

US YouTube Premium subscribers will hit 29.5 million this year, per updated forecast

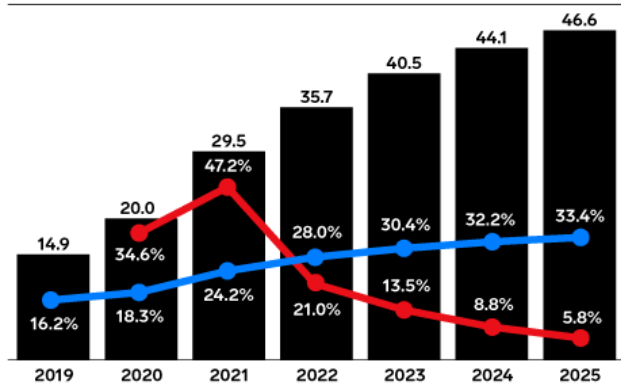
Article

The forecast: Following an announcement from **YouTube Premium** that they've hit **50 million subscribers** worldwide, we have updated our US forecast to reflect the platforms uptick. We

now forecast YouTube Premium will hit **29.5 million US subscribers** by year-end 2021.

US YouTube Premium Subscribers, 2019-2025

millions, % change, and % of paid digital audio subscribers



■ YouTube Premium subscribers
■ % change ■ % of paid digital audio subscribers

Note: internet users of any age who subscribe to YouTube Music Premium or YouTube Premium; each individual account on a family plan counts as a unique subscriber
Source: eMarketer, Aug 2021

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Dive deeper:

- Our latest forecast projects an impressive **47.2%** uptick in US YouTube Premium subscriptions over 2020.
- Though growth will decelerate, our updated forecast projects continued growth through the next four years as YouTube Premium penetrates a higher rate of US paid digital audio subscribers, passing the **30%** benchmark in 2023.
- US paid digital audio subscriptions are climbing overall though at a slowing rate. In 2023, **133.1 million** US internet users will be paid digital audio subscribers.

Looking ahead: Our updated forecast also projects higher subscription numbers in years to come. By 2025, YouTube Premium will hit **46.6 million** US subscribers.