

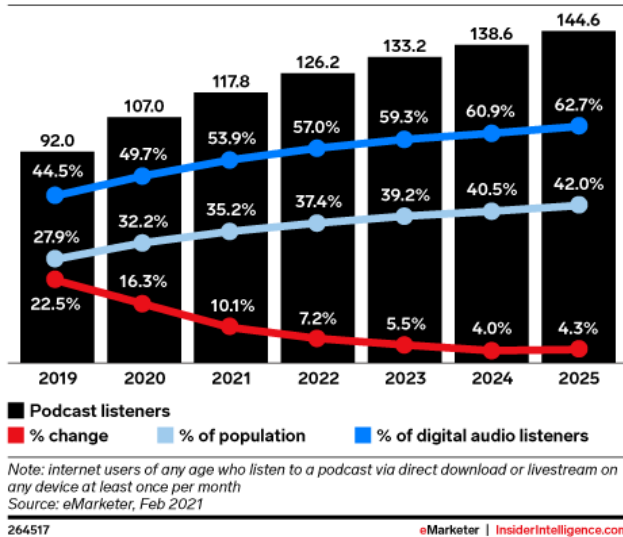
The US leads in podcast production and penetration, part of a greater trend in English-speaking markets

Article

The forecast: Podcast listening is on the rise globally with highest penetration rates in English-speaking markets. The US leads worldwide both in terms of production and penetration, but listener growth is rising the fastest in China.

US Podcast Listeners, 2019-2025

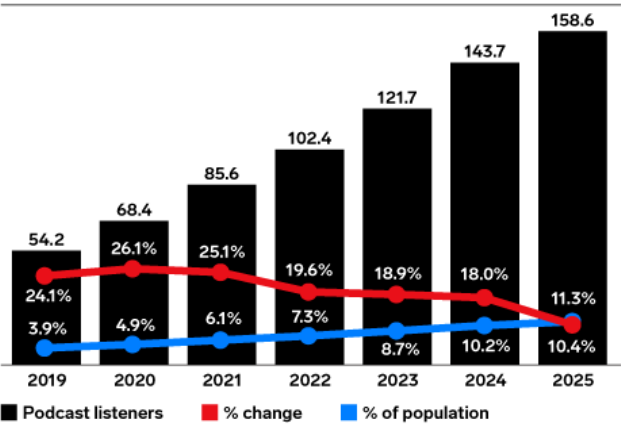
millions, % change, % of population, and % of digital audio listeners



A deeper dive:

- Other English-speaking countries have highest podcast adoption. **Sweden, Norway, Australia, and Canada** round out the top five countries in terms of podcast listening adoption.
- Core APAC markets lag behind other top-tier markets. **China, Japan, and South Korea** have the lowest podcast listener penetration of the markets we forecast.
- YouTube, Spotify, and Apple Podcasts** are the top three biggest platforms globally with YouTube performing particularly strong in markets with a smaller native podcast market.
- Language barriers affect available content. English-language speakers have much more content available to them than non-English speakers with the bulk of that content coming from US podcasts.

Podcast Listeners in China, 2019-2025
millions, % change, and % of population



Note: internet users of any age who listen to a podcast via digital streaming or direct download on any device at least once per month
Source: Insider Intelligence, July 28, 2021
268379 InsiderIntelligence.com

Looking ahead: In international markets with successful traditional radio programs, there's a large movement towards repurposing radio shows into on-demand podcast content. Podcast listening will continue to grow worldwide, but English-speaking markets already have a massive head start.