

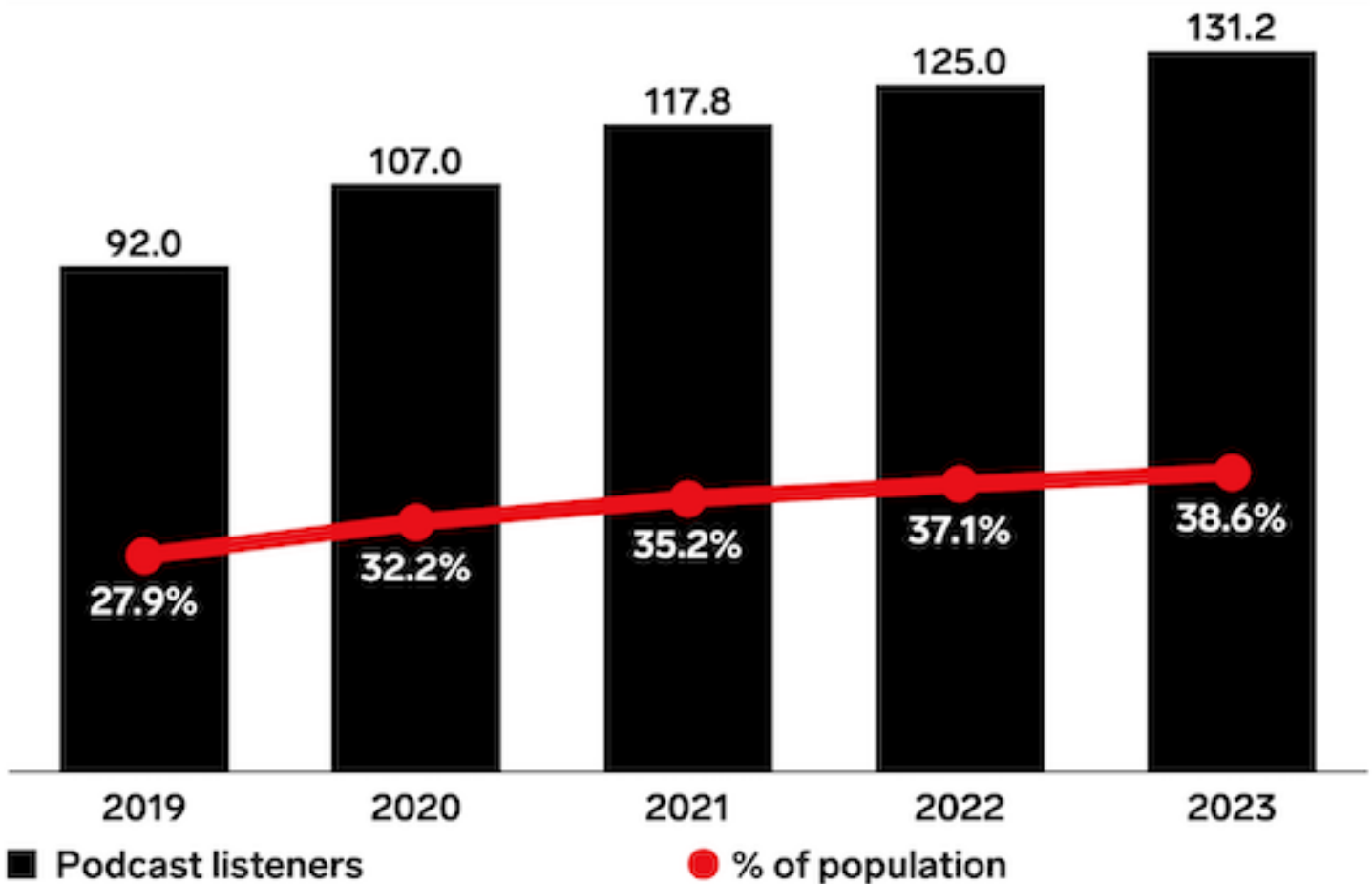
Spotify poised to overtake Apple Podcasts this year

Article

The forecast: Spotify is still expanding its podcast listenership in the US, while **Apple Podcasts'** has essentially stagnated. In fact, Spotify will narrowly surpass Apple in that metric by the end of this year. The Swedish streaming company will have **28.2 million** monthly podcast listeners over Apple's **28.0 million**, a razor-thin lead that will widen in the years to come.

US Podcast Listeners, 2019-2023

millions and % of population



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; podcasts are audio-first serialized episodes that can be accessed via digital streams or downloaded; includes listening to podcasts via video platforms such as YouTube

Source: eMarketer, Aug 2021

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InsiderIntelligence.com

Dive deeper:

- This year, **40.0% of US internet users** will tune in to podcasts at least once per month. Given the medium's rapid listener growth thus far, we expect that growth to slow down for the next few years.

- Despite this overall deceleration, Spotify's growth among that listener base will continue to increase through the end of our forecast period in 2025.
- **YouTube** and **Google Podcasts** are also popular platforms for podcast listening in the US. **Amazon Music** continues to build out its audio offerings and invest in the medium. (We do not yet publish podcast listener forecasts for these platforms.)

Looking ahead: In 2024, podcasts will reach about **40% of the population** and **45% of internet users** in the US at least once a month. By the end of the following year, there will be **142.7 million** monthly podcast listeners. Among them, **43.6 million** will listen via Spotify and **29.1 million** will listen via Apple Podcasts.