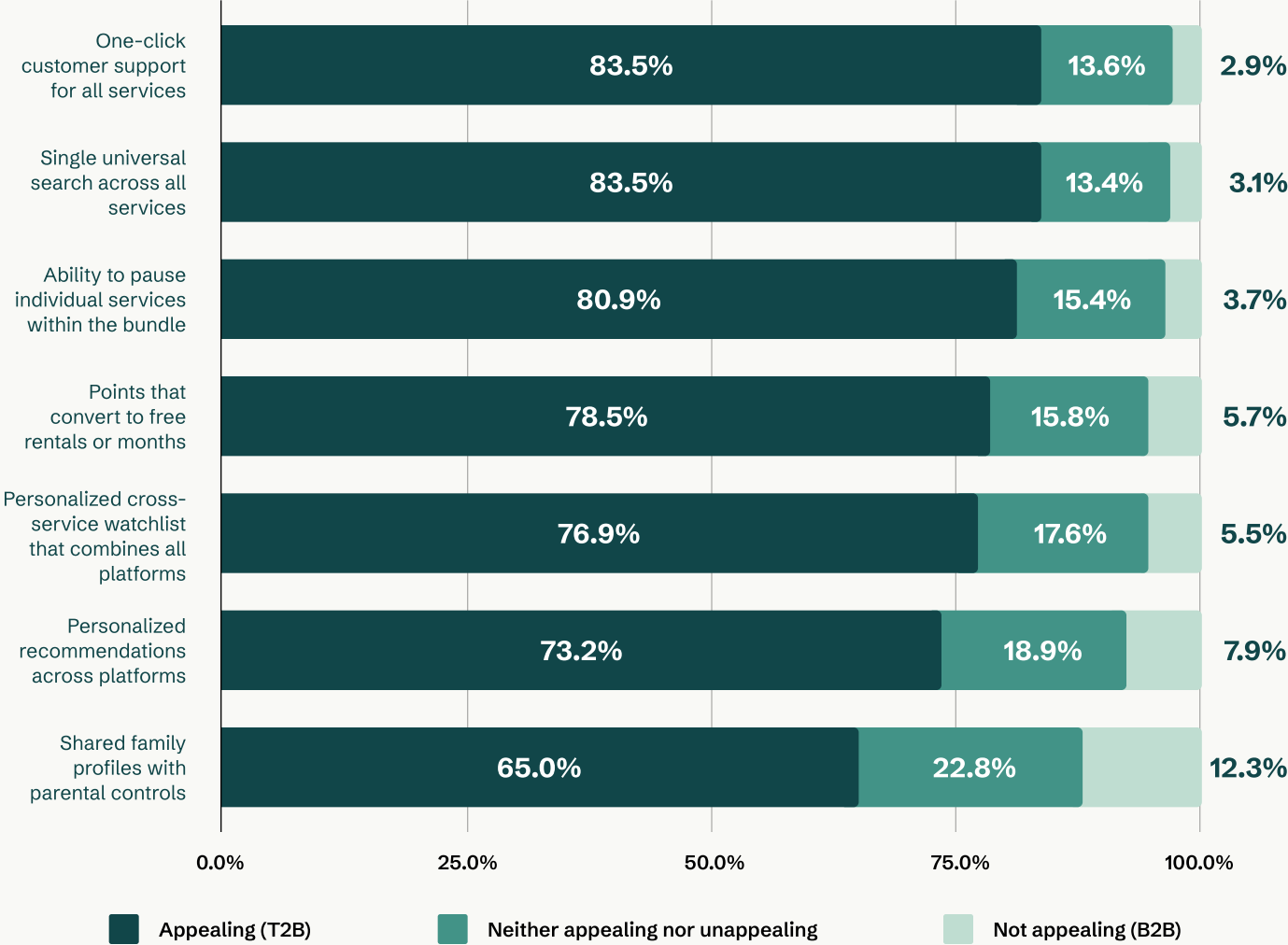
# The Future Bundle Is Personal, Flexible, and Cross-Category

If there's a clear takeaway from this research, it's that people want **choice — not just more content**. The most desired bundle features revolve around flexibility: pausing subscriptions, unified search, and having one place to manage it all.

The idea of bundles that include non-entertainment perks is gaining traction, too. Retail, music, and even wellness tie-ins are appealing to consumers who already see their streaming apps as part of everyday life. Think Prime Video — but more modular, more “me.”

Price still matters, but so does **control**. The winning bundle of tomorrow will feel like a Spotify playlist — curated, dynamic, and personally optimized.

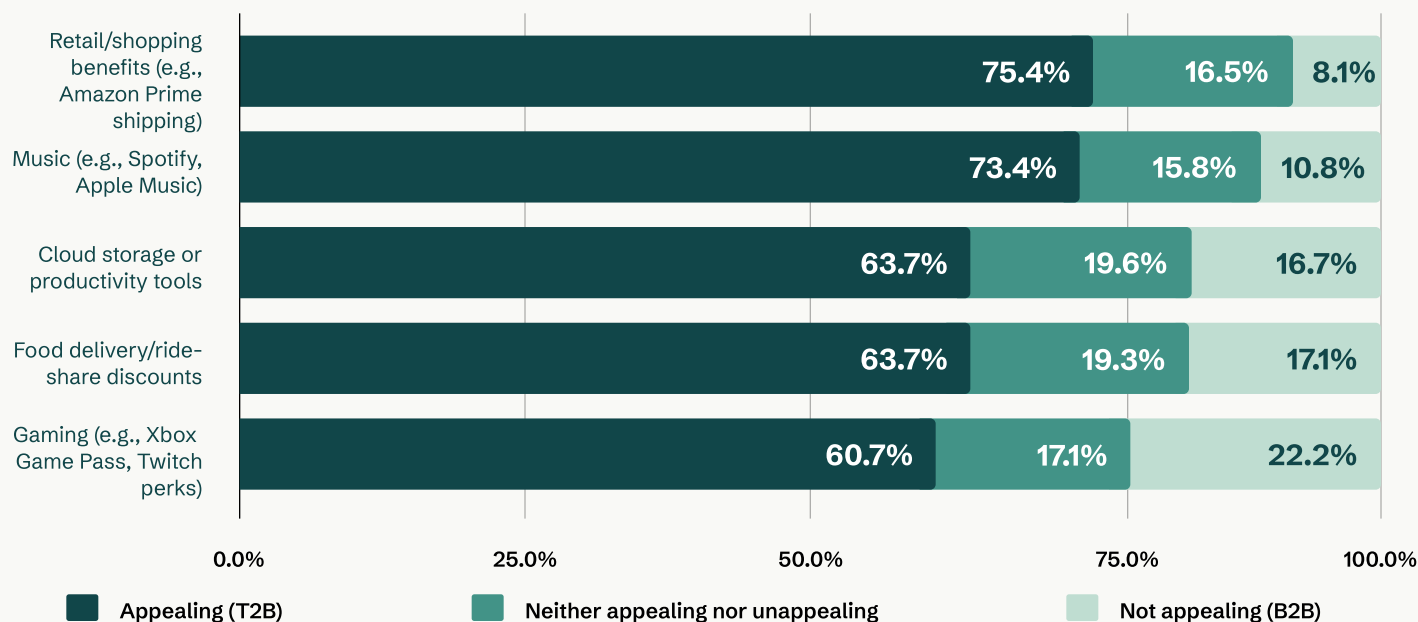
# Most Desired Future Bundle Features



FeatureAppeal: How appealing are the following potential bundle features? N=545

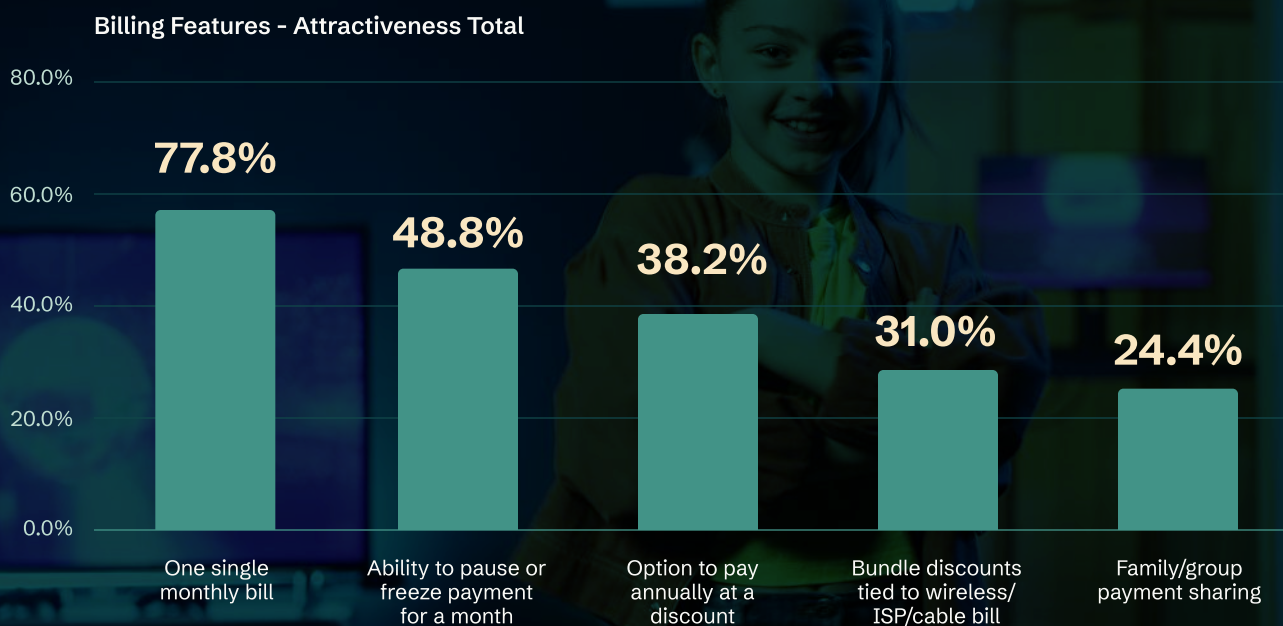


## Cross-Category Bundle Interest



CrossCategoryBun: How appealing would it be if a bundle also included the following types of services? N=545

## Preferred Billing Model



BillingFeatures: Which of the following billing features would make a bundle more attractive? Please select all that apply. N=545



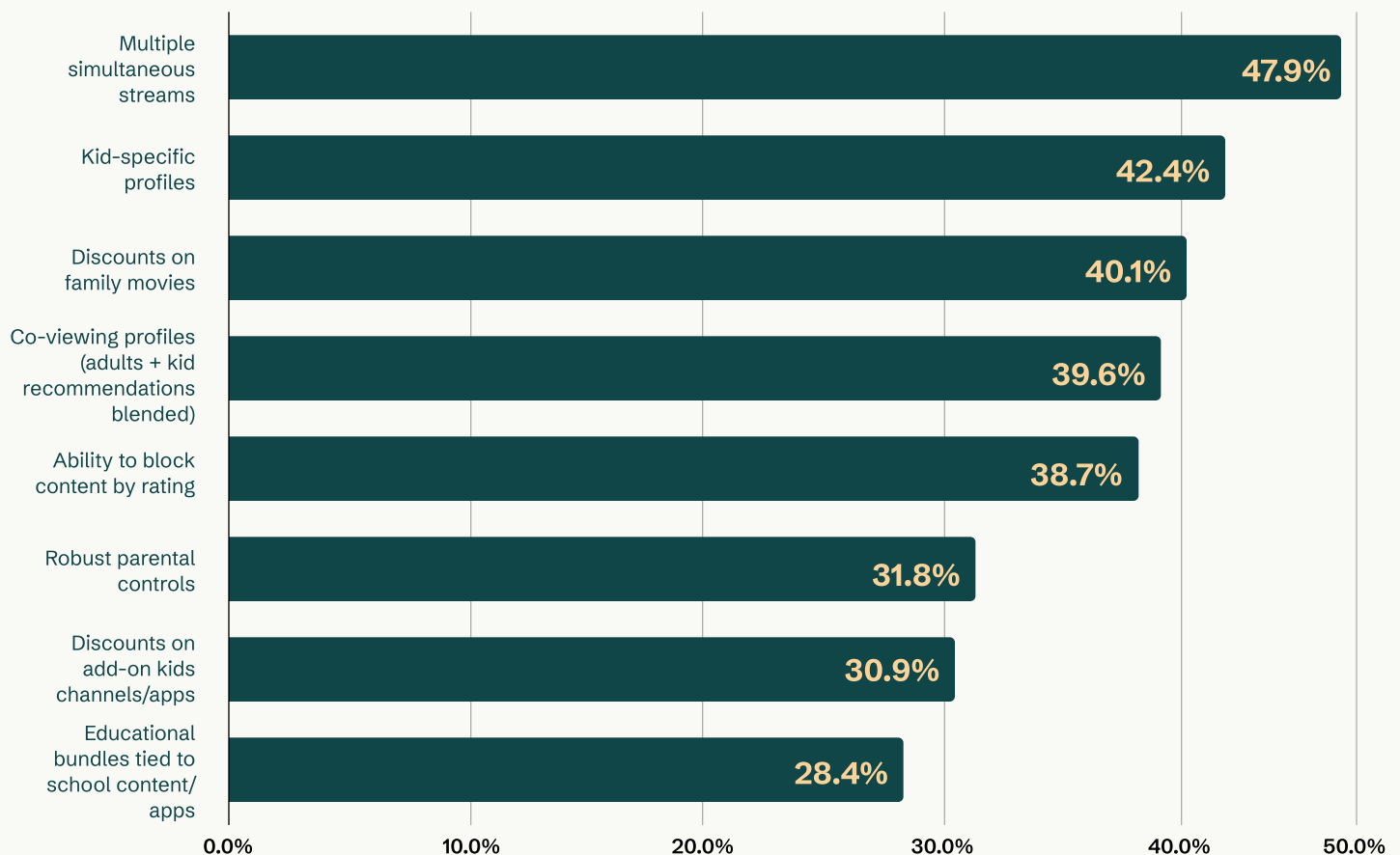
# The Ideal Bundle: Affordable, Family-Friendly, and Frictionless

When asked to describe their dream bundle, most people imagined a package with **Hulu, Netflix, and live sports**, priced in the sweet spot between \$15 and \$30 a month.

Families emphasize multi-viewing, kid profiles, and strong parental controls — features that make streaming feel inclusive, not chaotic.

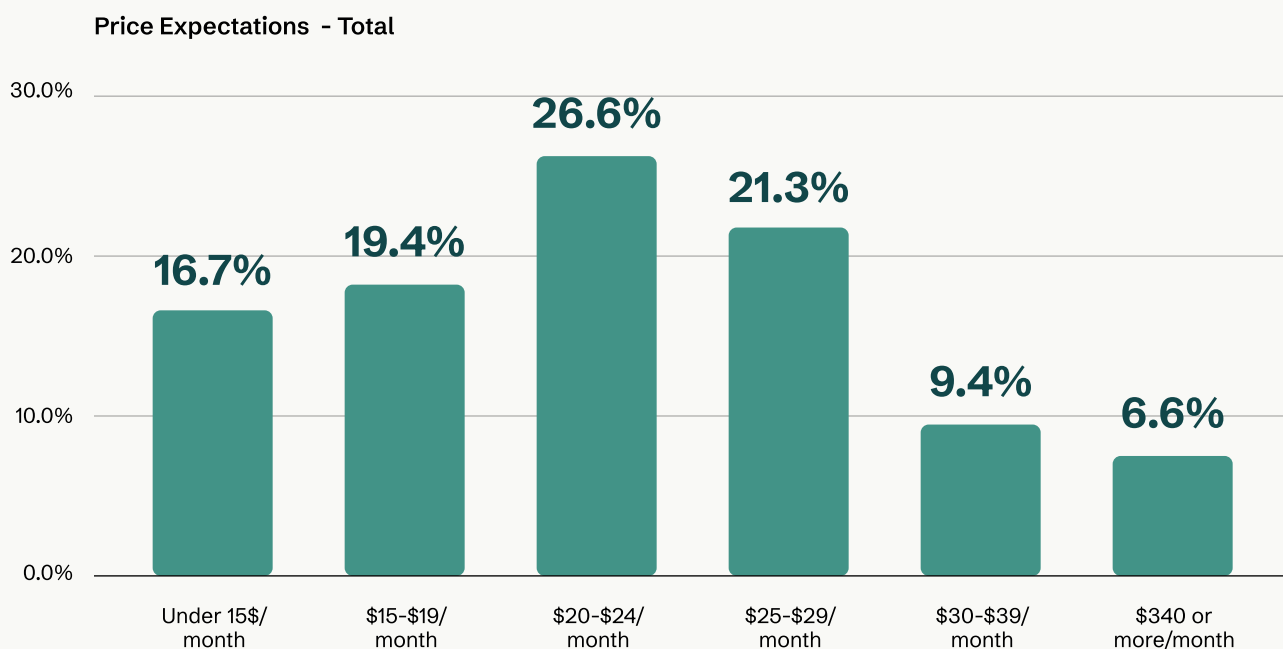
And when it comes to trust, consumers name **Amazon, Roku, and Apple** as the most reliable platforms for managing bundles. It's about dependability — they've been in consumers' homes for years, and that familiarity breeds comfort.

## Ideal Bundle Components



KidFeatures: Which features matter most for a family-friendly bundle? Please select the top 3. N=217

## Ideal Price Range



PriceExpectation: What do you think is a fair monthly price for a streaming bundle that includes at least 3-4 major services? N=545

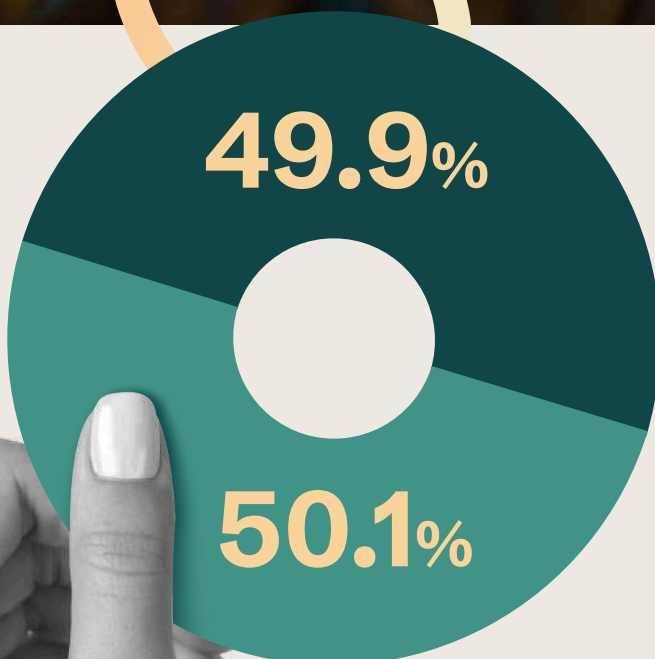


# DIY Bundling Is Popular — But Confusing

Half of consumers have already built their own “DIY bundles,” often through platforms like Amazon Channels, Apple TV, or Roku. They like the control — picking and choosing what fits their budget and preferences.

The problem? Awareness. Over half of non-DIY users didn’t even realize it was possible. There’s a clear opportunity here for brands to **educate consumers** about how to build smarter, simpler bundles — not just bigger ones.

DIY bundling could be the next frontier in streaming strategy, if platforms make it easier to understand and manage.



## Who Build Their Own Bundles

DIY Bundling - Past Usage - Total

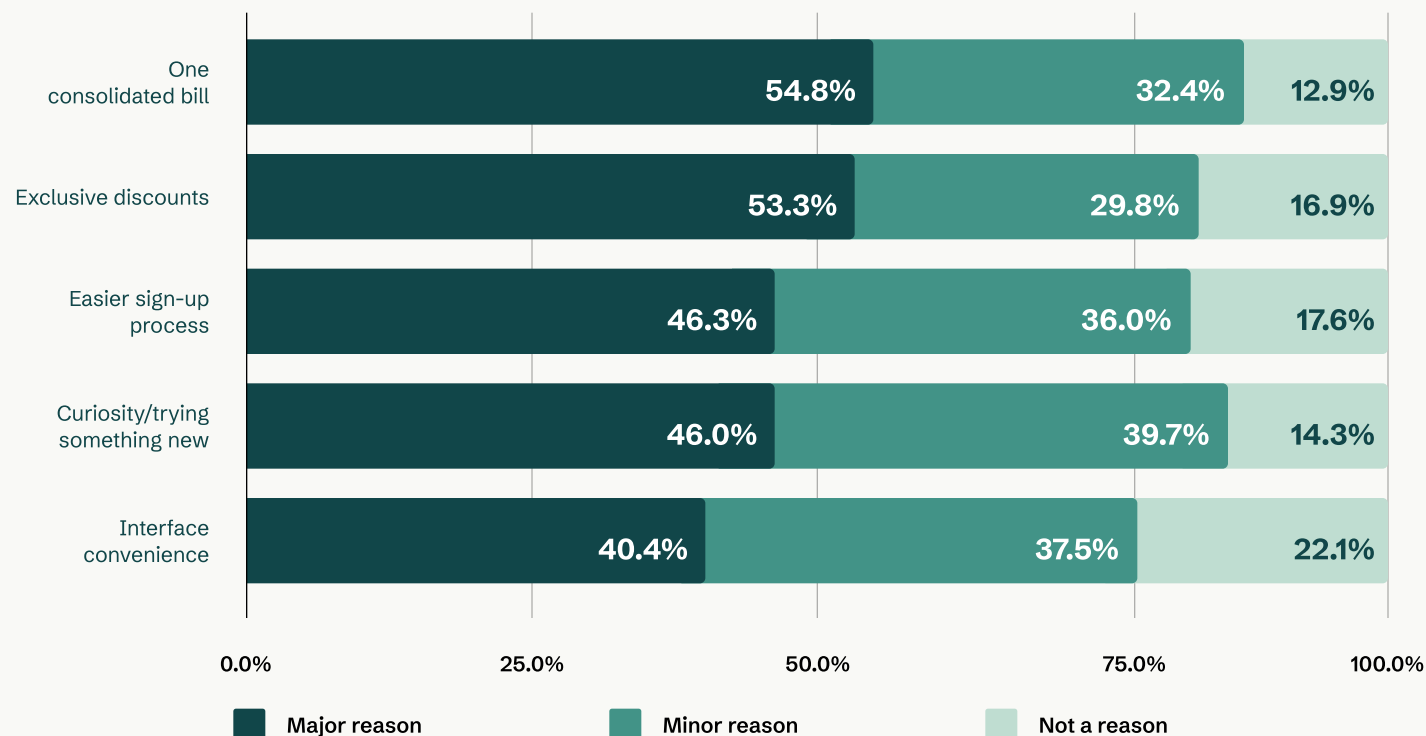


DIYBundle: Have you ever used a platform like Roku, Apple TV, or Amazon Channels to create your own bundle of subscriptions? N=545

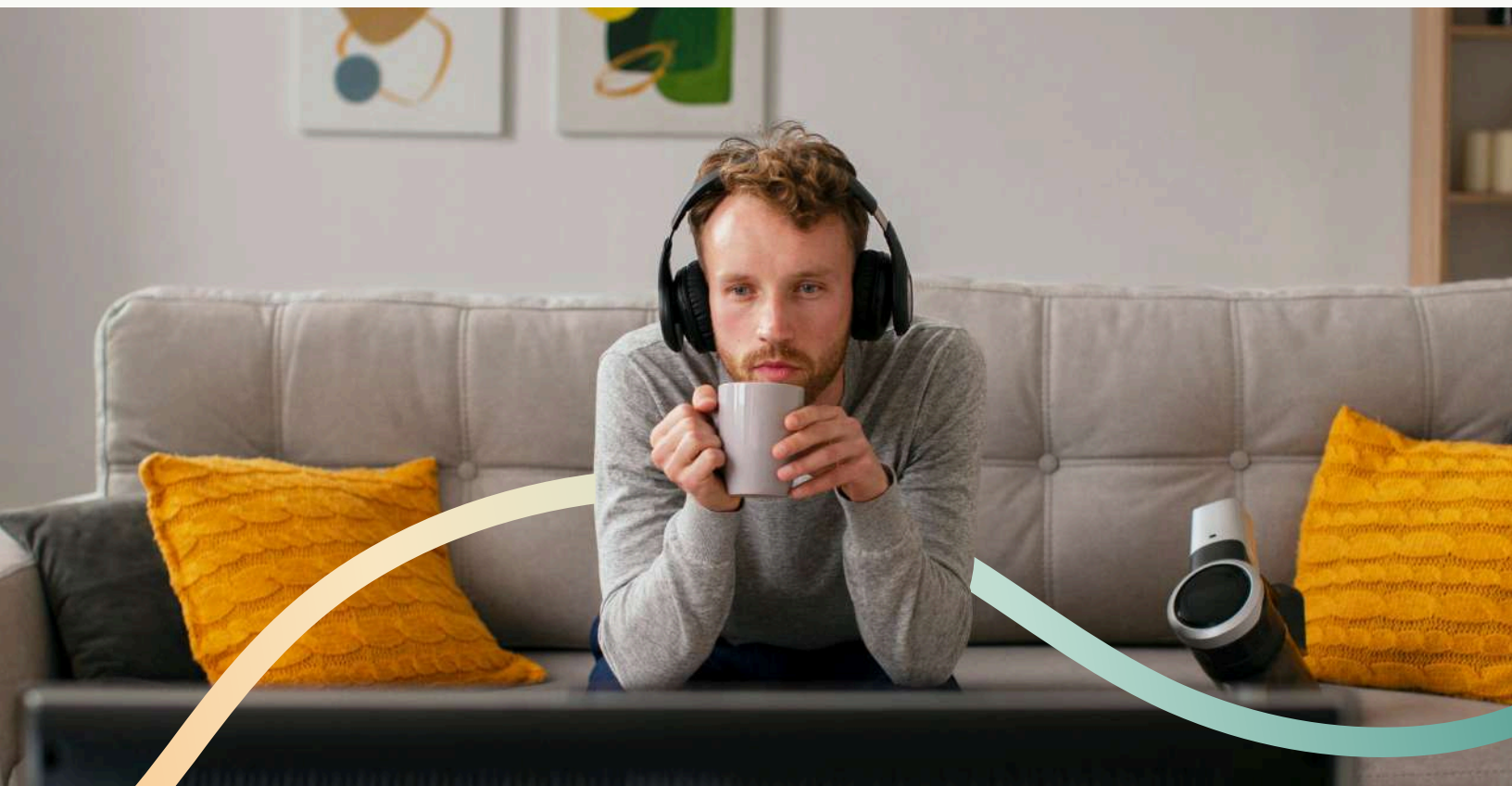



## Motivations for DIY Bundling

DIY Bundle Building Motivators - Total



DIYReasons: What motivated you to build your own bundle through a platform? N=272





# The Road Ahead: From Bundles to Ecosystems

**Consumers aren't asking for more apps — they're asking for less friction.**

The ideal bundle of the future will look more like an ecosystem than a package: a space where entertainment, shopping, sports, and news all feel connected under one digital roof.

The big shift isn't from *cable to streaming* — it's from *subscription to system*. The next generation of bundles will reward loyalty across experiences, not just watch time.

We're entering an age where the question isn't "*What do I want to watch?*" but "*What world do I want to belong to?*"

# Want access to the full study?

Interested in digging deeper into how consumers really think about bundling, streaming fatigue, and the future of subscription ecosystems?

Reach out to the Knit team to access the full version of **“The Bundle Boom”** — complete with interactive data, video insights, and all the behind-the-scenes analysis that brought these findings to life.

## Inside the full study, you’ll get access to:



Additional key takeaways & recommendations for streaming, media, and platform leaders



Voice-of-Consumer (VOC) video showreels, highlighting how real people talk about price, value, and convenience in their own words



Thematic trees & verbatims, showing how Knit’s AI coded and clustered open-ended responses by audience segment



Segment-level visualizations comparing families, cable loyalists, and cord-cutters



And more, including forward-looking trends on how “bundles” may evolve into cross-category ecosystems

Whether you’re building the next big bundle or rethinking your retention strategy, the full Knit study gives you an unfiltered view into what’s shaping consumer decisions right now.



# About the Study

Knit conducted a mixed-methods research study exploring how U.S. consumers define, evaluate, and engage with streaming bundles in 2025.

## The study combined:



**Quantitative survey data** from **545 respondents** representing diverse demographics and subscription behaviors



**Qualitative video responses** from over **100 participants**, captured through Knit's researcher-driven AI platform

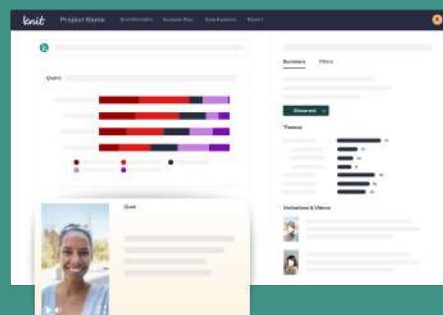
Respondents were all active streamers subscribed to at least two entertainment platforms. The study segmented participants by **family composition**, **cable status** (cable user, cord-cutter, cord-never), and **generation**, enabling deeper comparisons of motivations and attitudes toward cost, content, and convenience.

Knit's AI automatically **thematically coded open-ended responses**, clustering similar sentiments and mapping emotional intensity across segments. This approach allowed the team to pair **quantitative scale data** with **qualitative nuance**, revealing not just what consumers do, but why they do it.

## About Knit

Knit's researcher-driven AI takes the guesswork out of insight. Every chart here comes from real consumer voices — analyzed, thematically coded, and segmented automatically. It means researchers can move from **open-ended chaos to quantifiable clarity** in minutes.

When you see a chart that captures emotion and behavior side-by-side — that's Knit turning qualitative depth into measurable impact.


[Learn more](#)
[Book a demo](#)

## Contributors



**Dillon Jacob**  
Research



**Logan Lebouef**  
Content



**HKO Agency**  
Design

