

Spotify will widen lead over Apple Podcasts despite controversy

Article

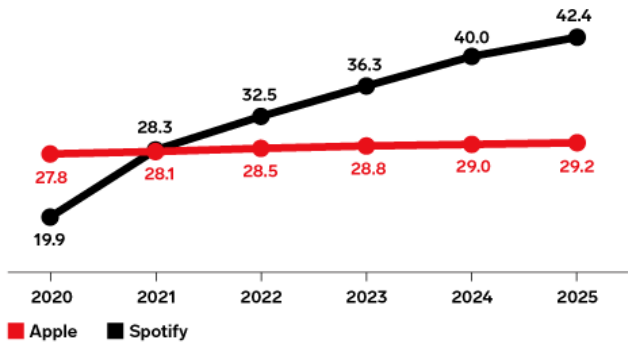
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Spotify overtook **Apple Podcasts** as the biggest US podcast platform in 2021, when the Swedish company drew **28.3 million** monthly US podcast listeners, about **200,000** more than

its rival did. Come 2025, Spotify's lead will widen to **13.2 million**, while Apple's growth in the sector will all but stagnate.

Beyond the chart: Spotify's success hasn't come cheap, or free of controversy. The company has amassed a slew of ad tech-related firms in an effort to expand its podcast ad revenues. It has also struck exclusive deals with hit podcasts, making Spotify **not just a service provider but a publisher as well**. Listeners and creators alike are increasingly dissatisfied with the platform's content moderation practices, which could spell trouble for Spotify's future.

US Apple vs. Spotify Podcast Listeners, 2020-2025
millions



Note: internet users of any age who listen to podcasts via either service on any device at least once per month
Source: eMarketer, Feb 2022

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