

Clubhouse set the pace in social audio, but is it keeping up with its rivals?

Article

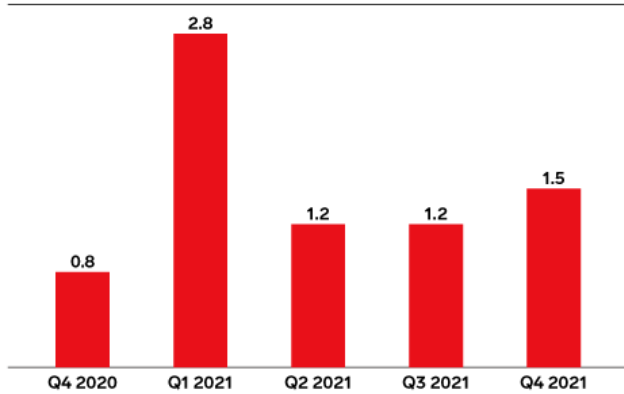
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In 2021, social audio app **Clubhouse** registered a total of **6.7 million** downloads in the US. About **42%** of those downloads occurred during Q1 2021, when the app received

extraordinary media buzz. But as established platforms created copycat features, Clubhouse's downloads decreased.

Beyond the chart: Despite the waves Clubhouse made, it seems the app and its clones aren't resonating with US users. Only **2%** of the country's teens and adults used **Twitter Spaces** as of January 2022, while **1%** each used Clubhouse and **Spotify Live** (formerly Spotify Greenroom), per an Edison Research and Triton Digital study. While Spotify is shuttering its Live creator fund, **Amazon** is marching to a different beat, introducing **Amp**, its own take on the format, just last month. Whether the retail giant can revive social audio is yet to be seen.

US Clubhouse Mobile App Downloads, Q4 2020-Q4 2021
millions



Source: Apptopia, March 8, 2022

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