

In China, digital audio listener growth continues its steady climb

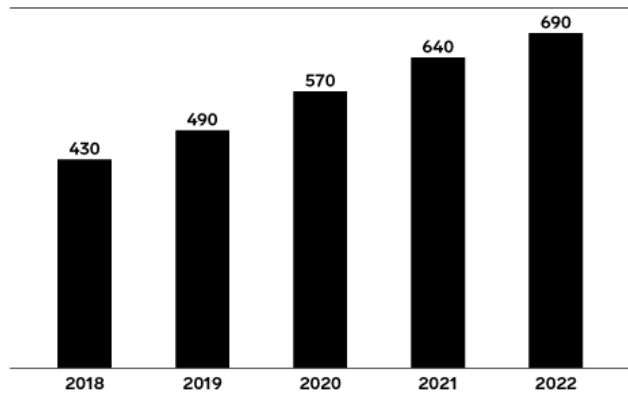
Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

In 2021, 640 million people in China will listen to digital audio, up 70 million from 2020. This growth will continue into 2022, as digital audio penetration approaches half of China's over 1.4 billion population.

Digital Audio Listeners in China, 2018-2022

millions



Source: iMedia Research, "2020-2021 China Audio Streaming Industry Research Report" as cited in press release, April 18, 2021

265820

eMarketer | InsiderIntelligence.com

More like this:

- Report: [China Digital Ad Spending 2021: Tech giants keep on cashing in](#)
- Article: [The rise of collaboration apps in China, and how marketers can harness their potential](#)
- Article: [How women's digital habits are evolving in China in 2021](#)