

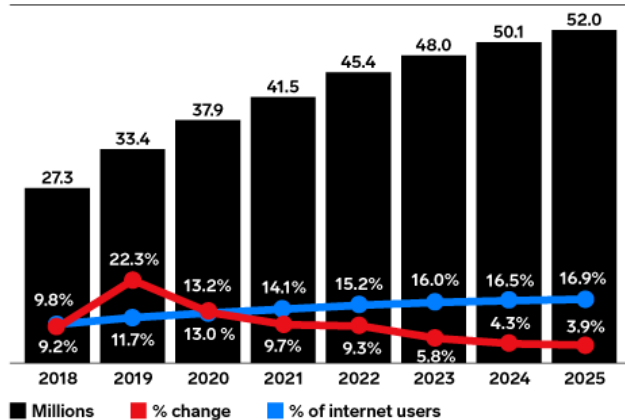
US ad-supported Spotify listeners pass 40 million mark

Article

The forecast: Spotify will hit **41.5 million** ad-supported US listeners this year, a **9.7%** increase over 2020, reflecting a greater trend of ad-supported listeners increasing their share on the predominantly subscription-based platform.

US Spotify Ad-Supported Listeners, 2018-2025

millions, % change, and % of internet users



Note: internet users of any age who listen to Spotify's ad-supported (nonpremium) service on any device at least once per month
Source: eMarketer, Aug 2021

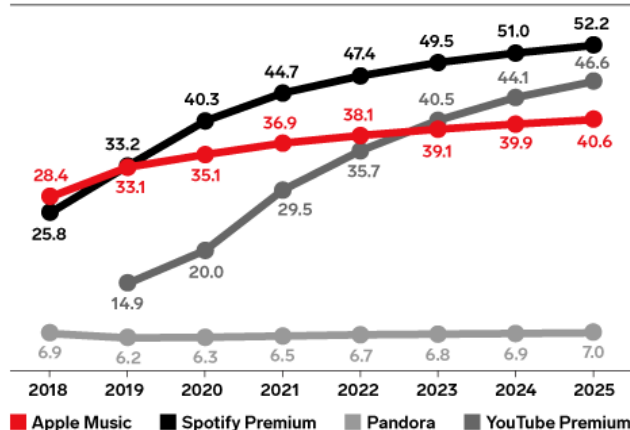
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Dive deeper:

- The rise of podcast listening on Spotify is causing ad-supported listeners to increase as a percentage of total Spotify listeners. As this trend continues, there will be just about the same number of ad-supported listeners as Premium subscribers by 2025.
- Overall listeners will increase **10.1%** this year to reach a total of **83.1 million** monthly listeners, making Spotify the most-listened-to service in the US by far.
- Next year, Spotify listeners will reach **30.0%** of US internet users for the first time.

US Paid Digital Audio Subscribers, 2018-2025

millions



Note: internet users of any age who subscribe to each paid digital audio service listed; each individual account on qualifying family plans counts as a unique subscriber; includes paid promotional subscribers and free trial users
Source: eMarketer, Aug 2021

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Looking ahead: Spotify will hit **52.0 million** ad-supported US listeners and **52.2 million** paid US listeners in 2025, totaling **over 100 million**.