

In the realm of podcasting, the US is the global leader in all respects

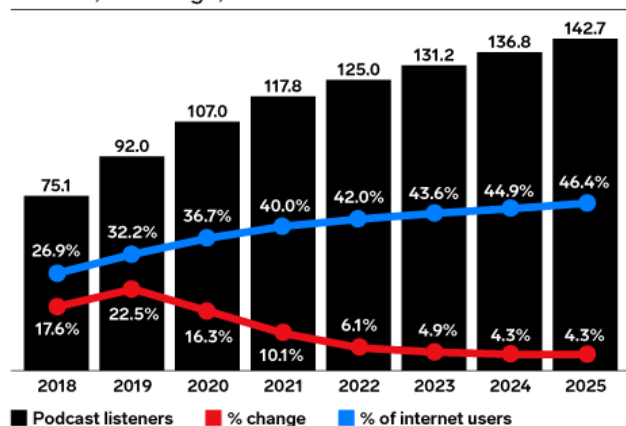
Article

The US is the undisputed front-runner within the global podcasting ecosystem, in terms of both content production and listener adoption.

In 2021, **40.0%** of US internet users will listen to a podcast at least once per month. No other country comes close to matching this figure (Sweden, home of Spotify, will be in second place with **34.6%**). **The US will also have the most monthly podcast listeners, at 117.8 million—over 40 million more than our aggregate figure for Europe. China will be in second place, with 85.6 million listeners.**

US Podcast Listeners, 2018-2025

millions, % change, and % of internet users



Note: internet users of any age who listen to a podcast via direct download or livestream on any device at least once per month

Source: eMarketer, Aug 2021

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eMarketer | InsiderIntelligence.com

This year, for the first time, more than half of all digital audio listeners in the US will also be podcast listeners. By the end of 2024, that figure will cross the **60%** mark. **Among digital consumers in the US, podcast listening has become mainstream in a surprisingly rapid fashion.**

- To drive home the point, **35.2%** of the US population will listen to a podcast at least once a month in 2021. That figure was **14.3%** as recently as 2015.

Thanks to the enormous US-made library of podcast content, English speakers around the world have a wider array of shows available to them than non-English speakers do. This smooths the path for podcast adoption in countries with high levels of English-language proficiency.

Podcast Listeners in Select Countries Worldwide, 2021

% of internet users

US	40.0%
Sweden	34.6%
Norway	34.2%
Australia	33.2%
Canada	32.8%
Spain	30.0%
Denmark	28.4%
UK	27.9%
Finland	27.6%
Mexico	25.8%
Italy	25.0%
Brazil	24.5%
Germany	24.4%
France	22.9%
Argentina	19.2%
South Korea	12.2%
Japan	11.8%
China	8.7%
Total Europe	26.3%
Total North America	39.2%
Total	18.7%

Note: internet users of any age who listen to a podcast via digital stream or direct download on any device at least once per month

Source: eMarketer, July 2021

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Conversely, the countries boasting the most engagement with podcasts are, not surprisingly, those facing the slowest **listener growth rates** going forward. The high base of listenership among internet users in places like North America, Australia, and the Nordic countries means that a rapid influx of new listeners is no longer possible.

Listening to podcasts has become commonplace in the US, **but growth will decelerate from now on because the base is so high**. The US will expand its podcast listenership by **just 6.1% next year**, one of the slower rates in the world.

Read the full report.

Report by Ethan Cramer-Flood Oct 22, 2021

Global Podcast Listener Forecast 2021–2025

