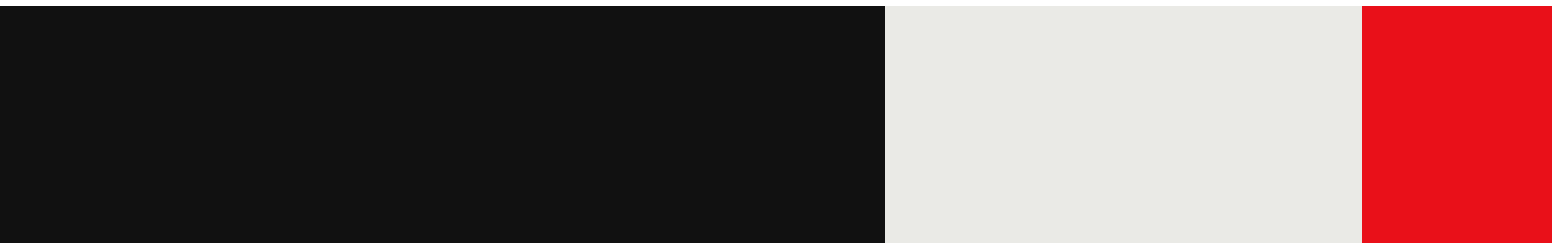


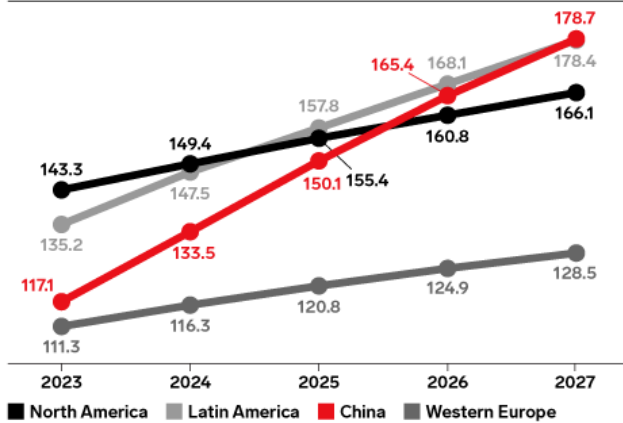
China leads the world in podcast listener growth through 2027

Article



Podcast Listeners in China and Select Regions Worldwide, 2023-2027

millions



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: Insider Intelligence | eMarketer Forecast, Aug 2023

283440

Insider Intelligence | eMarketer

Key stat: This year, North America holds the title for most podcast listeners at 149.4 million, per our forecast. By 2027, China will take over with 178.7 million listeners.

Beyond the chart:

- The growth of podcast listeners in China is largely due to its low penetration. This year, China's podcast listeners will account for 9.4% of its population and 12.6% of internet users, according to our August 2023 forecast.
- In comparison, 39.6% of the US population and 44.1% of internet users will be podcast listeners in 2024.
- Content availability remains a challenge in China and other Asian markets, where podcast content creators are still emerging.

Use this chart:

- Align podcast ad spend with your target markets.

More like this:

- [Making the case for investing in audio ads in 2024](#)
- [Podcast advertising in 5 charts](#)
- [US adults spend a fifth of their daily digital media time with digital audio](#)

- **Global Podcast Listeners Forecast 2023** (*Insider Intelligence subscription required*)

Note: 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.

Methodology: Estimates are based on the analysis of survey and traffic data from research firms and regulatory agencies; the growth trajectory of major digital audio companies; historical trends; internet and mobile adoption trends; and demographic adoption trends.