

Spotify tries to solve its Gen Z podcasting problem

Article

The news: Spotify's newest "Culture Next" report provides insights into Gen Z's listening habits and the audio giant's efforts to get young users interested in its podcast investments.

Mental health aid: Spotify's report focused heavily on its podcasting efforts, framed around their ability to help Gen Z consumers work through difficult parts of their lives.

- 80% of Gen Z listeners told Spotify that audio “allows them to explore different sides of their personality.”
- Mental health was the most popular podcast genre with Gen Z listeners, rising **54%** year over year. Overall Gen Z podcast consumption increased **62%**.
- Podcasts have become an important source of information for young listeners, Spotify says. **Fifty-five percent** of Gen Z listeners said they tune into podcasts to answer difficult questions before discussing them with loved ones.

Podcasting challenges: Spotify has made it clear that podcasting is a core part of its future.

- We forecast that podcasts will make up **20%** of the company’s business by 2024.
- The company had a major presence at the recent **Cannes Lions International Festival of Creativity**, which featured talks with podcast personalities including “**Batman Unburied**” actors **Winston Duke** and **Hasan Minhaj**.
- But one major pain point remains: Podcasts haven’t caught on with young listeners the way Spotify wants them to.
- We forecast that **29.3 million Americans ages 25 to 34** will listen to podcasts in 2022, compared with **just 19.9 million of those ages 18 to 24**—the same demographic Spotify’s report focuses on.
- That number is even lower among listeners ages 12 to 17, though Spotify is making an effort to reach them in new ways.

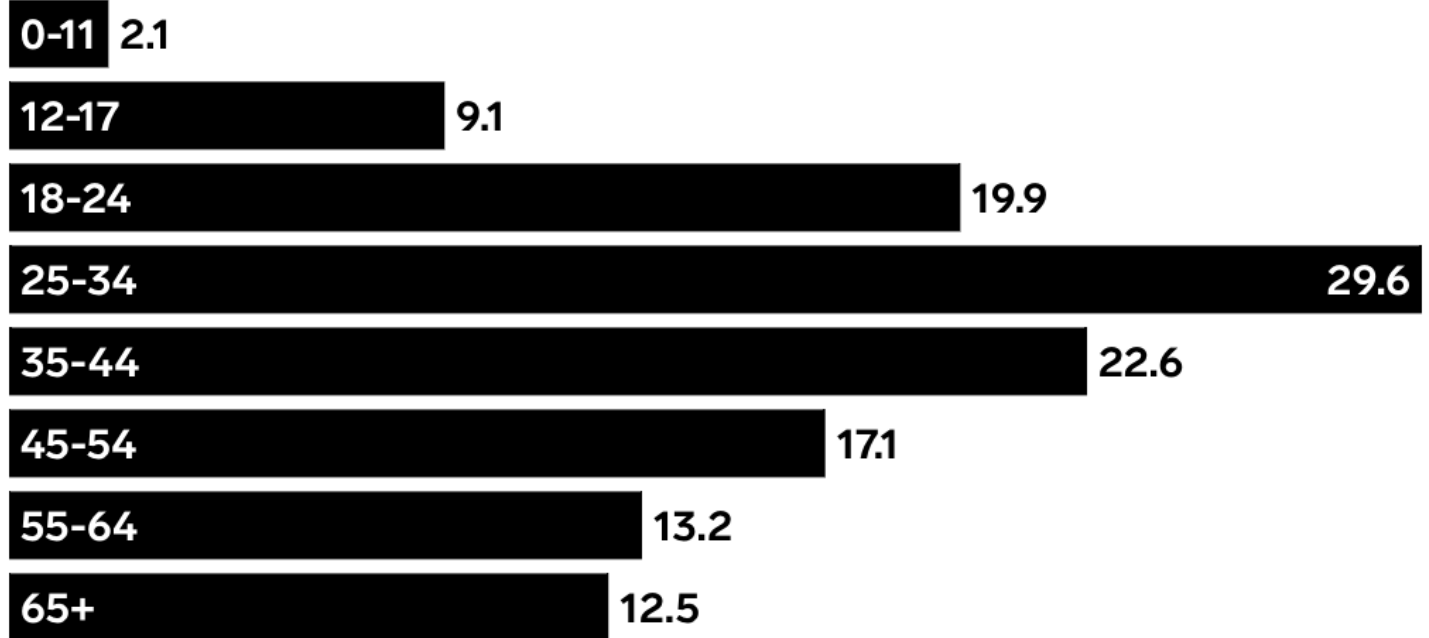
The big takeaway: Spotify is eager to get Gen Z listeners on board with its ambitious podcasting plans, and still has a way to go if it wants to convince advertisers of its effectiveness as a platform for reaching young audiences.

Keep reading: See our podcast listener and advertising forecasts in this report.

Podcast Listeners, by Age

US, 2022

Millions



Source: eMarketer, February 2022

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